



## Special Events Committee Meeting

**January 12, 2023 - 8:30 a.m.**  
**151 Martin Street, Birmingham, MI**  
**City Hall Conference Rooms 202 & 203**

**Committee Members:** Kay (Chair), Astrein (Co-chair),  
Cummings, Fehan, Hussey, Lilley, Lipari

**Staff:** Cristina Sheppard-Decius, BSD Executive Director;  
Jaimi Brook, Operations & Events Manager, Nicole Gerkey

# AGENDA

1. Welcome and Attendance
2. Approval of Minutes – **December 8, 2023**
3. Public Comment
4. BRRmingham Blast
  - Overview
  - Volunteers
  - Budget
5. Thursday Evening/Holiday Recap
6. Budget 2024/2025
7. 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:

BRRmingham Blast – January 27  
Spring Stroll – April 13

**NEXT REGULAR MEETING DATE –**  
February 9, 2024, at 8:30 a.m.