



Special Events Committee Meeting

December 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, Nicole Gerkey,
Office & Events Assistant

AGENDA

1. Welcome and Attendance
2. Approval of Minutes – **November 10, 2023**
3. Public Comment
4. Santa Walk Wrap-Up
 - How to continue to grow event
5. Winter Markt Wrap-Up
6. Thursday Evenings Updates
7. Brrmingham Blast – January 27, 2024
 - Event Approved
 - Food Trucks
8. Budgeting for future – which events need more/less?
9. Adjourn

UPCOMING EVENTS:

Late Night Thursdays – December 14 & 21

Santa House & Carriage Rides – December 9,10, 16, 17, 23 & 24

NEXT REGULAR MEETING DATE –

January 12, 2024, 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