Marketing and Advertising Committee Meeting Minutes

151 Martin Street, Commission Room

February 11, 2026

In Attendance: J. Lundberg, S. Wolf, Z. Kay, S. Hunter, J. Leavy

Absent: A. Pohlod, C. Quezada, B. Boucher, E. Bassett

Public/Guest: Melissa Mark

Lundberg called the meeting to order at 8:30 a.m.

Approval of Minutes:
Motion by Kay seconded by Wolf, to approve the minutes dated January 14, 2026. All ayes, motion passed.

Public Comment: Melissa Mark inquired about the selection of influencers for social media. She also inquired whether parking was sufficient within the municipal garages and on West Maple Road.

APPROVED

2025 Year End Marketing Report
Hunter shared the 2025 Year-End Marketing Report, which includes results and analytics for social media, the BSD website and Google Business performance for campaigns and events throughout 2025.

Advertising Proposals
Hunter presented the proposed advertising contracts for iHeart, Beasley, and Audacy for committee review. Motion by Kay, seconded by Wolf to approve the Audacy contract and recommend the iHeart and Beasley contracts for Board approval. All ayes, motion passed.

Birmingham City Lifestyle Spring Feature Planning
The committee discussed the May publication for Birmingham City Lifestyle for the Spring Feature. They agreed they would consider it further.

2026 Social Influencer
It was discussed using new social media Influencers for 2026 and working with partners for their suggestions.

The meeting ended at 9:30 a.m.

NEXT MEETING: March 11, 2026 at 8:30 a.m.