



The Shopping District

Special Events Committee

January 10, 2020

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

Staff: Tighe, Brook

1. Welcome and Introductions

PRESENT: Astrein, Fehan, Kay, Knight, Pohlod, Solomon

ABSENT: Hussey, McLeod

ADMINISTRATION: Tighe, Brook, Okoniewski

GUEST: Kate Milz, Gazelle Sports

2. Restaurant Week Update

- a. 24 restaurants have registered - this includes new restaurants – The Morrie and Pernoi.

3. Event Recap - Holidays

- a. We will look at a new schedule for carriage rides in 2020 – possibly just Saturdays, not Sundays.
- b. The committee is looking at small events to bring people into town each weekend of the holiday season, i.e. a marshmallow drop.
- c. The committee was happy with Santa Dan and would like to offer him a 2-year contract.
- d. Santa's visits to stores were very well received. We will work on allowing time in Santa's schedule so he can visit more stores this year.

4. Upcoming Events

- a. Dates have been set for summer 2020 events (see below).
- b. Special event applications have been submitted to the clerk's office for Farmers Market, Movie Nights, Day on the Town and the Birmingham Cruise Event.

5. Construction

- a. The committee would like to schedule a Touch-a-Truck event once construction has started so that kids can see trucks in motion.
- b. Leslie from the Birmingham Museum presented the idea of partnering on a sip and stroll event. The committee is interested in pursuing this idea.
- c. Other ideas discussed were doing a barricade art contest again and a possible cookie crawl or chocolate hop.

Upcoming Events

January 27 - 31 and February 3 – 7 – Birmingham Restaurant Week

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 February vouchers: \$8,608.41