

## **Marketing and Advertising Committee Meeting Minutes**

**151 Martin Street, Commission Room**

**November 13, 2024**

**In Attendance:** J. Lundberg, Z. Kay, E. Miller, A. Pohlod, C. Quezada, B. Bouscher,  
E. Bassett, S. Hunter

**Absent:** S. Eid, J. Sloan, S. Wolf

Lundberg called the meeting to order at 8:41 a.m.

### **Approval of Minutes:**

Motion by Pohlod, seconded by Kay, to approve the minutes dated October 23, 2024. All ayes, motion approved.

**Public Comment:** None

### **Media Plan**

Bassett gave an update on the advertising media plan and shared the BSD Holiday video produced by Bureau Detroit and the HOUR Magazine videos. The videos will start running on broadcast and social media the week of November 18<sup>th</sup>.

### **Winter Markt - Drone**

Pohlod proposed hiring a drone operator during Winter Markt to capture video. Bassett to contact Bureau to inquire about shooting additional footage.

### **Birmingham City Lifestyle**

The committee reviewed a portion of the eight-page spread which will be published on December 1. Overall, the committee enjoyed the experience and was appreciative of the creativity for the spread.

### **SEEN Influencer**

The committee will meet with Amy Gill, of Seen Media Group at the December 11 meeting to discuss ideas and plans for the proposed social media influencer plan.

### **Website**

The board approved to have Geocentric develop the BSD website. Next steps are to sign the contract with plans to initiate the project in January 2025 and complete by June 2025. Bassett will get the timeline and assets that are needed from Geocentric. The committee discussed acquiring other URLs for the new website including Downtownbirmingham.com which may require a fee.

The meeting ended at 9:28 a.m.

**NEXT MEETING:** December 11, 2024, at 8:30 a.m.