



Advertising and Marketing Committee Meeting

Wednesday, November 4, 2026, 8:30 a.m.
151 Martin Street, Birmingham, MI
City Hall Conference Rooms 202 & 203

Committee Members: J. Lundberg (Chair), B. Bouscher, A. Pohlod, C. Quezada, Z. Kay, M. Rahman

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

AGENDA

- Welcome and Attendance
- Approval of Minutes – October 14, 2026
- Public Comment
- Marketing Update
- Q1 2027 Social Media Brainstorm Session

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

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