Marketing and Advertising Committee Meeting Minutes

151 Martin Street, Commission Room

May 13, 2026

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

Absent: A. Pohlod

Guest: Amy Gill

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

Approval of Minutes:
Motion by Kay seconded by Wolf, to approve the minutes dated April 15, 2026. All ayes, motion passed.

Saturday Social Media Agreement
Bassett presented the agreement for Saturday Social for July 1, 2026 – June 30, 2027. There was a motion by Lundberg, seconded by Quezada to recommend the Saturday Social contract to the BSD Board approval. All ayes, motion passed.

Social Media Influencer Planning
Amy Gill 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 July meeting.

APPROVED

Bureau Holiday Video Edits
The Bureau Holiday video update was viewed by the committee and will be used in the upcoming 2026 holiday campaign.

Advertising – Spring Feature Planning
Bassett gave an overview of the advertising spend with Birmingham City Lifestyle Magazine and reported the added (free) features as part of the ongoing partnership, including the Holiday Gift Guide and the Spring Feature. The Spring Feature published in June will highlight more than 20 businesses at no cost to the businesses or BSD.

Ongoing – Light Pole Banners
Bassett shared the final light pole banner creative concepts selected based on marketing committee feedback.

The meeting ended at 9:47 a.m.

NEXT MEETING: July 8, 2026 at 8:30 a.m