

Marketing and Advertising Committee Meeting Minutes
151 Martin Street, Conference Room 203
May 19, 2022

Chairperson Pohlod called the meeting to order at 8:30 a.m.

In Attendance: A. Pohlod (Chairperson), Z. Kay, J. Lundberg, E. Bassett

Absent: S. Eid, J. Ecker

There was no public comment.

Advertising and Marketing Report: The Committee reviewed social media and website analytics from mid-April through mid-May. Month over month reach on Facebook and Instagram was up 600% and 567%, respectively, due to the spring advertising campaigns. Social media focus for mid-May – mid-June includes general shopping/dining, consumer-related construction communications (as needed) and business spotlights.

Day on the Town Advertising: The Committee will revise the 2021 Day on The Town video to include 2022 information. Print, digital and social media advertising for Day on the Town will begin in June.

South Old Woodward Reconstruction Phase 3 – Birmingham Bucks Campaign: The Committee discussed the following Birmingham Bucks E-Gift Card Promotional Program 1 details:

1. Phase 1 - June 1-30 (Promotional Cap \$15,000):

- a. **Retailers and Restaurants within the Affected Zone:** Shoppers can earn \$10 in promotional Birmingham Bucks E-Gift Cards for every \$100 spent at retail and restaurant businesses within the affected zone (from Brown Street to Lincoln Street). Each recipient is eligible to earn a maximum of \$100 in promotional Birmingham Bucks E-Gift Cards in June. Current Birmingham Bucks E-Gift Card program rules apply. Marketing materials and program information will be provided to participating businesses. Promotional Birmingham Bucks E-Gift cards will expire September 30 and exclude use July 29-31 (Day on the Town event weekend).
- b. **Summer Bucks Weekend Promotion, June 24-26:** The Committee recommends the BSD Board approve an additional district-wide Summer Bucks Weekend promotion, open to all BSD businesses. Shoppers can earn \$10 in promotional Birmingham Bucks E-Gift Cards for every \$100 spent at all eligible businesses within the BSD. Each recipient is eligible to earn a maximum of \$100 in promotional Birmingham Bucks E-Gift Cards during the promotion. Current Birmingham Bucks E-Gift Card program rules apply. The BSD will advertise this promotion. Promotional Birmingham Bucks E-Gift cards will expire September 30 and exclude use July 29-31 (Day on the Town event weekend).

2. **Phase 2 - (July - October):** Promotional recommendation to be finalized at the June 16 Committee meeting.

Logo Revision Discussion: The Committee will continue to use the traditional Birmingham Shopping District logos, modified with the new website colors. The Committee recommends the BSD use the new City of Birmingham logo as the starting point for a new BSD logo design to be implemented starting late-fall.

Meeting adjourned at 9:35 a.m.

NEXT MEETING: Thursday, June 16 at 8:30 a.m.

APPROVED