

Special Events Committee Meeting Minutes
151 Martin Street, Conference Rooms 202 & 203
September 9, 2022

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

In Attendance: K. Cummings, D. Fehan, Z. Kay, S. Lipari, B. Hussey

Staff: J. Brook, J. Ecker

Guests: none

Absent: R. Astrein, J. Solomon

Public Comment: none

Approval of Minutes

Motion by Kay, seconded by Hussey to approve the June 10, 2022 Special Event Committee meeting minutes.

Yeas: K. Cummings, D. Fehan, Z. Kay, S. Lipari, B. Hussey

Nay: none

Absent: R. Astrein, J. Solomon

Nomination of Special Events Committee Vice-Chair

Motion by Lipari, seconded by Hussey to appoint Kay as the vice-chair of the Special Events Committee.

Yeas: K. Cummings, D. Fehan, Z. Kay, S. Lipari, B. Hussey

Nay: none

Absent: R. Astrein, J. Solomon

Upcoming Events:

Movie Nights:

The final Movie Night of the season will be on Friday, September 16, 2022. Brook mentioned that this is the first time that there will be a September Movie Night. She shared that the August Movie Night was very successful with larger crowds than she has seen in her five years with the BSD. The committee is pleased that there will be a September event and likes the fact that the movies are able to start earlier this year due to the use of the LED screen.

Art Walk:

Brook advised that approximately 12 retailers have volunteered to be a part of Art Walk by staying open and hosting an artist in their store. Brook will work with Annie VanGelderren to match artists with retailers.

Brook has also reached out to a barbershop quartet for possible strolling entertainment. She will also work with Axis Music School to see if they have some advanced, mature students who might want to perform during the event.

Hussey offered to host an artist at Hazel's and Cummings said that she too would host an artist in her space. Kay suggested encouraging stores to bring in their own artist so that we would be able to have more than the 6-8 locations that the BBAC said that they would sponsor.

Winter Markt:

Brook reported that Mercedes Benz of Bloomfield Hills has recommitted as presenting sponsor at \$10,000 and Wells Fargo Advisors will be sponsoring the Tree Lighting Ceremony with a \$7,500 commitment. Work will continue to secure additional sponsors. To date, approximately 35 vendors have applied to be a part of the event.

Brook shared that she is currently working to secure non-profit groups to help at Santa House and share the donations received by attendees. A couple of organizations have already expressed an interest and Brook will begin reaching out to the school district to see if sports teams or PTA's might want to be involved.

Lipari asked Hussey for an update on The Great Decorate. Hussey reported that plans are underway for the 2022 event. They will be assisting 20 young people getting ready to age out of the foster care system. This year, they will be bringing the young people together for dinner and a walk around the downtown area on November 17, 2022.

Fehan asked how the BSD could help. The committee suggested Hussey put together information to present to the BSD board at their next meeting as they feel that this would be a good event for the BSD to support.

2023 Event Calendar:

Brook shared a calendar of proposed BSD special events for the 2023 calendar year. Lipari asked to have the Art Walk added on the second Thursday in October which will be October 12, 2023. The group discussed the date of the Spring Stroll and decided on Saturday, April 15, 2023.

Motion by Hussey, seconded by Lipari to recommend the proposed 2023 calendar of events, with the addition of the Art Walk on October 12, 2023, to the BSD board for approval.

Yeas: K. Cummings, D. Fehan, Z. Kay, S. Lipari, B. Hussey

Nay: none

Absent: R. Astrein, J. Solomon

Assessment Renewal:

Ecker presented the committee with a brief explanation of the need for the BSD to get approval from City Commission to renew the special assessment that funds the BSD. She explained that she had shared an option with the Board of Directors at their last meeting that asked for a 4-year renewal. The first two years of that renewal would not have a rate increase. Years 3 and 4 would have a \$.05 increase for both first floor and upper floors for area 1 and a smaller increase for area 1A.

The committee discussed the idea that businesses will not be happy with an increase at all and that there may not be a need to wait until year 3 for the increase. Instead, Lipari suggested having the increase start right away, and that first floor properties have the \$.05 increase and upper levels, which are primarily office space, have only a \$.025 increase.

Motion by Hussey, seconded by Lipari to recommend the special assessment be increased, starting in year 1, by \$.05 for first floor space in area 1 and \$.025 for upper levels in area 1.

Yeas: K. Cummings, D. Fehan, Z. Kay, S. Lipari, B. Hussey

Nay: none

Absent: R. Astrein, J. Solomon

Meeting adjourned at 9:42 a.m.

NEXT MEETING: Friday, October 14, 2022 at 8:30 a.m.