

**Marketing and Advertising Committee Meeting Minutes**  
**151 Martin Street, Conference Room 202 & 203**  
**August 11, 2022**

The meeting was called to order at 9:15 a.m.

**In Attendance:** Z. Kay, J. Lundberg, C. Fenner, E. Bassett, J. Ecker, A. Gill (SEEN Media)

**Absent:** A. Pohlod (Chairperson), S. Eid

**Public Comment:**

S. Jeffares presented a *Birmingham's Big Night Out* proposal requesting support from the BSD including a donation of up to \$4,450 in Birmingham Bucks e-gift cards and assistance in event promotion. J. Ecker advised there are funds available in the budget as a result of low usage of Birmingham Bucks in the South Old Woodward Avenue construction zone. Lundberg advised she would be in support of the BSD's involvement in this event if it highlights the entire district. Bassett mentioned that the BSD does not share its business lists or typically create promotional materials and advertising campaigns for non-BSD events, however it could share promotional materials created by the event organizer, if it promotes the district overall. Jeffares reported that event organizers are investigating the possibility of having a fashion show featuring BSD retailers during the musical performance intermission. Jeffares reported that the event would include 160 - 170 attendees and ticket prices would range from \$65/person - \$250/person. Bassett requested that event organizers share attendee contact information with the BSD for future promotions. The committee agreed to recommend support for this event at the September Board meeting.

**Holiday Gift Guide and Fashion Discussion:**

Amy Gill presented the SEEN Media proposal for the 2022 Holiday Gift Guide insert. The insert would be laid out like a "mini-magazine" consisting of a gift guide and fashion spread. Z. Kay recommended the insert be 24-pages to include a 16-pg gift guide and an 8-pg fashion spread. The Committee proposed revising the current gift guide categories to remove "Teen" and include "Experiential Gifts." The Committee would like to target the November publication if the timeline is feasible. Z. Kay requested pricing for a thicker cover stock and additional distribution to include Grosse Pointe. A. Gill to provide a revised proposal and timeline, method for the collection and sharing of creative elements, and pricing for additional distribution.

**NEXT MEETING: Thursday, August 18 at 8:30 a.m.**