



## Special Events Committee Meeting

**August 11, 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 – **July 14, 2023**
3. Public Comment
4. Day On The Town wrap-up
5. Thursday Evening Plans
6. Winter/New Event
7. Art Walk

### UPCOMING EVENTS:

Movie Night – August 11

Cruise Event – August 19

### NEXT REGULAR MEETING DATE –

Friday, September 8, 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