

Marketing and Advertising Committee Meeting Minutes
151 Martin Street, Conference Room 202 & 203
October 10, 2022

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

Absent: J. Lundberg

The meeting was called to order at 8:34 a.m.

There was no public comment.

Approval of Minutes: Motion by Pohlod, seconded by Eid, to approve the minutes dated August 18, 2022.

Social Media and Web Report:

The Committee reviewed the report. Bassett presented the revised social media report including year over year comparisons. Bassett presented options for more comprehensive social media and web analytics reporting. Bassett suggested the Committee consider developing a consistent and targeted digital strategy to include web, social media and other digital content. Motion by Pohlod, seconded by Eid, to create an RFP for digital strategy and reporting, including the potential development of an app, in the coming months.

Holiday Gift Guide and Fashion Discussion:

The Committee reviewed the Gift Guide cover and interior page layouts. Comments were collected by Bassett to provide to SEEN.

Winter Photoshoot Planning:

Bassett presented a cost estimate to the Committee for photography services for a winter lifestyle photoshoot. The Committee would like to meet with the photographer to discuss creative direction and scope of work at the December meeting. The Committee would like to target January/February to do the photoshoot.

Other Business:

Holiday Advertising Plan:

Bassett presented the 2021 Holiday Advertising media plan to the Committee. The Committee would like to maintain the same budget and execute a similar media strategy for 2022.

Print Advertising Opportunities:

Bassett provided potential print advertising opportunities to the Committee. The Committee is interested in advertising in select HOUR Magazine editions. Bassett to secure pricing and other advertising options with HOUR. The Committee advised they do not want to advertise in Birmingham Lifestyle or Stroll publications at this time.

Holiday Video Edits:

The Committee reviewed the 2021 Holiday video. The Committee would like to use the same video for 2022 with slight revisions including the addition of the new logo and replacing the curbside pickup footage with stock imagery or footage.

APPROVED