Marketing and Advertising Committee Meeting Minutes

151 Martin Street, Commission Room

March 11, 2026

In Attendance: J. Lundberg, Z. Kay, A. Pohlod, C. Quezada, B. Boucher, E. Bassett, J. Leavy

Absent: S. Wolf, S. Hunter

Public/Guest: A. Harris, A. Gill

Lundberg called the meeting to order at 8:33 a.m.

Approval of Minutes:
Motion by Kay seconded by Pohlod, to approve the minutes dated February 11, 2026. All ayes, motion passed.

Public Comment: None

Social Media Influencer Proposal
A. Gill with Seen Media presented the 2026 Influencer Proposal and influencer options to the committee. The committee discussed the content calendar and viewed all of the influencer accounts, providing feedback to A. Gill. A. Gill to provide an updated proposal for review by the committee.

APPROVED

Advertising Proposals
The committee discussed the fiscal year 2026 advertising partnership with Birmingham City Lifestyle Magazine. The committee agreed that they would like to proceed with a contract for fiscal year 2027 for monthly advertising and partnership content including a holiday gift guide and spring article feature. Bassett to develop a draft agreement for review by the committee.

Light Pole Banners
Bassett advised that Engineering is working with DTE to determine final banner specs for the street light poles throughout downtown. For now, Engineering advised that banners may be placed on the North Old Woodward Avenue light poles. The committee would like to see some general designs at a future committee meeting.

Social Media Update
Bassett reported that the new social media management team is doing a great job, with February 2026 metrics up compared to February 2025, and approximately 20 businesses featured. The BSD and social media team continue to refine processes, but thus far, both the BSD and social media teams are pleased with the partnership and preliminary results.

The meeting ended at 9:52 a.m.

NEXT MEETING: April 15, 2026 at 8:30 a.m.