

**Marketing and Advertising Committee Meeting Minutes**  
**151 Martin Street, Conference Room 202 & 203**  
**November 17, 2022**

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

The meeting was called to order at 8:36 a.m.

There was no public comment.

**Approval of Minutes:** Motion by Pohlod, seconded by Eid, to approve the minutes dated October 10, 2022.

**Social Media and Web Report:**

Bassett presented the reports covering analytics from mid-September through mid-November. Bassett reported that the significant reduction in reach compared to 2021 was due to the fact that 2021 results included a paid 2021 Fall Fashion campaign.

**New Logo and Branding Update**

Bassett reported that the new logo has been implemented on the website and other digital applications. The Committee agreed not to replace the website fonts with the new branding fonts, to avoid additional costs and potential licensing and ADA-compliance issues. Incremental implementation of the new logo will continue on all print and production materials. Currently, the Dining, Service and Retail Guides are complete and being distributed. Bassett presented new light pole (2-hr free parking) banner design options. The Committee selected the Draft 4 design with minor edits.

**January Promotion Discussion**

The Committee discussed a white sale promotion during January or February to drive sales during the slower months. The committee wanted to do something larger to draw more people downtown. Committee members reached consensus about potentially creating an event the weekend of February 3-5, 2023 to include ice sculptures, fire pits, roasted chestnuts and other hot food items, and the promotion of winter activities in Barnum (ice skating) and Booth (sledding, snowshoeing) parks. Committee members discussed planning a full downtown event with potential street closures in future years, but starting with a smaller event for 2023. Winter Wonderland was suggested as the name for the event. Pohlod suggested ice sculptures could be placed on the sidewalks in front of businesses throughout downtown to encourage foot traffic. Pohlod suggested that the cost of the sculptures could be shared with businesses and that businesses could potentially determine the sculpture design to include their business logo or other element. The Committee reported they would like to discuss these ideas with the Special Events Committee at the December meeting. Ecker was asked to file a special event application to get started given the short time frame for planning, which could then be withdrawn if the Special Events Committee and the BSD Board did not wish to hold a 2023 event.

### **The Great Decorate Promotion**

Pohlod advised that the event should be added to the BSD digital calendar. The Committee agreed to the following promotional details for the \$6,000 Birmingham Bucks sponsorship. On Tuesday, November 29 ("Giving Tuesday"), The Great Decorate ("TGD") online donors can earn a \$50 Birmingham Bucks e-Gift card for a \$150+ donation (one gift card per person). Pohlod suggested promoting TGD on the BSD's upcoming Live in the D segment in mid-December, by setting up a tree in studio. Bassett reported that the BSD plans to promote last minute shopping gift ideas and the Holiday Gift Guide, and that the BSD will discuss all of the BSD holiday events including TGD. Bassett reported that she would check with the WDIV studio to determine if bringing a tree in-studio is possible.

### **Fiscal Year End 2023 Marketing Budget Review**

The Committee reviewed the FYE 2023 budget with the following comments:

- Pohlod advised that some of the marketing budget would need to be allocated to the increased cost of holiday lighting throughout the downtown.
- Kay and Pohlod commented that the Winter Markt event is expensive and that the BSD should attempt to make the event more self-sustaining like the Farmers Market
- Regarding the Video and Fashion Guide budget, the Committee advised:
  - Not to re-appropriate the 2022 Fall Fashion budget line item
  - Proceed with a Spring Fashion video and insert, per the budget
- Regarding the Birmingham Bucks budget, the Committee discussed the effectiveness of the use of Birmingham Bucks as a promotional tool, especially with the large construction projects now complete.

### **Other Business**

Bassett presented design options for the Winter Markt vendor signs and the Committee selected a new template.

Bassett asked if the Committee wanted to move forward with photographer, Chris Cook, on a winter photoshoot. Kay advised that he and Bassett can work together to determine a meeting date to discuss the project.

The meeting ended at 10:05 a.m.