



Special Events Committee Meeting

May 12, 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, Lilley, Lipari

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

AGENDA

1. Welcome and Attendance
2. Approval of Minutes – **April 14, 2023**
3. Public Comment
4. Spring Stroll Recap
5. Rose Soiree – June 5-11
6. Restaurant Story Features – Update & Schedule Meeting
7. Goals and Objectives
 - Late Night Shopping Coordination & Champion
 - Metrics

UPCOMING EVENTS:

Rose Soiree – June 5-11

Movie Night – June 9

Super Farmer Day – June 25

Goals

External

- Increase Local Frequency
- Expand Regional Attraction, Tourism & Extend Stays
- Diversify & Balance Business & Product Mix
- Improve Ease of Access & Connectivity

Internal

- Increase BSD Value
- Sustain Services & Appeal

NEXT MEETING DATE – Friday, June 9, 2023 at 8:30 AM