

Marketing and Advertising Committee Meeting Minutes
151 Martin Street, Conference Room 202 & 203
May 18, 2023

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

Absent: S. Eid

The meeting was called to order at 8:40 a.m.

There was no public comment.

Approval of Minutes: Motion by Lundberg, seconded by Pohlod, to approve the minutes dated April 20, 2023.

Social Media and Website Metrics – April Data: Bassett presented the April Social Media and Website Analytics report. Month over month, some metrics were down as a result of less paid impressions. Bassett explained that social media was performing well year over year, with an uptick in engagement on Instagram due to the spring fashion shoot behind the scenes reel. Web users and page views were up about 30% in comparison to the prior month and relatively steady in comparison to the previous year. Social media reach and engagement and website traffic are expected to increase with upcoming spring and summer advertising.

The Committee brainstormed ways to increase engagement and followers on Instagram partnering with merchants to create giveaways including:

- Themed Gift Baskets starting with Father's Day
- Month of Giveaways

Spring/Summer Event Video Edits:

The Committee approved the edits for advertising.

Business Feature Stories:

The Committee reviewed the Bureau Detroit proposal and are interested in potentially moving forward with this project in FYE 2024, starting with approximately five videos. Pohlod requested Sheppard-Decius schedule a Committee Chair meeting in June to further discuss project budgeting and direction. The Committee briefly brainstormed the following topics for the videos:

- Activity: Girls Day/Night, Date Night, Family/Kids Outing, Day Trip
- Business Sectors/Industries: Home, Women's and Men's Apparel, Spa/Salon, Specialty Gifts, Entertainment, etc...
- Recruitment: Interview Businesses Operating in Birmingham
- Tourism: Stay with Us

Digital Marketing Proposals:

The Committee reviewed the proposals and recommended moving forward with a recommendation to the Board. Staff will prepare a summary to present to the Executive Committee on May 24.

Niche Marketing:

- **Rosé Soirée:** Staff provided an update on advertising and restaurant engagement
- **Thursday Nights:** The Committee discussed merchant feedback regarding a promotion that would include staying open later (until approximately 7 or 8 p.m.) one Thursday per month or a consecutive series, potentially starting during the holiday season. Merchants showed interest if the BSD were to provide additional festivities like roasted chestnuts or hot chocolate, live music, etc...
- **Sunday Funday:** The BSD is trying to determine which retailers are open on Sundays to potentially start a Sunday promo that could draw more foot traffic downtown and encourage Farmers Market visitors to visit shops and restaurants. Current comparisons to Somerset Mall show that there are opportunities for the BSD to grow Sunday traffic.

Strategic Plan Tasks and Timelines:

The Committee meeting ended before this was discussed.

Ongoing/On-Deck:

The Committee meeting ended before this was discussed.

APPROVED

Drafted by: E. Bassett

Reviewed by: C. Sheppard-Decius

5/25/23