BIRMINGHAM
SHOPPING DISTRICT

# Advertising and Marketing Committee Meeting

**Wednesday, March 11, 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 – February 11, 2026
- Public Comment
- Social Media Influencer Planning
- Advertising
  - Spring Feature Planning
  - FYE2027 Planning
- Light Pole Banners
- Ongoing
  - Bureau Detroit Videos
  - Social Media Update

## 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**
April 15, 2026, at 8:30 a.m.