



The Shopping District

Special Events Committee Meeting

Friday, June 22, 8:30 a.m.

Members: Astrein (Chair), Fehan, Kay, Pavlack, Pohlod and Solomon

Staff: Tighe, Brook, Yerks

1. Welcome and Introductions

PRESENT: Astrein, Fehan, Kay, Pavlack and Solomon

ABSENT: Pohlod

ADMINISTRATION: Tighe, Brook, Yerks

2. Construction

• Birmingham Bonus Bucks Update

- The program continues to be very successful. We have already distributed over \$40,000 worth of BBBs.
- Approximately \$16,000 worth of BBBs have been turned in by merchants for reimbursement.
- The committee is pleased with the program and would like to see about possibly doing something similar for Small Business Saturday.

• Birmingham Construction Art Contest Update

- Voting is now open until July 15th at bit.ly/2018bhamart.

• End of Construction Celebration

- The committee would like to do a ribbon cutting in conjunction with Day on the Town.

3. Day on the Town

• Survey Results

- 77 merchants responded to the survey – 58 said “yes” to having the event on August 11th vs 14 who said “no”
- After analyzing the survey results the committee voted to change the Day on the Town event date to Saturday, August 11th.
Yeas- Astrein, Fehan, Pavlack, Solomon Nay – Kay

• Outside Businesses

- It was decided that only businesses licensed in Birmingham should be able to participate in the event.

• Sponsors

- We will not be looking for outside sponsors this year.

• Entertainment/Kids' Activities

- The committee would like to hire someone with a sound system that would allow music from one DJ to be heard throughout the event area.
- It was decided that the Kids' Activities are not really a draw and will be limited this year.

4. Cruise Event Update

- We are currently accepting car club and volunteer applications.

NEXT MEETING: Friday, July 13, 2018 at 8:30 a.m.