



The Shopping District

Special Events Committee

October 9, 2020 – ZOOM Meeting

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

Staff: Tighe, Brook

1. Welcome and Introductions

PRESENT: Astrein, Hussey, Kay, Pohlod
ABSENT: Fehan McLeod, Knight, Solomon
ADMINISTRATION: Tighe, Brook, Bassett
GUESTS: Kate Milz-Gazelle Sports

2. Winter Markt

- a. The committee discussed the feasibility of holding Winter Markt during the ongoing pandemic.
- b. The group voted unanimously to recommend to the BSD board of directors that, for safety reasons and if the state and Oakland County COVID-19 guidelines remain the same, that the BSD cancel the 2020 Winter Markt.

3. Holiday Activities

- a. Small Business Saturday – November 28th
 - i. We will offer Birmingham Bucks for those who shop Friday, November 27th – Sunday, November 29th. Shoppers can earn \$25 for every \$100 spent. Individuals are eligible to earn a maximum of \$100.
 - ii. Hazel, Ravines & Downtown has offered to pass out hot chocolate at the corner of Maple & Old Woodward from 10 a.m. – 3 p.m. on November 28th.
 - iii. Santa visits will start on Small Business Saturday.
- b. Santa House – Socially distanced Santa visits will be by appointment only, in Shain Park in front of Santa House.
- c. Tree Lighting – the city is looking into staging a virtual lighting ceremony.
- d. Scavenger Hunt
 - i. Brook proposed the idea of working with a third party provider to design a scavenger hunt that is powered by a smart phone app. This would help bring people into the downtown area between Thanksgiving and Christmas.
 - ii. The committee liked this idea and encouraged sponsorship recruitment to cover any expenses.
- e. Other activities
 - i. We are working on putting together a calendar of other give-aways and activities that will take place on Saturdays and/or Sundays in December.

4. The Great Decorate

- a. Stores and restaurants will be invited to take part in this tree decorating fundraising initiative.
- b. A competition will be held for the best decorated tree in downtown. The public will vote with their donations. This means the tree that generates the highest dollar amount in donations will be the winning tree. There will also be a panel of judges who will select a “Judge’s Choice” winner.

- c. The two businesses whose trees are selected as winners will each win a \$5,000 small business grant.
 - d. Money raised will be divided and distributed to select teens who are aging out of the foster care system in Michigan.
5. Farmers Market
- a. The 2020 Farmers Market season is wrapping-up on Sunday, October 25th.
 - b. The committee would like to start planning early in 2021 for the Farmers Market.

NEXT MEETING: Friday, November 13 at 8:30 a.m.

2020-21 Budget: \$190,000

Remaining balance after October vouchers: \$162,547