**Marketing and Advertising Committee Meeting Minutes**

**151 Martin Street, Commission Room**

**October 8, 2025**

**In Attendance:** J. Lundberg, Z. Kay, A. Pohlod, S. Wolf, C. Quezada, E. Bassett

**Absent:** B. Boucher, E. Miller, S. Hunter

**Public/Guest:** None

Lundberg called the meeting to order at 8:33 a.m.

**Approval of Minutes:**
Motion by Kay, seconded by Wolf, to approve the minutes dated September 10, 2025. All ayes, motion approved.

**Public Comment:** None

APPROVED

**Holiday Gift Guide**
Bassett reported that the Birmingham City Lifestyle Gift Guide project is underway. Bassett met with their social media team on the influencer project related to the launch of the Holiday Gift Guide in the December edition of the magazine.

**Social Media Special Project Proposals**
Bassett shared three social media management/content creation proposals with the committee. The committee discussed the potential for a special project partnership to become more long-term, and the need to evaluate that during budget planning for the upcoming fiscal year. Bassett advised that she would circulate an evaluation sheet to both the marketing and business development committees.

**HOUR Media Proposal**
The committee reviewed the revised HOUR Media proposal, which includes sponsored content articles and social media posts highlighting various business segments throughout the year. Motion by Pohlod, seconded by Wolf to approve the proposal as presented. All ayes, motion approved.

**Social Media Influencer Project**
Bassett provided an update to the committee. The final project will highlight the holiday atmosphere in Downtown Birmingham, focusing on a hotel stay, carriage ride/activities, and retail shops.

Meeting ended at 9:30 a.m.

NEXT MEETING: November 12, 2025, at 8:30 a.m.