

Marketing and Advertising Committee Meeting Minutes

151 Martin Street, Commission Room

April 15, 2026

In Attendance: J. Lundberg (Chair), S. Wolf (Vice Chair), B. Boucher, Z. Kay, A. Pohlod, C. Quezada, E. Bassett, S. Hunter, J. Leavy

Guest: Amy Gill, SEEN Media Group

Lundberg called the meeting to order at 8:32 a.m.

Approval of Minutes:

Motion by Kay seconded by Pohlod, to approve the minutes dated March 11, 2026. All ayes, motion passed.

Social Media Influencer Program

Amy Gill of SEEN Media Group presented an updated list of influencers along with their availability and proposed next steps. The committee requested that Gill inquire about the availability of additional influencers and finalize pricing and proposed content for the selected influencers to present at the May meeting.

Birmingham City Lifestyle – FYE 2027 Contract

Bassett presented the Birmingham City Lifestyle Magazine FYE2027 contract for the annual ad plan which is to include a 1/2 page ad in the magazine each month, plus added value including the Holiday Gift Guide, a summer feature and more. Motion by Kay, seconded by Pohlod to approve the contract for Birmingham City Lifestyle Magazine. All ayes, motion passed.

Social Media Update

Bassett provided the March 2026 Saturday Social analytics report which showed growth on both Instagram, Facebook and LinkedIn in nearly all metrics demonstrating audience engagement.

Light Pole Banners

Light pole banner design examples for North and South Old Woodward were presented to the committee. The committee selected a template and requested additional image examples be provided for review via email.

The meeting ended at 9:35 a.m.

NEXT MEETING: May 13, 2026 at 8:30 a.m.