



*The Shopping District*

## Special Events Committee

June 12, 2020

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

**Staff: Tighe, Brook, Okoniewski**

### 1. Welcome and Introductions

PRESENT: Astrein, Fehan, Kay, Pohlod

ABSENT: Hussey, Knight, McLeod, Solomon

ADMINISTRATION: Tighe, Brook

GUEST: Kate Milz, Gazelle Sports

### 2. Upcoming Events

#### a. Farmers Market

- i. The Farmers Market has continued with a modified drive-through format. Vendors and customers are adapting well.
- ii. Twenty-eight vendors have participated and are reporting good sales.
- iii. Car counts continue to increase. Approximately 275 cars drove through the market on June 14<sup>th</sup>

#### b. Movie Nights – canceled for 2020

#### c. Day On The Town - canceled

- i. Due to the current COVID-19 situation, we will not be able to host Day On The Town since it encourages large crowds to gather.

#### d. “Back to Birmingham” Sale

- i. This sale is a week long shopping promotion in lieu of Day On The Town to encourage shoppers to frequent Birmingham Retailers.
- ii. Shoppers will be encouraged to check with their favorite stores to find out about sales, days and times of operation.
- iii. Birmingham Bonus Bucks may be possibly used as an incentive for shoppers during this promotion.

### Upcoming Events

May 3 – October 25 – Birmingham Farmers Market 18<sup>th</sup> Season

July 25 – Day On The Town - Canceled

August 15 – Birmingham Cruise Event - Canceled

**NEXT MEETING: TBD**

**2019-20 Budget: \$200,000**

**Remaining balance after July vouchers: \$6,416**