



## Special Events Committee Meeting

**June 9, 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 – **May 12, 2023**
3. Public Comment
4. Art Walk – October 12
5. Rose Soiree – Update
6. Goals and Objectives
  - Late Night Shopping Plan
  - New Event for 2024
  - NOW Advisory Committee

### 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, July 7, 2023 at 8:30 AM**