



Special Events Committee

January 7, 2021 – ZOOM Meeting

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

The Shopping District **Staff:** Brook

1. Welcome and Introductions

PRESENT: Astrein, Fehan, Hussey, Kay, McLeod

ABSENT: Knight, Pohlod Solomon

ADMINISTRATION: Brook

2. Restaurant Week Update

- a. Restaurant Week will run from January 25 – February 7. Weekends will be included this year.
- b. Restaurants are not required to have prix fixe menus. They can highlight whatever works best for their restaurant.
- c. Birmingham Bucks will be offered - \$25 for each \$50 spent at a BSD restaurant during the promotional period (max. \$100 Birmingham Bucks per person).

3. Event Recap

- a. Holiday Activities
 - i. The Scavenger Hunt was very well received and is something that the committee is interested in doing again in the future.
 - ii. Not only did passers-by enjoy the refreshments at the corner of Maple & Old Woodward, but the sponsors also appreciated the opportunity to interact with shoppers.
- b. Santa House
 - i. The appointment process worked very well. The committee would like to have scheduled appointments for visits again next year.
 - ii. We will look into extending the hours that Santa House is open for 2021 since it booked so quickly in 2020.

4. Upcoming Events

- a. Farmers Market
 - i. The committee is in unanimous agreement that we should plan to have a walkable market again for the 2021 season. Brook will submit a special event application to the city by the end of the month.
- b. Movie Nights
 - June 11 – Little Mermaid
 - July 16 – Elf (Christmas in July)
 - August 20 – Cars

NEXT MEETING: Friday, February 12 at 8:30 a.m.

2020-21 Budget: \$200,000

Remaining balance after February vouchers: \$153,944