



Special Events Committee Meeting

July 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, Lilley, Lipari

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

AGENDA

1. Welcome and Attendance
2. Approval of Minutes – **June 9, 2023**
3. Public Comment
4. Rose Soiree – Expense & Marketing Recap/Results
5. Volunteers Needed
6. Goals and Objectives
 - Late Night Shopping Plan
 - Booth Park Concepts

UPCOMING EVENTS:

Movie Night – July 14

Day on the Town – July 29

Cruise Event – August 19

SPECIAL EVENT PLANNING MEETING DATE –

Friday, July 21, 2023, at 8:30 a.m.

NEXT REGULAR MEETING DATE –

Friday, August 11, 2023, at 8:30 a.m.

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