



## Special Events Committee

February 12, 2021 – ZOOM Meeting

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

*The Shopping District* **Staff:** Brook

### 1. Welcome and Introductions

PRESENT: Astrein, Fehan, Hussey, Kay, McLeod, Pohlod

ABSENT: Knight, Solomon

ADMINISTRATION: Brook

### 2. Restaurant Week Update

a. Restaurant Week ran from January 25 – February 7

b. Approximately 700 individuals submitted receipts to earn Birmingham Bucks.

c. \$41,000 in Birmingham Bucks was distributed. This more than doubled the original budget of \$20,000 but the committee felt strongly that we should honor all receipt submissions.

d. Birmingham Bucks can be redeemed through March 14, 2021.

### 3. Upcoming Events

a. Special event applications for Farmers Market, Movie Nights and Day on the Town were approved by the city commission.

b. Plans are underway for the Farmers Market. Vendor applications are now being accepted.

### 4. Spring Promotion

a. The committee discussed the possibility of doing a Birmingham Bucks promotion with retailers in the spring and decided not to move forward at this time.

b. The committee would like to try a Pay it Forward day with 5 small businesses (coffee shops, bakeries, juice bar).

### 5. Website

a. Pohlod gave the committee a sneak peek at the design of the new website and asked for input on event listings.

**NEXT MEETING: Friday, March 12 at 8:30 a.m.**

**2020-21 Budget: \$200,000**

**Remaining balance after March vouchers: \$104,182**