

Special Events Committee Meeting Minutes
151 Martin Street, Conference Rooms 202 & 203
May 13, 2022

Chairperson Astrein called the meeting to order at 8:35 a.m.

In Attendance: R. Astrein, D. Fehan, Z. Kay, S. Lipari, J. Ecker, B. Hussey, C. Galli,
J. Brook, S. Jeffares

Absent: A. Pohlad, J. Solomon, and K. Cummings

Spring Stroll:

Ms. Brook advised that it was a great success with over 200 participants and about 28 participating merchants.

Ms. Brook shared some feedback from merchants and participants with the committee.

Mr. Fehan asked about the positive and negative feedbacks and possible sales at our starting merchant location.

Art Walk:

Ms. Brook presented August 4, 2022 as a possible date and suggested the Public Arts Board help with planning and advised the BBAC would offer a stipend for 6-8 artists.

Committee members discussed having the BSD coordinate the stores, and discussed interest of restaurants to participate. Committee members requested having a member of the Public Arts Board attend the next meeting.

Construction:

Ms. Brook advised that a groundbreaking was not planned as this is phase 3. The possibility of a touch a truck event at the middle or end of construction is being considered.

Scavenger hunt:

The committee discussed holding a scavenger hunt to focus more on the S. Old Woodward businesses. The committee suggested having weekdays as an option for participants.

Painting the barricades:

The same set-up as a few years ago will be provided. Artists will supply their own materials and the BSD will offer prize money in the form of Birmingham Bucks.

Ms. Lipari brought up the idea of using extra hanging baskets that were already paid for that were to be used in the construction zone and giving them away as prizes, giving them to the merchants within the construction zone, or hanging them at the edges of the construction zone.

Day on the Town:

Ms. Brook advised that the merchant application is live on the website for sign-up for businesses within the event footprint, and for space within the event area for businesses located within the BSD, but outside of the event area.

Movie Nights:

Four Movie Nights are scheduled for this year. They will be:

- June 10 - Sing 2
- July 15 - Home Alone (Christmas in July)
- August 12 - Moana
- September 16- Willy Wonka and the Chocolate Factory

Rain dates will be the next day (Saturday) for each movie. Wells Fargo is once again the primary sponsor.

Other:

Mr. Jeffares talked about an event he is working on with NEXT and possible sponsorship from the BSD. Discussions included specifics of timing, food, venue, and sponsors. Ms. Ecker suggested contacting the Daxton Hotel for sponsorship with room rental and food. Ms. Ecker offered to reach out to the Daxton to ask about sponsorship.

Meeting adjourned at 9:43 a.m.

NEXT MEETING: Friday, June 10, 2022 at 8:30 a.m.