



*The Shopping District*

## Special Events Committee

October 2, 2019

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

**Staff:** Tighe, Brook

### 1. Welcome and Introductions

PRESENT: Astrein, Hussey, Kay

ABSENT: Fehan, Knight, Pohlod, Solomon

ADMINISTRATION: Brook

### 2. Small Business Saturday

- a. Santa Walk will begin at the Surnow building parking lot at 9:30 a.m. – as it did last year.
- b. Merchants are being encouraged to participate in the Santa Walk and have a “stop” along the route with a giveaway.
- c. To encourage shoppers to visit stores they might not typically frequent, we would like to have “elves” give away ornaments with tags directing shoppers to specific stores. Participating stores would have a giveaway for each shopper who brings in the tagged ornament. Merchants will be asked to have a minimum of 15 giveaways in order to participate.

### 2. Window Decorating

- a. The theme this year will be “Let it Snow.”
- b. We discussed the idea of having windows covered and having a “Great Reveal” event/promotion. The committee thinks that this is something that would take earlier planning and should not be done this year.

### 3. Winter Markt

- a. We have confirmed the band Collision Six to perform immediately following the tree lighting to help keep the fun and excitement going.
- b. Brad Galli, WXYZ sports anchor, will be the MC of the tree lighting ceremony.
- c. Vendor applications are still being accepted. We currently have 56 confirmed vendors.

### Upcoming Events

November 30 – Santa Walk/Small Business Saturday

December 6 – 8 – Birmingham Winter Markt

**NEXT MEETING: Friday, November 8, 2019 at 8:30 a.m.**

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

**Remaining balance after November vouchers: \$136,560**