

Marketing and Advertising Committee Meeting Minutes
151 Martin Street, Conference Room 202 & 203
March 16, 2023

In Attendance: Z. Kay (Chairperson), C. Fenner, J. Lundberg, S. Eid, C. Sheppard-Decius, E. Bassett, G. Zhou, C. Quezada

Absent: A. Pohlod

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

There was no public comment.

Approval of Minutes: Motion by Eid, seconded by Lundberg, to approve the minutes dated February 9, 2023.

Spring Fashion Video and Insert Update: The Committee discussed the details and finalized location recommendations for the March 29 Spring Fashion shoot.

Social Media and Website Metrics – February Data: Bassett presented the February Social Media and Website Analytics report. Data is tracking as expected. Bassett advised that increased engagement and traffic were a result of paid promotional activity, newly opened businesses including CB2 and other shared media articles.

Oakland County Main Street Online Shopping Portal: Sheppard-Decius presented this business resource option to the Committee. The Committee had the following questions:

- Is the site market-place style?
- Who runs/maintains the site, and do they receive a commission?
- Are there credit card processing fees?

Sheppard-Decius to investigate further with Oakland County.

Website Update: Sheppard-Decius advised that downtownbirmingham.com is currently being held by a broker for a large fee. The BSD will attempt to negotiate with the broker for the domain. In the meantime, the BSD will secure downtownbirminghammi.com, which is available. Edits to the category filters and calendar are complete.

Re-Use of Bham Bucks No Expended with Upcoming Conferences: Sheppard-Decius reported that approximately \$14,000 of unused Birmingham Bucks remain. The Committee discussed reallocating these remaining bucks to giveaways during the Spring Stroll event,

Farmers Market and potentially for hotel conferences including the fall 2023 Michigan Downtown Association Conference.

Strategic Plan and Budget Update: The Committee reviewed the Strategic Plan and Marketing Committee budget drafts. The Committee discussed a few minor changes to the budget before losing quorum at 9:27 a.m.
The meeting ended at 9:27 a.m.

APPROVED

Prepared by:	Erika Bassett
Reviewed by:	Cristina Sheppard-Decius Review
Date:	