



The Shopping District

Special Events Committee

August 2, 2019

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

Staff: Tighe, Brook, Oviedo

1. Welcome and Introductions

PRESENT: Astrein, Kay, Pohlod, Hussey, Knight

ABSENT: Fehan, Solomon

ADMINISTRATION: Brook, Oviedo, Tighe

2. Movie Nights

- a. The third and final Movie Night was held on August 23 and was another hit! Not only was the movie well attended, we had 11 sponsors on-site. This helped bring our sponsorship total to \$17,250 for the season which was up from \$9,100 last year.

3. Birmingham Cruise Event

- b. Great weather, close to 300 classic cars and live entertainment helped make the 25th Annual Birmingham Cruise Event a success.
- c. We worked with the Woodward Dream Cruise committee to accommodate 4 sponsors who had been displaced from another location. This added new displays and an additional \$9,000 in sponsorship revenue.

4. Farmers Market

- d. Corn Festival was held on August 11th. Fifty-three vendors participated and over 3,100 people attended.
- e. Harvest Fest will be held on September 15th. This will also be the start of the four week P.O.P. (Power of Produce) Club for kids.

5. Holiday Events

- f. Plans are underway to once again hold a Santa Walk on Small Business Saturday to welcome Santa to town.
- g. Applications for Winter Markt vendors will be available in early September.

Upcoming Events

May 5 – October 27 – Birmingham Farmers Market 17th Season

September 15 – Harvest Fest at the Farmers Market

November 23 – Santa Walk/Small Business Saturday

December 6 – 8 – Birmingham Winter Markt

NEXT MEETING: Friday, September 13, 2019 at 8:30 a.m.

2019-20 Budget: \$200,000

Remaining balance after September vouchers: \$153,362