

**Marketing and Advertising Committee Meeting Minutes**  
**151 Martin Street, Conference Room 202 & 203**  
**April 20, 2023**

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

**Absent:** J. Lundberg, S. Eid

The meeting was called to order at 8:44 a.m.

There was no public comment.

**Approval of Minutes:** Motion by Pohlod, seconded by Fenner, to approve the minutes dated March 16, 2023.

**Social Media and Website Metrics – March Data:** Bassett presented the March Social Media and Website Analytics report. Data was tracking as expected. Instagram experienced a significant boost in engagement contributed to the social media reel from the spring fashion photo shoot. Bassett to discuss web bounce rate with Miles.

**Spring Fashion Video and Insert Update:** The spring fashion insert is complete and will be distributed via Seen Magazine to homes on May 1. The BSD office will receive additional copies of the magazine. A digital version of the insert, social media images and reels should be completed within the next week and will start being promoted in May. BSD staff will begin to update the spring/summer video with Seen Media.

**Niche Marketing:**

- **Restaurant Features:** The Committee discussed the opportunity to promote not only restaurants, but also retailers and select service businesses to increase traffic to the BSD website/partner referrals. The Committee reviewed a proposal from MetroMode and digital content from Bureau Detroit. The BSD will request a revised 6-feature proposal from MetroMode and their audience breakdown and click through rates by region, and will reach out to Bureau Detroit for capabilities and pricing. Z. Kay advised that the Committee would need to establish criteria on how businesses are selected prior to moving forward. The Committee also discussed potentially partnering with the Business Development Committee on this initiative.
- **Rosé Soirée :** Sheppard-Decius provided an update on the event. Sheppard-Decius will connect with Caps & Conquer to confirm participation. The marketing budget for the week-long event will be \$15,000. Diners participating in the event can enter to win a \$1,000 Birmingham Bucks e-Gift Card.

**Website Update:** Bassett provided an update on the Miles contract, and February and March invoices. Sheppard-Decius advised that BSD staff is investigating web hosting and CRM solutions, and is targeting the fall to implement a new domain ([www.downtownbirminghammi.com](http://www.downtownbirminghammi.com)).

**Re-Use of Bham Bucks Not Expended with Upcoming Conferences:** Sheppard-Decius reported that bucks were distributed during the Spring Stroll event. The Committee discussed various opportunities to giveaway remaining bucks:

- **Farmers Market Ideas:**
  - Win a \$100 bucks gift card weekly or a one-time \$500 bucks gift card
    - Join our email list to enter
    - Social media posts (share, tag, follow) to enter
- **General:**
  - Social media posts (share, tag, follow) to enter
  - Support other summer marketing initiatives/events (exclude movie nights)

**Other Business:**

- Sheppard-Decius to schedule a joint Special Events and Marketing Committee Meeting
- Sheppard-Decius to schedule Quarterly Committee Chair Meetings
- Moving forward, Committee agendas should include a 1-pg strategic plan objectives on the reverse side
- Marketing Committee agenda – keep ongoing projects on the agenda, even if not a topic of discussion at that particular meeting. Add branding scope of work, website update to May Marketing Committee agenda.
- Pohlod requested that relevant City of Birmingham and other events happening downtown, be added to the BSD calendar. Only events that meet the BSD's criteria and have submitted a special events permit will be considered.

The meeting ended at 10:01 a.m.

Drafted by: E. Bassett

Reviewed by: C. Sheppard-Decius