



The Shopping District

Advertising and Marketing Committee Meeting

Wednesday, September 28, 8:30 a.m.

**151 Martin Street, Birmingham, MI
City Hall Conference Rooms 202 & 203**

Committee Members: Kay (Chair), Eid, Fenner, Lundberg and Pohlod

Staff: Jana Ecker, BSD Interim Executive Director; Erika Bassett, PR Specialist

AGENDA

1. Welcome and Attendance
2. Approval of Minutes – August 18
3. Public Comment
4. Social Media and Web Report
5. Holiday Gift Guide Draft Review
6. Winter Photoshoot Planning
7. Review of Special Assessment Renewal Proposal
8. Other Business

NEXT MEETING DATE – Thursday, October 20, 2022 at 8:30 a.m.

Marketing and Advertising Committee Meeting Minutes
151 Martin Street, Conference Room 202 & 203
August 18, 2022

The meeting was called to order at 8:35 a.m.

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

Absent: J. Lundberg

Approval of Minutes: Bassett corrected a typographical error to the minutes. Motion by Kay, seconded by Eid to approve the minutes dated July 20, 2022 and August 11, 2022.

Public Comment:

Fehan asked if the *Birmingham's Big Night Out* event was happening and if the BSD plans to be involved. The Committee advised they will make a recommendation to the Board at the September Board meeting. Ecker advised there are sufficient funds in the budget to support the contribution of Birmingham Bucks.

Social Media and Web Report:

The Committee reviewed the report. Bassett reported she is currently investigating options for third party social media and web analytics reporting and consulting. Pohlod requested a year over year comparison be added to the September report.

Holiday Gift Guide and Fashion Discussion:

The Committee reviewed the revised proposal from SEEN Media. After a cost-benefit discussion, the Committee requested Bassett request SEEN Media revise the proposal to only include a 16-pg insert, digital guide and additional targeted distribution. The Committee is targeting a November launch. The Committee discussed reducing print costs overall to accommodate for more digital content including the potential development of an app in the future. Kay mentioned the BSD archives are lacking winter fashion images and requested the coordination of a winter photoshoot to be used in future general promotionals. The Committee discussed using current BSD social media photographer to create a series of short social media videos throughout the year to promote various aspects of the district. Bassett to request a quote for these projects.

Logo and Color Palette Discussion:

The Committee reviewed logo options, selecting logo Version 2 and Version 4B to recommend as the new BSD logo (replacing the existing BSD logo). The Committee selected Pantones 648, 5473, 2460, 032, 12% Screen of Black and 50% Screen of Black to recommend as the final print branding colors. If the new logo is approved by the Board, staff will begin the implementation process, phasing in the new logo as current supplies diminish. Kay mentioned revising the Spa, Dining and Retail guides with the new logo and newly opened businesses to distribute before the holiday season.

NEXT MEETING: Thursday, September 15 at 8:30 a.m.

September Advertising and Marketing Report

Date Range: 8/16/2022 – 9/14/2022

Top FACEBOOK Posts

Top INSTAGRAM Posts

FACEBOOK	Current Month	Previous Month	+/-	2021 Month	+/-
Page Followers	11,945	11,788	+1.3%	11,033	+8.2%
Reach	7,036	48,688	-85.5%	4,655	+51.1%
Engagement	1,155	3,021	-61.8%	273	+323.1%

INSTAGRAM	Current Month	Previous Month	+/-	2021 Month	+/-
Page Followers	5,374	5,358	+0.2%	4,711	+14.1%
Reach	5,455	13,629	-59.9%	6,292	-13.3%
Interactions	422	559	-24.5%	1,199	-64.8%

HIGHLIGHTS:

- August – September social media focus: General shopping and dining, events including Movie Night, Cruise and Farmers Market and Bucks promo
- Month over month, reach was down on both Facebook and Instagram due to Day on the Town ad campaigns ending. Year over Year, reach was up 51.1% on Facebook and down 13.3% on Instagram. New followers were up 8.2% on Facebook and 14.1% on Instagram.
- September – October social media focus: Finalize remaining South Old Woodward business profiles and progress highlights, general shopping and dining, events including Art Walk and Holiday preview and the fall Bucks promotion
- Website: Month over month metrics were down due to reduced traffic after the completion of Day on the Town and Cruise. Year over year users and view were up 35.4% and 23.5%, respectively.

Website Performance Metrics

	Current Month	Previous Month	+/-	2021 Month	+/-
Users	8,408	11,671	-27.9%	5,421	+35.4%
Page Views	16,976	24,947	-31.9%	12,974	+23.5%
Bounce Rate	63.85%	59.63%	--	48.61%	--
Avg. Duration	1:14min.	1:40 min.	--	1:40 min.	--
Partner Referrals	422	477	-11.5%	436	-3.2%

Traffic

Page	Pageviews	% Pageviews
1. /home	3,245	19.12%
2. /visitors/cruiseevent	3,022	17.80%
3. /visitors/farmers-market	2,003	11.80%
4. /calendar	1,316	7.75%
5. /shops?cat=all	923	5.44%
6. /parking-lots?cat=all	500	2.95%

Top Channels

