Marketing and Advertising Committee Meeting Minutes

151 Martin Street, Commission Room

November 11, 2025

In Attendance: J. Lundberg, A. Pohlod, C. Quezada, B. Boucher, E. Bassett, S. Hunter

Absent: Z. Kay, S. Wolf

Public/Guest: None

Lundberg called the meeting to order at 8:38 a.m.

Approval of Minutes:
Motion by Pohlod, seconded by Quezada, to approve the minutes dated October 8, 2025. All ayes, motion passed.

Public Comment: None

Holiday Update

Bassett shared the Gift Guide that will be available in the print and digital December editions of Birmingham City Lifestyle Magazine. Hunter presented the Holiday Advertising Plan giving details for the campaign including print, digital, broadcast, and social media tactics.

APPROVED

Social Media Special Project
Bassett presented an agreement draft for Saturday Social. Motion by Pohlod, seconded by Bouscher to recommend the social media management and content creation services of Saturday Social to the BSD Board for approval. All ayes, motion passed.

Ongoing
Bassett provided updates on the social influencer calendar, Bureau Detroit videos and style guide.

The meeting ended at 9:29 a.m.

NEXT MEETING: December 10, 2025 at 8:30 a.m.