

Special Events Committee Meeting Minutes
151 Martin Street, Conference Rooms 202 & 203
October 14, 2022

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

In Attendance: R. Astrein, K. Cummings, D. Fehan, Z. Kay, S. Lipari, B. Hussey
Staff: J. Brook, J. Ecker, C. Sheppard-Decius
Guests: none
Absent: none

Public Comment: none

Approval of Minutes

Motion by Kay, seconded by Lipari to approve the September 9, 2022 Special Event Committee meeting minutes.

Yeas: R. Astrein, K. Cummings, D. Fehan, Z. Kay, S. Lipari, B. Hussey
Nay: none
Absent: none

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

Event Recaps:

Movie Night – September 16:

The final Movie Night of the season was held on Friday, September 16. Brook shared that it was very successful – a good turnout for attendees and happy sponsors. Lipari added that she thinks being able to start the movies earlier, with the new screen, has made a big difference for families.

Brook recommended having a September Movie Night again next year. The committee agreed that it should be included in the proposed calendar for board approval.

Art Walk – October 13:

Brook advised that 16 locations participated in the first Birmingham Art Walk. The Birmingham Bloomfield Arts Center (BBAC) provided artists for six of the merchants. The other 10 locations each provided their own.

Lipari shared that she attended the event with friends and really enjoyed it. She would have preferred the hours to be 6-9 p.m. instead of 5-8 p.m. She felt that it was a good time of year for the event and she would like to hold another one next year, hopefully on a larger scale.

Cummings added that, even though her location was upstairs and a little harder to find, people did find it and her artist sold some of his work. Ideas for next year include involving more stores, having buskers in several areas, and having a larger marketing campaign.

The committee agreed that they would like to put an October 12, 2023 Art Walk on the calendar of events for board approval.

Winter Markt:

Brook reported that top sponsors, Mercedes-Benz and Wells Fargo, are returning. She is currently working on securing lower level sponsors. More than 50 vendors have already been accepted to participate in the event.

Lipari secured Sandra Ali from WDIV to be the emcee of the Tree Lighting Ceremony.

Brook is working with non-profits for beer and wine sales at the event.

Holiday Activities:

Santa Walk will be on Saturday, November 26. Now that Art Walk is finished, recruitment for participating stores will begin.

The committee discussed having a Scavenger Hunt this year. The BSD is currently short staffed and the company that sponsored the Scavenger Hunt in the past moved out of the city and is no longer interested in sponsoring. Therefore, the committee decided not to hold a holiday scavenger hunt this year.

Restaurant Week:

Hussey suggested looking at different dates for Restaurant Week as the January/February dates that are typically used tend to be very bad weather and that keeps some diners from wanting to partake. Hussey volunteered to survey other restaurateurs to see when they would like to hold the 2023 Birmingham Restaurant Week.

Goals and Objectives:

Sheppard-Decius asked the committee to start thinking about goals and objectives for the 2023-2024 fiscal year. This will be discussed further at an upcoming meeting.

Meeting adjourned at 9:45 a.m.

NEXT MEETING: Friday, November 11, 2022 at 8:30 a.m.

APPROVED