



Marketing & Advertising Committee Meeting

April 2022 Report

Meeting held on Thursday, March 10, 2022

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

Guest: Gill

Staff: Kammer, Bassett

1. Attendance:

Present: Kay, Pohlod
Absent: Eid, Lundberg, Kammer
Others Present: Bassett, Gill

2. Public Comment: None

3. Spring Fashion Insert: The Committee discussed the creative direction and timeline for the 4-page fashion insert in the May edition of SEEN Magazine. The photoshoot will take place on Tuesday, March 29 at Blossoms. SEEN Media's designer will coordinate with BSD retailers to create the looks for the photoshoot. Final approvals will be provided by the Committee prior to the production deadline of April 15.

4. Spring/Summer Seasonal Video: The Committee discussed the creative direction and timeline for the seasonal video to be produced by SEEN Media. The video will include both existing photography and video footage of downtown Birmingham highlighting spring/summer shopping, outdoor dining and events. Final versions of the video are expected by April 18.

NEXT MEETING: Thursday, April 21 at 8:30 a.m.

Marketing 2021-22 Budget: \$150,000

Remaining balance after April vouchers: \$36,517

Magazine 2021-22 Budget: \$60,000

Remaining balance after April vouchers: \$22,320