



Special Events Committee Meeting

July 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: 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
 - Registered Merchants
 - Kid Activities
5. BRRmingham Blast
 - Contract Review
 - Warming Tent
 - Magic Shows
 - Story Time
 - Characters
6. 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:

Farmers Market Super Farmer Day – June 21

Movie Night – July 19

Day On The Town – July 27

NEXT REGULAR MEETING DATE –

August 9, 2024 at 8:30 a.m.