

Special Events Committee Meeting Minutes
151 Martin Street, Conference Rooms 202 & 203
May 12, 2023 at 8:30am

Chairperson Astrein called the meeting to order at 8:35 a.m.

In Attendance: R. Astrein (Chairperson), Z. Kay (co-chair), K. Cummings, S. Lipari, D. Lilley

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

Guests:

Absent: D. Fehan, B. Hussey

Public Comment: none

Approval of Minutes: Motion by Kay, seconded by Lipari to approve the minutes dated April 14, 2023.

Yeas: R. Astrein, Z. Kay, K. Cummings, S. Lipari, D. Lilley

Nay: none

Spring Stroll Recap

Brook reported that Spring Stroll was a success, complete with great weather, 270 registrations, 65 walk ups, 29 participating stores, and 250 samples of Cooper Street Cookies handed out. She added that there were quite a few new stores that participated this year from last year, including Anthropologie, Ethan Allen, and Hagopian. Brook also stated that the cost of the event was around \$2,500, but there was a \$2,000 sponsorship so the event was close to breaking even. Brook reported that the merchants provided relatively good feedback about the event in an informal survey.

Rosé Soirée

Brook reported that there are currently seven restaurants participating in the Rose Soiree, including Hazel's, Forest, Streetside Seafood, Bella Piatti, Mare Mediterranean, Madam at the Daxton, and Phoenicia. Sheppard-Decius mentioned that Social is reportedly going to be joining as well. Brook is waiting to hear back from Bank of Ann Arbor to confirm sponsorship. Sheppard-Decius reported that there will be social media posts, as well as digital ads and a press release, in terms of advertising. She stated that having at least 10 participating restaurants is the goal for this event.

Restaurant Story Features

Sheppard-Decius reported that she met with Bureau Detroit to get costs for potential restaurant features. She said it would cost \$2,500 a month for video only of a business, and Metromode would cost \$2,000 with no video. There is a \$15,000 budget for this promotion. The committee agreed that the cost is high, especially for only featuring one business. The committee decided to focus on different industries within Birmingham as opposed to individual businesses, such as restaurants, salons/spas/gyms, retail, offices, and design. This topic will be discussed in the Marketing Committee meeting on May 18, 2023 at 8:30 a.m. for further discussion.

Goals and Objectives

Late Night Shopping

Sheppard-Decius suggested reaching out to merchants to see the receptiveness to a late night shopping day on a Thursday later in the summer/early fall. Cummings mentioned that she would talk to merchants to garner interest. Sheppard-Decius stated that she would bring it up at the merchant meeting, Tuesday, May 16, at 4 p.m. Kay noted that if stores are staying open late on a Thursday that it would need to revolve around some type of activity to attract interest and participation.

Strategic Planning

Sheppard-Decius stated that moving forward, there should be a focus on expanding the Birmingham Shopping District's efforts into different districts, such as planning an event in the Triangle District, or North Old Woodward – this will be revisited at a later date. She also noted that utilizing Birmingham Bucks should be encouraged, and to move away from discount incentives. Sheppard-Decius encouraged that the BSD be involved with other local organizations for future collaborations.

Dream Cruise, Art Walk, Other

Lilley suggested a promotion of restaurants and hotels for the Dream Cruise event in attempts to bring more people to the downtown area. He added that there should be dining guides and hotel guides on the website under the event details. Art walk will be discussed at the June meeting. Kay suggested that at the next committee meeting that a new event is discussed.

Meeting adjourned at 9:54 am

NEXT MEETING: Friday, June 9, 2023 at 8:30am

Drafted by:	N. Gerkey
Reviewed by:	C. Sheppard-Decius
5/25/23	