



Special Events Committee Meeting

September 8, 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 – **August 11, 2023**
3. Public Comment
4. 2024 Event Calendar
5. Art Walk
6. Winter/New Event
 - January 20, 2024
 - 11 a.m. – 6 p.m.
 - Event Footprint
 - Snow/weather plan
 - Zip Line
 - Food Trucks
7. Thursday Evening Plans
8. Adjourn

UPCOMING EVENTS:

Movie Night – September 8

Harvest Festival – September 10

NEXT REGULAR MEETING DATE –

Friday, October 13, 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