

Special Events Committee Meeting Minutes
151 Martin Street, Conference Rooms 202 & 203
May 10, 2024, at 8:30am

Z. Kay called the meeting to order at 8:30 a.m.

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

Staff: E. Bassett, J. Brook, N. Gerkey

Guests: Brooks Cowan

Absent: D. Fehan

Approval of Minutes: Motion by Hussey, seconded by Lilley to approve the minutes dated April 12, 2024. All ayes. Motion approved.

Public Comment: None

Art Walk

Brook stated that Art Walk will have a new date this year of September 19, 2024 from 5 p.m. to 8 p.m. The Committee discussed improvements for this year's event such as encouraging artists to have small items for purchase, reaching out to anchor businesses like lululemon and CB2 for participation, and using directional signage such as topiaries, A-frames, etc. The Committee complimented the artist bios and social media from last year, and would like to follow a similar strategy moving forward. Cowan suggested having a "start" and "end" point of the event. Cowan added that the BBAC can provide up to 8 artists with a stipend, and will confirm the BBAC's budget for the event.

Spring Stroll Recap

Brook stated that there was very positive feedback of the event from participating stores. She added that that all registration slots were filled by the time of the event; 400 bags were ordered and 300 bags were handed out, and 288 pinwheels were ordered and 200 were given out to participants. The Committee discussed ways to involve North and South Old Woodward next year, such as providing an activity in Booth Park.

Movie Nights

Brook reported that Great Lakes Wealth will be the presenting sponsor for Movie Nights this season. She added that sponsorship funds increased from \$15,925 to \$17,250 this year.

AV Contracts

Bassett discussed that contracts will need to be done for the fiscal year as opposed to calendar year moving forward, and presented the Pegasus contract for approval of the fiscal year 2025. Motion by Astrein, seconded by Kay to approve the FYE2025 contract of \$24,398. All ayes. Motion approved.

Meeting adjourned at 9:35 a.m.

NEXT MEETING: Friday, June 14, 2024, at 8:30 a.m.