



## Special Events Committee Meeting

**April 14, 2023 - 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 – **March 10, 2023**
3. Public Comment
4. Restaurant Promotions
  - Features
    - Metromode Contract
    - Selecting Restaurants & Fees?
    - Marketing Committee Coordination
  - Rose Days – June 2-11
    - Name of Event (Rosé the Birmingham Way; Tour de Rosé, Coming Up Rosés)
    - Finalize Structure
    - Incentive-based Passport – Frequency Rewards Program
    - Recruiting Participating Restaurants
    - Marketing Plan
5. Spring Stroll Update
6. Goals and Objectives
  - Late Night Shopping Coordination & Champion
  - Merchant Meetings – Topics for May/July/August

### UPCOMING EVENTS:

Spring Stroll – April 15

Farmers Market Opening Day – May 7

**NEXT MEETING DATE – Friday, May 12, 2023 at 8:30 AM**

# SPECIAL EVENTS COMMITTEE

## GOALS & OBJECTIVES

### EXTERNAL GOALS

- **EXTERNAL GOAL 1: Increase Local Frequency** (All Committees)
  - OBJECTIVE: Grow brand loyalty of the district and businesses
    - TASK: Increase local business awareness and patronage
    - TASK: Market businesses that offer frequent purchase and quick-serve products
    - TASK: Create and support community collaborations to build repeat customers and connections with neighborhoods (Integral to Goal: Sustain Services & Appeal)
  - OBJECTIVE: Make it easy and engaging for consumers– from getting here to patronizing businesses (See Sub-Goals Below: Improve Ease of Access and Connectivity)
    - TASK: Advocate, educate and engage businesses to collaborate in promoting consistent hours of operation
  
- **EXTERNAL GOAL 2: Expand Regional Attraction, Tourism and Extend Stays** (Special Events and Marketing/Advertising Committees)
  - OBJECTIVE: Stand out in the crowd of other communities by re-evaluating events and promotions to support the needs and market demand, ie:
    - a signature event that leverages Birmingham’s appeal, businesses and assets
    - Adult event(s) that connect businesses
    - Incentivize patrons as opposed to discount-oriented promotions
  - OBJECTIVE: Leverage and market the downtown’s broad appeal, shopping, dining and assets to regional areas
    - TASK: Package day-trip and weekend destination activities by connecting assets
    - TASK: Create promotions that market niche shops
    - TASK: Solidify brand message to incorporate in all communications
    - TASK: Utilize social media influencers
  
- **EXTERNAL GOAL 4 & SUB-GOAL B: Improve Ease of Access and Connectivity** (Maintenance/Capital Improvement, Marketing/Advertising and Special Events Committees)
  - OBJECTIVE: Guide consumers to downtown and businesses by identifying and connecting districts, assets and recreation
    - TASK: Inform, create, and support implementing a wayfinding plan
    - TASK: Promote districts, assets and recreation in marketing materials and initiatives
  - OBJECTIVE: Enhance and balance pedestrian and district connections for consumers, residents and businesses across and within districts and along Woodward Avenue:
    - TASK: Communicate and market to residents both in and outside of districts
    - TASK: Host district events and promotions, and extend existing promotions to districts.

### INTERNAL GOALS

- **INTERNAL GOAL 1: Increase BSD Value** (All Committees)
  - OBJECTIVE: Increase Business and Resident Engagement & Collaborations
    - TASK: Foster community collaborations across businesses, organizations and residents.
  - OBJECTIVE: Promote and showcase the role of the BSD by celebrating successes and the return on investment
    - TASK: Establish, track and measure KPIs for meeting goals
    - TASK: Incorporate statistics and stories in communications
  - OBJECTIVE: Grow the business economy by supporting existing businesses with resources and education
    - TASK: Increase attendance at merchants meetings by hosting them at ideal times, motivating locations and providing focused content.
  
- **INTERNAL GOAL 2: Sustain Services & Appeal** (All Committees)
  - OBJECTIVE: Recruit and retain a balanced mix of Board and Committee members consisting of businesses, property owners and residents.
  - OBJECTIVE: Balance budget, staffing needs and workload
    - TASK: Create action plans for projects and programs