



Special Events Committee Meeting

Friday, December 9, 8:30 a.m.
151 Martin Street, Birmingham, MI
City Hall Conference Rooms 202 & 203

Committee Members: Astrein (Chair), Kay (co-chair), Cummings, Fehan, Hussey, Lipari

Staff: Cristina Sheppard-Decius, BSD Executive Director; Jaimi Brook, Operations & Events Manager

AGENDA

1. Welcome and Attendance
2. Approval of Minutes – **October 14, 2022**
3. Public Comment
4. Winter Markt and Santa Walk Wrap-Up
 - Event Metrics
 - Areas of Need/Improvement/Excellence
 - Ideas for next year
5. Restaurant Week
 - Survey results/Mobile Data
 - Recommendation for New Format or Timing?
6. Goals & Objectives 2023/24
 - Marketing/Event Strategy Goal Discussion
 - Winter Wonderland/Other Ideas (1st Quarter Event/Promotion)
 - Event Goals/Metrics

UPCOMING EVENTS:

Weekends thru December 24 – Santa House and Carriage Rides

NEXT MEETING DATE – Friday, January 13, 2023 at 8:30 AM