

Marketing and Advertising Committee Meeting Minutes
151 Martin Street, Conference Room 202 & 203
December 22, 2022

In Attendance: Z. Kay (Chairperson), A. Pohlod, C. Fenner, J. Lundberg, C. Sheppard-Decius, E. Bassett

Absent: S. Eid

The meeting was called to order at 8:33 a.m.

There was no public comment.

Approval of Minutes: Motion by Pohlod, seconded by Fenner, to approve the minutes dated November 17, 2022.

Fiscal Year End 2023 Marketing Budget Review: The Committee discussed the line items in the draft budget. Sheppard-Decius advised that she would revise the draft based on feedback.

2023 Goals and Objectives: Sheppard-Decius presented the Quick Stats, Psychographics and Comparable presentation including a SWOT analysis. The Committee discussed the SWOT analysis, identifying a few items to discuss at the February planning meeting, including quick-trip parking, destination retailers and oversaturation. Sheppard-Decius requested that the Committee review the Goals & Objectives Worksheet to generate ideas and priorities prior to the February planning meeting.

Metrics – December Data: Bassett presented the Social Media and Website Analytics report for mid-November through mid-December. Sheppard-Decius presented the Birmingham Bucks reports from recent campaigns. The Committee discussed investigating non-electronic providers for a downtown gift card option.

Website Continuous Improvement Wish List: The Committee discussed improvements to the mobile view, category filters and event calendar. BSD staff to meet in January to create a formal wish list for Committee review. The Committee requested BSD staff look into the use of enjoybirmingham.com or downtownbirmingham.com instead of allinbirmingham.com.

Post-Holiday Business Survey: The Committee discussed potential questions for a post-holiday survey to businesses, to include questions on the following general topics:

- Black Friday/Small Business Saturday performance
- Overall change in sales, foot traffic, consumer behaviors, online/in-store sales
- Performance of certain products/categories
- Were BSD promotions and events helpful/what else can BSD do

Bassett to send last year's survey to Committee for review.

The meeting ended at 9:55 a.m.