

Marketing and Advertising Committee Meeting Minutes
151 Martin Street, Conference Room 202
July 20, 2022

Chairperson Pohlod called the meeting to order at 8:41 a.m.

In Attendance: A. Pohlod (Chairperson), Z. Kay, S. Eid, E. Bassett, D. Fehan

Absent: J. Lundberg, J. Ecker

Approval of Minutes:

Motion: Motion by Z. Kay, seconded by S. Eid to approve the minutes dated June 16, 2022.

Vote: Yeas: A. Pohlod (Chairperson)

Nays: None

Absent: J. Lundberg

Public Comment: There was no public comment.

Social Media Impact Report:

The Committee reviewed social media and website analytics from mid-June through mid-July. Month over month reach on Facebook and Instagram was down 0.7% and 13.7%, respectively. Social media focus for mid-July – mid-August includes the summer video campaign, district events, South Old Woodward Avenue business profiles and general shopping and dining.

Bassett recommended the Committee consider using a professional agency to prepare a website and social media analytics report for the Committee's use in tracking progress and developing action items. Bassett to request quotes from Miles and other vendors.

South Old Woodward Reconstruction Birmingham Bucks Campaign:

Bassett reported that Phase 1 of the South Old Woodward Birmingham Bucks promotion is complete and results are as follows. Bassett reported the June promotional incentive was lower than in past promotions, which could have contributed to reduced claims during the June period.

1. Phase 1 (Complete)

a. June 1-30 Promotion: Retailers and Restaurants within the Affected Zone

- 12 submissions, \$11,737.85 in sales receipts, \$840 in BB distributed

b. Summer Birmingham Bucks District-wide Promotion, June 24 - 26

- 77 submissions, \$46,398.96 in sales receipts, \$3,380 in BB distributed

Bassett reported that the Phase 2: July 1 – August 30 Birmingham Bucks promotion is currently in progress. The Committee discussed maintaining the current incentive structure and extending the promotional period for the upcoming Fall Bucks promotion.

1. Phase 2 (In Progress)

- 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 expire September 30.

- b. **Fall Bucks Promotion, (Promotional Cap \$20,000). 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 expire October 31.
 - i. **Original Dates: Saturday, September 17 – Saturday, September 24:**
The Committee recommends the BSD Board approve the following district-wide Fall Bucks Promotion, open to all eligible BSD businesses.
 - ii. **Recommended Dates: Thursday, September 15 – Sunday, September 25.**

Logo Revision Discussion:

The Committee reviewed current BSD branding and the new City of Birmingham logo. Bassett asked the Committee if they wanted to wait for the hire of a new Executive Director or consult with a branding professional/firm prior to making any branding changes. The Committee agreed to continue with the current timeline and consult with a brand professional/firm on an as-needed basis.

1. **Color Selection:** The Committee reviewed proposed Pantone (print) colors to match the five digital colors selected during the 2021 website redesign. The Committee approved the following colors: Astral Teal/Pantone 5473 and Aqua/Pantone 2460. The Committee would like to view Blue Charcoal/Pantone 539 and alternate Pantone 648, as well as Bright Red/Pantone Warm Red and alternate Pantone 032 in a logo application before making a final selection. The Committee requested additional darker grey color options. Staff to present requested materials at the August 18 Committee meeting.
2. **Logo:** The Committee discussed modifying new City of Birmingham logo versions 3 and 6 to include the selected BSD color palette and with “SHOPPING DISTRICT” replacing “A WALKABLE CITY” in the tagline. The Committee discussed potentially further modifying the logo, potentially replacing the statue icon with individual event-branded icons. Bassett mentioned that logo modifications would likely need approval from the Wayfinding Committee. The Committee requested staff prepare various versions of the logo for discussion at the August 18 Committee meeting.

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