



Special Events Committee Meeting

August 9, 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 – **July 12, 2024**
3. Public Comment
4. Day On The Town Recap
5. Art Walk Update
6. BirminghamBURGER
 - Registration Update
 - Voting Platform Development
7. Holiday Activities
8. Adjourn

UPCOMING EVENTS:

Movie Night – August 9

Farmers Market Corn Festival – August 11

Birmingham Cruise Event – August 17

NEXT REGULAR MEETING DATE –

September 13, 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