



Special Events Committee Meeting

May 10, 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: Erika Bassett, Executive Director; Jaimi Brook, Operations & Events Manager, Nicole Gerkey

AGENDA

1. Welcome and Attendance
2. Approval of Minutes – **April 12, 2024**
3. Public Comment
4. Spring Stroll Recap
5. Movie Night Sponsor Update
6. A/V Contract
7. Art Walk
 - September 19 from 5-8 p.m.
 - Goal number of stores/artists
 - Musicians?
 - Topiaries?
8. 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:

Movie Night – June 7

Farmers Market Strawberry Jam-Boree – June 16

NEXT REGULAR MEETING DATE –

June 14, 2024, at 8:30 a.m.