

**Special Events Committee Meeting Minutes**  
**151 Martin Street, Conference Rooms 202 & 203**  
**April 14, 2023 at 8:30am**

Co-Chairperson Kay called the meeting to order at 8:35 a.m.

**In Attendance:** Z. Kay (co-chair), K. Cummings, D. Fehan, B. Hussey, S. Lipari  
**Staff:** C. Sheppard-Decius, J. Brook  
**Guests:**

**Absent:** R. Astrein (chairperson)

**Public Comment:** none

**Approval of Minutes:** Motion by Fehan, seconded by Hussey to approve the minutes dated March 10, 2023.

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

### **Restaurant Promotion**

Sheppard-Decius updated the committee regarding the Restaurant Feature idea. She shared that she had reached out to Metromode. They can produce/write the stories, take the pictures, and distribute in their e-publication for approximately \$2,000 per story. Hussey mentioned that she has a contact who might be able to produce the stories for less, but he does not have the same online presence that Metromode has. Sheppard-Decius said she could look into the possibility of having another group produce the features and then having Metromode distribute them.

The group discussed starting with six restaurants and then moving to a different category. Brook questioned if this might be a better fit for the Marketing & Advertising Committee and suggested a joint meeting of the Special Events Committee and the Marketing Committee before proceeding.

### **Rosé Day**

The committee discussed whether or not it is important to restaurants to hold a dining promotion and if the timing of national Rosé Day would make it too difficult to pull together a promotion this year. The committee decided that they would like to recommend an event called Rosé, the Birmingham Way, to the board of directors. The event would be held June 5-11. Participating restaurants would be asked to have a special rosé offering and to pair it with a special menu – possibly something that is already on their menu, for simplicity.

A portion of the sale of glasses/bottles of the featured rosé and the featured menu items is to be donated to a local breast cancer related charity. The amount can be determined by the individual restaurants. Hussey would like to see retailers decorate their windows in pink and staff and servers wearing pink throughout the promotion.

Lipari shared that she knows someone with a charity called Caps & Conquer. She volunteered to reach out to them to see if they would like to partner on the promotion. The committee would also like those who purchase the featured items to be entered into a drawing for a \$1,000 Birmingham Bucks shopping spree.

### **Spring Stroll Update**

Brook reported that 29 merchants will be stops for the Spring Stroll and that over 270 people had registered for the event.

### **Goals**

Sheppard-Decius would like to start working on having retailers stay open later and suggested we will need to see what retailers will agree to, and then we can start promoting it. Kay shared that many retailers have found that they are doing the same amount of business (or more) while being open fewer days and hours than they were pre-COVID. Therefore, he feels it will be difficult to get a majority of retailers to commit to being open later on a consistent basis.

Meeting adjourned at 10 am

**NEXT MEETING: Friday, May 12, 2023 at 8:30am**

APPROVED

Prepared by: J. Brook

Reviewed by: C. Sheppard-Decius