



Special Events Committee Meeting

October 13, 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 – **September 8, 2023**
3. Public Comment
4. Art Walk Wrap-Up
5. Winter Markt young entrepreneurs champion
6. Winter/New Event
 - Event Name
 - January 27, 2024
 - 11 a.m. – 6 p.m.
 - Event Footprint
 - Zip Line and other activities
 - Food Trucks
 - Engaging Retailers
7. Thursday Evening Plans
8. Adjourn

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

UPCOMING EVENTS:

Farmers Market End of Season Celebration – October 29

Santa Walk & Small Business Saturday – November 25

Winter Markt – December 1-3

NEXT REGULAR MEETING DATE –

November Meeting TBD.