



The Shopping District

Special Events Committee

March 8, 2019

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

Staff: Tighe, Brook

1. Welcome and Introductions

PRESENT: Astrein, Fehan, Kay, Pohlod

ABSENT: Solomon

ADMINISTRATION: Tighe, Brook

2. Birmingham Restaurant Week - Jan 28 - Feb 1 and Feb 4 – Feb 8

- a. The group discussed shifting away from all participating restaurants having the same set price and moving toward promoting something like “special menus” or “special pricing” and possibly listing an “up to” dollar amount.
- b. There was also discussion of rebranding for 2020 to “Dine Out Birmingham” instead of “Birmingham Restaurant Week.”

3. Winter Markt

- a. The committee agreed that we should rent marshmallow roasters for the upcoming event and offer a non-profit (or two) the opportunity to sell s'mores kits.
- b. The group also approved rental of a tube slide for Saturday and Sunday. We will be working to secure a sponsor for this fun added activity.
- c. Wells Fargo has committed to returning as a sponsor. They will be increasing their sponsorship to \$7500 (last year was \$5000). This will allow us to have a more professional band after the tree lighting ceremony.

4. Art in the Alley

- a. The Public Arts Board is planning to hold an Art in the Alley event. The idea of collaborating with them on their event was discussed, but the committee thought that resources could be better put to use other places.

5. Thursday Fun

- a. The committee would like to see different activities taking place in downtown each Thursday evening during the summer. Proposed activities included: flash mob, barber shop quartet, student band, mime, and/or chalk artists.

Upcoming Events

May 5 – October 27 – Birmingham Farmers Market 17th Season

June 14, July 12, August 23 – Movie Nights

July 27 – Day on the Town

August 17 – Birmingham Cruise Event

NEXT MEETING: Thursday, April 11, 2019 at 8:30 a.m.

2018-19 Budget: \$200,000

Remaining balance after April vouchers: \$68,998