BIRMINGHAM
SHOPPING DISTRICT

Advertising and Marketing Committee Meeting

Wednesday, July 9, 2025, 8:30 a.m.
151 Martin Street, Birmingham, MI
City Hall Conference Rooms 202 & 203

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

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

AGENDA

- Welcome and Attendance
- Approval of Minutes – June 11, 2025
- Public Comment
- Market Analysis – Visitor Profile Report
- Downtown Guide
- Social Media Special Project
- Ongoing
  - Social Influencer
  - Bureau Detroit Videos
  - Style Guide

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
August 13, 2025, at 8:30 a.m.