



## Marketing & Advertising Committee Meeting

March 2022 Report

For the meeting held on Thursday, February 17, 2022

Members: Pohlod (Chair), Eid, Kay, and Lundberg

Staff: Kammer

1. Attendance:

Present: Pohlod, Kay, Lundberg, Eid

Absent: None

Others Present: Kammer, Bassett

2. Public Comment: None

3. Employee Attraction Program: Committee discussed creating a program composed of several policies and activities that would serve to help improve employee attraction and retention for businesses in the district. Brooks Cowan from the city's Planning Department presented a program to subsidize public transit for workers. Committee supported the transit program but requires additional details like budget numbers, cost, and utilization estimates before moving forward with a recommendation to the board.

4. Consumers Energy sponsorship of \$10,000 for Birmingham Bucks will go to support shopping local after Restaurant Week concludes.

5. Committee discussed programs to assist businesses during the construction project on South Old Woodward. Some of the proposed projects include subsidizing valet parking for customers in the area, utilizing a texting app to improve communication with stakeholders, creating a special Birmingham Bucks e-gift card program to assist with customer retention, improved signage and print materials to educate the public and help them navigate the changes to the downtown, and discussion of utilization of shuttle services for employees, etc.

6. Committee discussed discontinuing the Spring Fashion video. Instead, the committee suggested moving forward with a print insert for Spring Fashion and a video dedicated to promoting other things in the downtown.

**NEXT MEETING: Thursday, March 10, at 8:30 a.m.**

**Marketing 2021-22 Budget: \$150,000**

**Remaining balance after March vouchers: \$39,758**

**Magazine 2021-22 Budget: \$60,000**

**Remaining balance after March vouchers: \$22,320**