



Special Events Committee

November 12, 2021

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

The Shopping District

Staff: Brook, Kammer, Galli

1. Welcome and Introductions

PRESENT: Astrein, Cummings, Hussey, Kay, Knight, Lipari, Pohlod

ABSENT: Fehan, Solomon

ADMINISTRATION: Brook, Kammer, Galli

GUEST: Stuart Jeffares

2. Holiday Events

a. Small Business Saturday – November 27th

i. Santa Walk will welcome Santa to town and kick-off Santa visits.

ii. Complimentary hot chocolate at the corner of Maple & Old Woodward

iii. Complimentary carriage rides

iv. Free parking in the structures all day

b. Weekend activities will include Santa visits, carriage rides, the scavenger hunt and Saturday treats at the corner of Maple & Old Woodward

c. Winter Markt

i. Approximately 50 vendors have been approved

ii. We discussed reaching out to non-profits regarding them potentially running a beer/gluhwein tent

d. Birmingham Bucks giveaways

i. We will use a person wearing a large blow-up dinosaur to wander the downtown area on weekends and giveaway approximately ninety \$25 Birmingham Bucks to lucky shoppers.

3. 2022 Events

a. The committee discussed adding an Art Walk to the 2022 calendar of events. There has also been discussion of a Chalk Walk. Brook will work to schedule a meeting with representatives from our committee as well as representatives from the Public Arts Board to look into collaborating on an art event.

NEXT MEETING: January 14, 2021

2021-22 Budget: \$200,000

Remaining balance after December vouchers: \$55,782