

Marketing and Advertising Committee Meeting Minutes
151 Martin Street, Conference Room 202 & 203
February 9, 2023

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

Absent: None

The meeting was called to order at 8:30 a.m.

There was no public comment.

Approval of Minutes: Motion by Lundberg, seconded by Fenner, to approve the minutes dated December 22, 2022.

Fiscal Year End 2023 Marketing Budget Review: The Committee reviewed the FY2024 budget and discussed minor edits.

MOTION: Motion by Lundberg, seconded by Pohlod, to recommend the budget with minor edits, to the BSD Board.

VOTE:

Yeas: Z. Kay (Chairperson), A. Pohlod, C. Fenner, J. Lundberg, S. Eid

Nays: None

Absent: None

Spring Fashion Insert and Video Planning: A. Gill (SEEN Media) presented concepts for the Spring Fashion campaign. The Committee discussed creative options and possible deliverables. A. Gill to prepare a formal proposal with creative details and deliverables, pricing and timeline.

Metrics – January Data: Bassett presented the Social Media and Website Analytics report for January and 2022 Holiday advertising recap.

February/March Social Media Planning: Bassett presented the social media content strategy and topics.

Winter Photoshoot Planning: The Committee has placed a hold on this project for now.

Website Continuous Improvement: Staff continues to work on website needs. The Committee discussed adopting the www.downtownbirmingham.com website domain, as part of the transition from the 2015 *ALLINBirmingham* branding. The BSD will continue to own and redirect the www.ALLINBirmingham.com URL to the current website.

MOTION: Motion by Pohlod, seconded by Eid, to recommend adopting www.downtownbirmingham.com as the website domain to the BSD Board.

Branding: The Committee discussed event logos. Staff to work with a designer to provide options for replacing the “statue” icon in the current logo, with other seasonal or relevant event-related icons. C. Sheppard-Decius briefly presented ideas for swag and a potential frequent shopper loyalty program/app in which consumers can earn branded swag.

The meeting ended at 9:59 a.m.

APPROVED

Prepared by:	Erika Bassett
Reviewed by:	Cristina Sheppard-Decius Review
Date:	2/14/23