



The Shopping District

Special Events Committee

September 11, 2020 – ZOOM Meeting

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

Staff: Tighe, Brook

1. Welcome and Introductions

PRESENT: Astrein, Fehan, Hussey, Kay, Pohlod

ABSENT: McLeod, Knight, Solomon

ADMINISTRATION: Tighe, Brook

GUESTS: Kate Milz, Gazelle Sports

2. Holiday Activities

a. Small Business Saturday – November 28th

- i. We will offer Birmingham Bucks for those who shop on Small Business Saturday. Shoppers can earn \$25 for every \$100 spent. Individuals can earn a maximum of \$100.
- ii. We are looking into setting up an activity/give-away at the corner of Maple & Old Woodward
- iii. Santa visits will start on Small Business Saturday.

b. Socially distanced Santa visits will be held by appointment, in Shain Park in front of Santa House.

c. Carriage Rides – canceled for this year

d. Tree Lighting – the city is looking into the possibility of a virtual lighting. The BSD will look into whether or not we can record the lighting of the tree to air at a later time. In light of the pandemic and state executive orders, the committee is sensitive to the fact that we cannot promote when the tree will be lit to avoid having crowds show up downtown.

e. Winter Markt – The committee will evaluate state executive orders pertaining to events and make a decision at the October committee meeting if the BSD will be able to host this year's Winter Markt.

3. The Great Decorate

a. Beth Hussey presented an idea called "The Great Decorate." Stores 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.

c. Money raised will be divided and distributed to select teens who are aging out of the foster care system in Michigan.

d. Pending approval from the executive committee, the events committee voted on implementing this new idea and all were in favor.

4. 2021 Event Calendar – The committee approved the proposed 2021 event calendar.

NEXT MEETING: Friday, October 9 at 8:30 a.m.

2020-21 Budget: \$190,000

Remaining balance after September vouchers: \$182,348