

Marketing and Advertising Committee Meeting Minutes

151 Martin Street, Conference Rooms 202 & 203

March 12, 2025, at 8:30 a.m.

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

Absent: A. Pohlod, J. Sloan, S. Wolf

Guests: None

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

Approval of Minutes:

Motion by Z. Kay seconded by B. Boucher, to approve the minutes dated February 12, 2025. All ayes, motion approved.

Public Comment: None

SEEN Influencer Project Brainstorm:

The committee discussed the Social Media Influencer project including content calendar and influencer fees. The committee requested two influencers be replaced with more cost efficient options, as we trial the influencer project this year.

FYE 2026 Media Proposals

The committee discussed media proposals from iHeart, Audacy and Beasley Media. The committee did not have any edits to the iHeart and Beasley proposals. The committee wanted to remove the Prime Video portion of the Audacy proposal. Motion by Z. Kay, seconded by J. Lundberg, to recommend the iHeart and Beasley proposals to the BSD Board for approval. All ayes, motion passed.

Printing and Publishing

The committee reviewed a proposal from Birmingham City Lifestyle for a 12-month ad subscription with the added value of a Holiday Gift Guide and spring/summer editorial content. Motion by Z. Kay, seconded by J. Lundberg to approve a 12-month contract with Birmingham City Lifestyle. All ayes, motion passed.

Ongoing Updates:

Bassett reported that the website project is moving along on schedule and that we should have mock ups to show the committee soon. Bassett also reported that the Bureau videos are in progress, with additional interviews being scheduled.

The meeting adjourned at 10:04 a.m.

NEXT MEETING: April 9, 2025, at 8:30 a.m.