

Marketing and Advertising Committee Meeting Minutes
151 Martin Street, Conference Room 203
June 16, 2022

Chairperson Pohlod called the meeting to order at 8:38 a.m.

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

Absent: J. Lundberg, S. Eid

Approval of Minutes:

Motion: Motion by Z. Kay, seconded by A. Pohlod to approve the minutes dated May 19, 2022.

Vote: Yeas: A. Pohlod (Chairperson), Z. Kay

Nays: none

Absent: J. Lundberg, S. Eid

Public Comment: There was no public comment.

Social Media Impact Report: The Committee reviewed social media and website analytics from mid-May through mid-June. Month over month reach on Facebook and Instagram was up 33% and 43%, respectively, due to ongoing spring advertising campaigns. Social media focus for mid-June – mid-July includes the summer events video campaign, Day on the Town video campaign, district events, South Old Woodward Avenue business profiles and general shopping and dining. The Committee discussed revising the current report to include date for each month with year-over-year and month-over-month comparisons. The Committee also discussed creating a quarterly report to show overall social media trends. Staff to create a draft to present at the next Committee meeting.

Day on the Town Advertising: The Committee approved the revised Day on The Town video to include the 2022 event date. Print, digital and social media advertising for Day on the Town will begin late-June/early-July.

Fall Fashion Discussion: The Committee discussed not creating a fall fashion insert and/or video this year. The Committee would like to use those resources to create a fashion spread as part of a larger holiday gift guide or supplemental insert to be circulated prior to the holiday.

South Old Woodward Reconstruction Phase 3 – Birmingham Bucks Campaign: Staff reported that a few Birmingham Bucks submissions have been received as of the Committee meeting date, for redemption for the *Phase 1 - June 1-30 Promotion: Retailers and Restaurants within the Affected Zone*. Staff advised that the advertising for the *Summer Bucks District-wide Promotion, June 24-26* is underway.

1. **Phase 2**

- a. **July 1 – August 31 (Promotional Cap \$5,000). 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 each month. 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.

- b. **Fall Bucks Promotion, Saturday, September 17 – Saturday, September 23 (Promotional Cap \$20,000). All Eligible BSD Businesses District-wide:** The Committee recommends the BSD Board approve the following district-wide Fall Bucks Promotion, open to all eligible 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 October 31.

Logo Revision Discussion: The Committee will discuss the creation of a new BSD logo at the next meeting. The new City of Birmingham logo will be used as a guide for the discussion. The BSD intends to keep its current website color palette; fonts are undecided.

Other Business:

1. South Old Woodward Avenue Phase 3 Signage: Staff provided an update on current signage in place within and surrounding the construction area to include:
 - a. Pierce and Peabody Parking Structure banners
 - b. *Business Open* and *Pedestrian Crosswalk* signs at the corners of Brown Street and South Old Woodward Avenue
 - c. Pedestrian Wayfinding signs near Haynes Street and Daines Street
 - d. Parking Wayfinding signs along Woodward Avenue near Bowers Street, Haynes Street and near the 555 Public Parking garage
 - e. Parking Wayfinding signs along South Old Woodward Avenue near the former Don Thomas lot. Parking signs within the lot were modified to include the 2-hour parking information.
2. Thrive Publication: The Committee approved advertising in the Birmingham Bloomfield Chamber of Commerce's Thrive publication.
3. General videos: The Committee discussed producing two general Birmingham videos in the future, as part of the current SEEN Media contract, for fall/winter and spring/summer. These videos will not focus on specific events, but rather the general feel of downtown Birmingham and are intended to be used for multiple years.
4. Recruitment for the Marketing Committee: The Committee would like to recruit additional members. Staff will send an e-blast communication to BSD businesses and promote to residents.

5. Business Feedback: The Committee requested BSD staff make in-person contact with businesses within the South Old Woodward Avenue construction zone sometime over the next few weeks.
6. Website Continuous Improvement: The Committee will discuss website updates at a future meeting (after progress has been made on a new logo).

Meeting adjourned at 9:53 a.m.

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

APPROVED