

Special Events Committee Meeting Minutes
151 Martin Street, Conference Rooms 202 & 203
June 9, 2023 at 8:30am

Chairperson Astrein called the meeting to order at 8:30 a.m.

In Attendance: R. Astrein (Chairperson), Z. Kay (co-chair), D. Lilley, D. Fehan, B. Hussey

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

Guests: B. Cowan, A. VanGelderren

Absent: K. Cummings, S. Lipari

Public Comment: none

Approval of Minutes: Motion by Fehan, seconded by Lilley to approve the minutes dated May 12, 2023.

Yeas: R. Astrein, Z. Kay, D. Fehan, B. Hussey, D. Lilley

Nay: none

Art Walk

The committee discussed the goal of having 20-25 participating stores in Art Walk. Stores would be responsible for finding their own artists, and if needed the BBAC and Public Arts Board could help locate artists. The committee agreed to keep the same hours as last year, 5 p.m. to 8 p.m., and also discussed that promotional materials for the event should go out no later than the beginning of September. Astrein stated that he has A-frames that could be used for the event for more signage. For next year's event, the committee would like to revisit the date of Art Walk, such as having it in September, as well as the idea of having an "Art Week" that encompasses a week's worth of activities, including a children's art contest. Sheppard-Decius mentioned that including a mural to the event would be a great addition. She added that recruiting Advisory Parking Committee (APC) to assist with the budget for the mural, as it could be on one wall of the parking structure. Astrein recommended putting together a new fiscal year request to the APC for funding to support a number of initiatives this year.

Rosé Soirée – Update

Brook reported that there were up to 16 participating restaurateurs as part of the event, including later additions like Birmingham Pub, and Birmingham Wine. She added that as of Friday, June 9, 2023, there were 16 entries for the enter-to-win shopping spree, and the event is scheduled to end on Sunday, June 11.

Goals and Objectives

Late Night Shopping Plan

The committee discussed the idea for businesses to stay open later during the holiday season. It was reported that there are four Thursdays between Thanksgiving and Christmas. The

committee also added that in order to encourage shoppers to shop later that there should be additional activities to encourage patronage such as carolers, chestnuts, hot chocolate, and an ornament giveaway.

New Event for 2024

The committee will schedule a brainstorming meeting to discuss the ideas for a new event. Sheppard-Decius mentioned the Floral Fest in Alpena to draw inspiration. Hussey suggested another restaurant event in the fall.

Meeting adjourned at 9:41 a.m.

NEXT MEETING: Friday, July 14, 2023, at 8:30am

APPROVED

Prepared by: J. Brook
Reviewed by: C. Sheppard-Decius
6/26/23