

Special Events Committee Meeting Minutes
151 Martin Street, Conference Rooms 202 & 203
March 8, 2024, at 8:30am

Z. Kay called the meeting to order at 8:32 a.m.

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

Staff: M. Fairbairn, J. Brook, N. Gerkey

Guests: None

Absent: D. Lilley

Public Comment: None

Approval of Minutes: Motion by Astrein, seconded by Hussey to approve the minutes dated February 9, 2024. All ayes. Motion approved.

Santa Hours and Santa Walk

Santa Hours - Brook discussed changing appointments by allotting three families to see Santa every 10 minutes, as opposed to the usual one family per five minutes. The Committee also decided that Saturdays will be by appointment, and Sundays will be walk-up visits. Brook added that Christmas Eve is on a Tuesday this year, and the Committee agreed that appointments will run 10 a.m. to 2 p.m. that day, with an additional visit date on Monday, December 23.

Santa Walk - Brook stated that the streets will not be closed, and the event will remain on the sidewalk. She added that characters like Buddy the Elf and Rudolph the Red-Nosed Reindeer will be added this year. It was discussed to add a craft in Shain Park, with a couple of food trucks so families have something to do while waiting to visit with Santa. The Committee agreed on making directions clearer for merchants in regard to giveaways.

October Restaurant Promotion Update

Hussey reported that she's putting together a focus group for the Birminghamburger restaurant promotion, with the intention of having a restaurant meeting prior to the event. She presented marketing materials to the committee, and will be bringing them to the marketing committee for further discussion. The committee also discussed needing further research on a voting platform for the "People's Choice" burger. The committee agreed that the kick-off event should take place on a Monday or Tuesday when restaurants aren't as busy.

Updates on Upcoming Events

Spring Stroll – Brook reported that there are 10 merchants involved, and registration for the event went live on March 7th. She added that Warby Parker will be sponsoring, and that the starting place will be in a new location.

Farmers Market – Gerkey reported that 102 vendors applied for the first wave of applications, and acceptance emails will be sent shortly.

Movie Night – Brook reported that there will be a larger screen used this year, and because of the larger screen the viewing of the movie will need to be rotated 90 degrees.

Meeting adjourned at 9:44 a.m.

NEXT MEETING: Friday, April 12, 2024, at 8:30 a.m.