

Special Events Committee Meeting Minutes
151 Martin Street, Conference Rooms 202 & 203
August 11, 2023 at 8:30am

Z. Kay called the meeting to order at 8:35 a.m.

In Attendance: K. Cummings, B. Hussey, D. Lilley, Z. Kay, S. Lipari

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

Guests: N/A

Absent: R. Astrein, D. Fehan

Public Comment: none

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

Yeas: K. Cummings, B. Hussey, D. Lilley, Z. Kay, S. Lipari

Nay: none

Day on the Town Wrap-Up

Brook reported that even with the rain there was a high turnout of participants in the event, and there were reports of higher sales. She added that getting national retailers involved proves difficult, and she and Sheppard-Decius will reach out to corporate directly for next year. Brook added that she will use different language to participants to clear the street in a more timely fashion at the end of the event.

Thursday Evening Plans

The Committee agreed that there will no longer be themes for the Thursday evening shopping and instead focus on bringing in musicians, hot chocolate, chestnuts/almonds, and other holiday extras. Kay suggested that for the musicians that they be positioned under Clark Hill's awning to provide some shelter from weather. Sheppard-Decius added that she will inquire with SMART to secure a trolley for the event to aid in patrons getting up to North Old Woodward businesses.

Art Walk

Brook reported that she reached out to businesses to inform them about the event and hosting an artist. She also contacted Annie VanGelderren to inquire about how many artists she will be providing for Art Walk and is waiting for confirmation.

Winter/New Event

The Committee discussed the event will take place in January. The focus of the event is to bring people into Birmingham and promote the sales of retailers. Kay suggested closing down Old Woodward, and Brook suggested adding a zip-line. The Committee agreed that food trucks should be part of the event to draw people into town. More details will be finalized next meeting.

Meeting adjourned at 9:30 a.m.

NEXT MEETING: Friday, September 8, 2023, at 8:30 a.m.

Drafted by: J. Brook

Reviewed by: M. Comerford, 8/31/23

APPROVED