Marketing and Advertising Committee Meeting Minutes

151 Martin Street, Commission Room

September 10, 2025

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

Absent: E. Miller

Public/Guest:

The meeting was called to order at 8:32 a.m.

Approval of Minutes:
Motion by Lundberg, seconded by Pohlod, to approve the minutes dated August 13, 2025. All ayes, motion approved.

Public Comment: None

Social Media Influencer Update
Bassett shared the social media analytics for the influencer campaign. She also provided the calendar for influencers for the remainder of 2025.

Holiday Special Projects
For the December Birmingham City Lifestyle Magazine, the committee provided a list of local businesses to be considered for the holiday gift guide. The committee reviewed the HOUR holiday proposal and requested BSD staff modify and bring a new proposal to the October meeting.

APPROVED

Meeting ended at 9:31 a.m.

NEXT MEETING: October 8, 2025, at 8:30 a.m.