BIRMINGHAM
SHOPPING DISTRICT

Advertising and Marketing Committee Meeting

Wednesday, November 12, 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, E. Miller, S. Wolf

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

AGENDA

- Welcome and Attendance
- Approval of Minutes – October 8, 2025
- Public Comment
- Holiday Update
  - Gift Guide – Print + Social
  - Holiday Media Plan
- Social Media Special Project
- Townsend Publication
- Ongoing
  - 2025 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
December 10, 2025, at 8:30 a.m.