

Executive Committee Meeting Minutes

Birmingham City Hall, 151 Martin Street, Conference Room 202

March 4, 2026, at 8:30 a.m.

In Attendance: A. Pohlod, Z. Kay, J. Ecker, D. Fehan, S. Wolf

Absent: None

Staff: E. Bassett, J. Leavy

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

Approval of Minutes: Motion by Fehan, seconded by Ecker, to approve the minutes dated January 28, 2026. All ayes, motion passed.

Public Comment: None

Board Anticipated Action Items and Presentations:

- **iHeart Media Contract:** The committee reviewed the iHeart Media Advertising Services Agreement for fiscal year 2027. Bassett reported that the agreement was \$3,100.02 less than the agreement for fiscal year 2026.
- **Beasley Media Contract:** The committee reviewed the Beasley Media Advertising Services Agreement for fiscal year 2027. Bassett reported that the agreement was the same as the agreement for fiscal year 2026.
- **Sponsorship Requests:** The committee reviewed sponsorship requests from Rainbow Connection and the Junior League of Birmingham.
 - The Rainbow Connection is requesting a silent auction item for their upcoming Dream Makers Ball fundraising event. The committee recommends the BSD Board review the request.
 - The Junior League of Birmingham is requesting a silent auction donation for their Little Black Dress fundraising event on March 7, 2026. Due to the timing of this event and its relation to the BSD Board meeting, the committee approved a donation basket valued at \$200, to include various 48009-branded items and \$150 in Birmingham Bucks. Motion by Ecker, seconded by Kay to approve the sponsorship request to include a basket valued at \$200, as specified above. All ayes, motion passed.
- **Year End Marketing Report:** Bassett presented the 2025 Marketing Year End Report. Fehan inquired why website traffic was down 25%. Bassett reported that this was expected due to the transition to the new web domain and rebuilding organic SEO. Additionally, Bassett reported that social media and the AI display with internet searching is replacing some need to visit websites in general, which may also be impacting the traffic.

Committee Updates: Wolf, Kay and Pohlod provided committee updates to the group.

Updates:

- **Assessment Renewal:** Pohlod reported that she met with Bassett, Ecker, Finance Director Chavez and Treasurer Katz to review the assessment process for the upcoming renewal.

Meeting adjourned at 9:28 a.m.

NEXT MEETING: Wednesday, April 1, 2026, at 8:30 a.m.