Marketing and Advertising Committee Meeting Minutes

151 Martin Street, Commission Room

August 13, 2025

In Attendance: J. Lundberg, Z. Kay, S. Wolf, C. Quezada, E. Bassett, S. Hunter

Absent: A. Pohlod, B. Bouscher, E. Miller

Public/Guest:

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 July 9, 2025. All ayes, motion approved.

Public Comment: None

Mid-Year Marketing Report
Hunter shared a mid-year (January through June 2025) comprehensive marketing performance report highlighting Downtown Birmingham's website, social media performance, and other metrics for the BSD and Farmers Market.

APPROVED

Social Media Special Project
Bassett proposed a special group meeting with committee members from both Business Development and Marketing and Advertising to discuss a Social Media Special Project that would aim to increase followers and engagement across our social media platforms. The date of the meeting will be shared in August.

Advertising – BirminghamBURGER and Art Walk:
Hunter outlined the various tactics and marketing planned for BirminghamBURGER and Art Walk.

Ongoing
Bassett provided a proposal from HOUR Magazine for a series of videos to promote BSD on their social media platforms. The committee requested additional information from HOUR to promote 5-6 businesses.

Bassett gave an update on the Influencer campaign results through July 2025 and shared upcoming influencer dates for the remainder of 2025.

The meeting ended at 9:29 a.m.

NEXT MEETING: September 10, 2025, at 8:30 a.m.