

Special Events Committee Meeting Minutes

151 Martin Street, Conference Rooms 202 & 203

January 12, 2024, at 8:30am

Z. Kay called the meeting to order at 8:33 a.m.

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

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

Guests: None

Absent: R. Astrein

Public Comment: None

Approval of Minutes: Motion by Fehan, seconded by Lilley to approve the minutes dated December 8, 2023. All ayes. Motion approved.

BRRmingham Blast

Brook reported that there are eight food trucks confirmed for the event, featuring three dessert and five regular. She added that the zip line tower will be placed in front of the marquee with the zip line running toward Brown. There will be snow fencing placed around the zip line so passersby do not travel underneath. Brook stated that Townsend will be running the marshmallow roasting tent, and Goldfish Swim School will be sponsoring the kids craft area. Gerkey shared a preliminary map of the event, featuring the warming tent centrally located, food trucks lining each side of South Old Woodward toward Maple, as well as marshmallow roasting and the kids' area at the end of South Old Woodward by Maple. Fehan suggested getting drones shot and footage of the zip line to use for promotional materials in 2025.

Thursday Evening/Holiday Recap

The Committee discussed changes and updates to the 2024 Late Night Thursdays, including:

- Minimizing the trolley route stops along Old Woodward
- Giveaways on the trolley (light up wands, candy canes, etc)
- Promoting stores to stay open until 7 p.m. instead of 8 p.m.

The Committee discussed changes and updates to 2024 holidays, including:

- Santa House sign-ups for three families every ten minutes, instead of one family every five minutes
- Winter Markt, add more fencing and security at beer tents and get liquor license earlier

Budgeting 2024/2025

The Committee discussed some budgeting updates for 2024/2025, including:

- Increased security at the Cruise Event
- Increased budget for Art Walk including stipends for artists and more signage
- Budget for potentially closing Maple for Santa Walk
- Add about \$5,000 to the Brrmingham Blast for 2025
- Budgeting for Anniversary/Volunteer recognition event

Meeting adjourned at 10:15 a.m.

NEXT MEETING: Friday, February 9, 2024, at 8:30 a.m.

Drafted by: N. Gerkey
Reviewed by: CSD 1/24/24