



Marketing and Advertising Committee  
Meeting Date: 4/21/2022  
151 Martin Street,  
Birmingham, MI 48009  
248-530-1200  
ALLINBirmingham.com

**Members in Attendance:** Zachary Kay, Amy Pohlod, Jessica Lundberg

Members Absent: Samy Eid

Staff Present: Sean Kammer, Erika Bassett

1. Public Comment: None
2. Advertising and Marketing Report: The Committee reviewed social media and website analytics from March/April. Both new social media followers and website visitors increased significantly from the previous month. May social media will focus on spring fashion using photography and video elements, spring shopping/dining and construction communications (consumer).
3. Spring/Summer Advertising: Spring fashion, Farmers Market and general spring/summer event advertising is currently underway using a variety of media including print, digital, signage and social media.
4. South Old Woodward Reconstruction Phase 3 Signage and Incentives: The Committee and BDS staff discussed the need for directional, parking, promotional and "open during construction" signage to be installed within and around the construction zone throughout the project. BSD Staff is working with City Engineering to create a variety of signs to support this effort. The Committee proposes the following incentives during construction, in addition to special events:
  - a. Birmingham Bucks E-Gift Card Promotion:
    - i. Shoppers can earn \$10 in promotional Birmingham Bucks E-Gift Cards for every \$100 spent at businesses within the construction zone. Each recipient is eligible to earn a maximum of \$100 in promotional Birmingham Bucks E-Gift Cards. Current Birmingham Bucks E-Gift Card program rules apply.
    - ii. The proposed total promotional budget is \$30,000 to be used incrementally throughout the construction project. A proposed marketing budget amendment of \$10,000 for this current fiscal year was discussed, so that this program can begin with the anticipated early start of the construction project.
  - b. Free Parking in municipal structures on Saturdays for the duration of the project

**NEXT MEETING: Thursday, May 19 at 8:30 a.m.**

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

**Remaining balance after May vouchers: \$24,552**

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

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