



Special Events Committee Meeting

April 12, 2024 - 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: Melissa Fairbairn, Interim BSD Executive Director;
Jaimi Brook, Operations & Events Manager, Nicole Gerkey

AGENDA

1. Welcome and Attendance
2. Approval of Minutes – **March 8, 2024**
3. Public Comment
4. Spring Stroll Update
5. Sponsor Ideas
6. Scavenger Hunt/Activity during holidays or February Break?
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:

Spring Stroll – April 13

Farmers Market Opening Day Celebration – May 5

NEXT REGULAR MEETING DATE –

May 12, 2024, at 8:30 a.m.