



Advertising and Marketing Committee Meeting

Wednesday, August 12, 2026, 8:30 a.m.
151 Martin Street, Birmingham, MI
City Hall Conference Rooms 202 & 203

Committee Members: J. Lundberg (Chair), S. Wolf (Vice Chair), B. Bouscher, A. Pohlod, C. Quezada, Z. Kay

Staff: E. Bassett, Executive Director; Sheri Hunter, Marketing/PR Specialist

AGENDA

- Welcome and Attendance
- Approval of Minutes – May 13, 2026
- Public Comment
- Mid-Year Marketing Report
- Advertising Update
 - Art Walk
 - BirminghamBURGER
 - General
- Social Media Updates
 - Influencers
 - Analytics
- Holiday Special Projects
 - Gift Guide – Birmingham City Lifestyle
 - Others
- Ongoing
 - Bureau Detroit Videos

Goals

External

- Increase Local Frequency
- Expand Regional Attraction, Tourism & Extend Stays
- Diversify & Balance Business & Product Mix
- Improve Ease of Access & Connectivity

Internal

- Increase BSD Value
- Sustain Services & Appeal

NEXT MEETING DATE
September 9, 2026, at 8:30 a.m.