



Special Events Committee April 2022 Report

Meeting held on Friday, March 11, 2022

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

Staff: Brook, Kammer, Galli

1. Welcome and Introductions

PRESENT: Astrein, Cummings, Fehan, Kay, Lipari, Pohlod

ABSENT: Hussey, Solomon

ADMINISTRATION: Brook, Kammer, Galli

GUEST: Cowan

2. Holiday Events Wrap-UP

a. The committee was happy with the 2021 holiday events. They would like to use the same times for Santa House. Brook will begin securing Santas.

b. There was discussion about moving away from using the Lions Club to staff Santa House. The committee would like to explore other options for 2022.

3. 2022 Events

a. Spring Stroll

i. The committee is planning a new event this spring. The Spring Stroll will take place on Saturday, April 9 from 11 a.m. – 2 p.m. This event will encourage people to venture outside again and to visit stores in the downtown area.

ii. As of March 28, more than 20 stores and over 100 families had already registered to participate. Dan Gutfreund Realty Group, Member of Signature Sotheby's International Realty is sponsoring the event.

b. Art Walk

i. The committee would like to hold an Art Walk this summer. This would be done in conjunction with the city's arts board and the Birmingham Bloomfield Arts Center.

c. Construction Activities

i. Touch-A-Truck – to be held at the start of the construction project.

ii. Scavenger Hunt – similar set-up to the holiday scavenger hunt with a focus on the S. Old Woodward area.

iii. Paint the Barricades – encourage artists to brighten up the construction area by painting the barricades. We would reach out to artists as well as school groups.

NEXT MEETING: April 15, 2022

2021-22 Budget: \$200,000

Remaining balance after April vouchers: \$17,271