

Special Events Committee Meeting Minutes
151 Martin Street, Conference Rooms 202 & 203
July 12, 2024, at 8:30am

Z. Kay called the meeting to order at 8:33 a.m.

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

Staff: E. Bassett, N. Gerkey

Guests: n/a

Absent: R. Astrein

Approval of Minutes: Motion by Fehan, seconded by Lilley to approve the minutes dated May 10, 2024. All ayes. Motion approved.

Public Comment: None

Day on the Town Update

Bassett stated that there are over 60 BSD merchants registered for Day On The Town. She added that there will be kids' activities including mini golf provided by TreeRunner, as well as a chalk artist, bubbles, etc. The committee would like to review kids' activities for next year's event, and consider removing them for next year. Bassett added that the Channel 955 ice cream truck is confirmed for the event from 1 p.m. to 3 p.m.

BRRmingham Blast

Bassett presented the two-year contract from Time to Play which includes the zipline, inflatable axe throwing, and two slap shot hockey games. Motion by Fehan, seconded by Hussey to approve the Time to Play contract. All ayes. Motion approved. Bassett added that the warming tent will also be utilized as an entertainment area this year, including magic shows and story time with the Baldwin Library. The committee discussed other ideas for the event area including fire performers, a golf game, and more; this will be revisited within the budget and pricing.

BirminghamBurger Update

Hussey reported that the restaurant meeting went well and 12 restaurants have verbally confirmed their participation in the event; the registration deadline is August 1. It was added that there will no longer be an opening kick-off event. Hussey explained that voting will take place online, focusing on categories of creativity, presentation, and taste; each restaurant will have their own page on the website that will feature their burger. Bassett added that photos of each restaurants' product will be taken to use for promotional purposes. Hussey presented some marketing items to the committee, and the general consensus was to change the logo colors need to reflect the BSD's branding, and remove some of the water tower elements and text with for the smaller items. It was agreed that the water tower branding could be used with a billboard.

Meeting adjourned at 9:51 a.m.

NEXT MEETING: Friday, August 9, 2024, at 8:30 a.m.