



The Shopping District

Special Events Committee

March 13, 2020

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

Staff: Tighe, Brook

1. Welcome and Introductions

PRESENT: Kay, McLeod, Pohlod,

ABSENT: Astrein, Fehan, Hussey, Knight, Solomon

ADMINISTRATION: Tighe, Brook, Okoniewski

GUEST: Kate Milz, Gazelle Sports

2. Upcoming Events

a. Farmers Market – Opening Day May 3rd

- i. The BSD will continue to monitor the situation with regards to group gatherings and will work to gain an understanding of how farmers markets are classified – as grocery stores or events.
- ii. Vendors continue to submit their applications. We are excited to have several new vendors for the 2020 season including a shrimp farmer.

b. Movie Nights

- i. Wells Fargo has committed to being presenting sponsor again this year.
- ii. We will work with sponsors to coordinate their giveaways to match the movie themes and to not be duplicate items.

c. Day on the Town

- i. Although it is unlikely Maple Rd reconstruction will be complete, Day on the Town will be held on July 25th with an adjusted footprint.

d. Birmingham Cruise Event

- i. We are in the process of renewing contracts with our large event sponsors – Chevy, WXYZ and WOMC.
- ii. Discussion is underway with Platinum Motor Cars about bringing exotic cars to the north end of the event area.

e. Halloween

- i. The committee would like to have a candy giveaway again this year.

3. Construction

a. The committee would like to schedule a Touch-a-Truck event – date pending

b. We discussed holding a strolling event with the Birmingham Museum

c. We are planning to hold a barricade art contest again

d. Possible Fun Run to help reopen the streets at the end of construction – Gazelle Sports would help.

Upcoming Events

May 3 – October 25 – Birmingham Farmers Market 18th Season

June 12, July 17, August 21 – Movie Nights

July 25 – Day on the Town

August 15 – Birmingham Cruise Event

NEXT MEETING: TBD

2019-20 Budget: \$200,000

Remaining balance after April vouchers: \$8,166