



## Special Events Committee Meeting

**June 14, 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 – **May 10, 2024**
3. Public Comment
4. Day On The Town Update
  - Birmingham Businesses
  - Kid Activities
5. BRRmingham Blast ideas
  - Inflatable Axe Throwing
  - Carnival Rides
  - Putt Putt
  - Warming Tent
    - Magic Shows
    - Story Time
    - Characters
  - Other?
6. Tree Lighting Santa Hats?
7. Adjourn

### UPCOMING EVENTS:

Farmers Market Strawberry Jam-Boree – June 16

Movie Night – July 19

Day On The Town – July 27

### NEXT REGULAR MEETING DATE –

July 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