



Special Events Committee Meeting

March 8, 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 – **February 9, 2024**
3. Public Comment
4. Santa Hours and Santa Walk
5. October Restaurant Promotion Update
 - Focus Group
 - Event Name
 - BirmingHamburger
 - Birmingham Burger
 - Birminghamburger
6. Updates on Upcoming Events
 - Spring Stroll
 - Farmers Market
 - Art Contest
 - Movie Nights
 - Day on the Town
7. Adjourn

UPCOMING EVENTS:

Spring Stroll – April 13

Farmers Market Opening Day Celebration – May 5

NEXT REGULAR MEETING DATE –

April 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