

Marketing and Advertising Committee Meeting Minutes

151 Martin Street, Conference Rooms 202 & 203

December 11, 2024, at 8:30 a.m.

In Attendance: J. Lundberg, Z. Kay, E. Miller, A. Pohlod, J. Sloan, C. Quezada, B. Bouscher

E. Bassett, S. Hunter

Absent: S. Eid, S. Wolf

Approval of Minutes:

Motion by Kay seconded by Pohlod, to approve the minutes dated November 13, 2024. All ayes, motion approved.

Public Comment: None

SEEN Influencer Project Brainstorm:

Amy Gill with SEEN Media Group presented to the committee and requested core objectives and goals of the BSD to ensure success when using influencers. Bassett said the focus is overall awareness of downtown Birmingham to include dining, shopping, and events.

Pohlod said she would like to see more engagement and an increase in social media followers on all platforms.

Gill shared she would create various influencer options with basic demographics, along with analytic data the BSD will provide.

Website Update:

The contract was signed with GeoCentric. The redesign will begin in January 2025 and conclude in June 2025. Staff is currently working to update CRM data for retailers, restaurants, salons, and spas.

Ongoing:

Bassett shared a letter from My House of Style regarding the positive experience they had with the Style Guide ad and their overall professionalism.

The meeting ended at 9:35 a.m.

NEXT MEETING: January 8, 2025, at 8:30 a.m.