

Special Events Committee Meeting Minutes
151 Martin Street, Conference Rooms 202 & 203
February 10, 2023 at 8:30am

Chairperson Astrein called the meeting to order at 8:30 a.m.

In Attendance: R. Astrein (chairperson), Z. Kay (co-chair), K. Cummings, D. Fehan, B. Hussey, S. Lipari

Staff: C. Sheppard-Decius, J. Brook, N. Gerkey

Guests: none

Absent: none

Public Comment: none

Approval of Minutes: Motion by Kay, seconded by Hussey to approve the minutes dated January 13, 2023.

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

Nay: none

Restaurant Promotion

Brook reported that 12 restaurants were represented at the Restaurant Week meeting. There was little consensus on what restaurants really want to do, but it was agreed that restaurants do not want to provide discounts, or have the event in the winter time. Sheppard-Decius provided notes from the meeting. Fehan suggested the idea of featuring a restaurant each week for 12 weeks that includes a video segment, interviews with the chef and owner and other details about the restaurant. Hussey suggested using the rosé promotion in the spring to tie in as a restaurant event/promotion. The committee agreed on presenting both Fehan and Hussey's ideas to restaurateurs and allow the restaurants to decide on which promotion they'd prefer.

Spring Stroll

1. Sponsor Ideas

Brook reported that the sponsor for Spring Stroll backed out at the last minute, and will now need to find another sponsor. She said the sponsorship would ideally be around \$2,000. Brook said she reached out to APAP Realty, and while it won't work out for a sponsorship, they did offer their space to be used for the event. Sheppard-Decius mentioned that she and Brook are working on a "corporate packet" to use for recruiting sponsors, including different sponsorship levels and incentives.

2. Store Recruitment

Brook stated that 10 stores are interested in participating in Spring Stroll thus far. It was mentioned that last year there were 30 participating stores. Brook mentioned that it was challenging to connect the event to N. Old Woodward as less participants ventured in that direction, due to the distance from other stores. Lipari suggested a trolley or shuttle to bridge the gap, and Hussey added that hosting an activity by N. Old Woodward could get more participants to the area to resolve the issue. Weather was also noted as a potential factor.

3. Retail Promotion

Sheppard-Decius suggested that in order for Spring Stroll to be more successful for merchants, there should be efforts made to assist with promotion and exposure, such as suggesting comeback coupons and marketing techniques for merchants. Sheppard-Decius mentioned changing the merchant meeting times and frequencies in attempts to have a larger turnout of merchants. Currently about 10-20 merchants are in attendance for these meetings. February and March meetings will continue as scheduled. The police chief will be in attendance at the March meeting to discuss how store owners can have best practices to protect themselves, employees, and product.

Sponsorship Criteria

Sheppard-Decius mentioned that the Junior League is having an event at Community House in March and are looking for sponsorship. The committee must decide what the BSD is willing to sponsor and what the volunteer base is. Fehan requested to receive a list of members.

Other Events/Ideas

Brook reported that the Police Department will be having their open house in conjunction with Day on the Town. Police requested bags placed on Henrietta parking meters so they can park their cars there – Brook updated this in the Special Events Application. Brook stated that for Movie Nights this year that “Encanto”, “The Grinch”, and two other people’s choice movies will be shown. The voting for people’s choice will commence on Engage Birmingham as well as across social media platforms in June. Additionally, Sheppard-Decius reviewed numbers for the budget, and it was found that the BSD had credits that came back, meaning that the budget changed from close to \$250,000 to \$210,000 at a minimum excluding any cost increases and potential for an additional event.

Meeting adjourned at 9:54 a.m.

NEXT MEETING: Friday, March 10, 2023 at 8:30 a.m.

Prepared by: Nicole Gerkey Reviewed by: Cristina Sheppard-Decius 2/14/23
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