BIRMINGHAM
SHOPPING DISTRICT

Advertising and Marketing Committee Meeting

Wednesday, May 13, 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 – April 15, 2026
- Public Comment
- Saturday Social Media Agreement
- Social Media Influencer Planning
- Bureau Holiday Video Edits
- Advertising
  - Spring Feature Planning
- Ongoing
  - Light Pole Banners

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
June 10, 2026, at 8:30 a.m.