

Special Events Committee Meeting Minutes
151 Martin Street, Conference Rooms 202 & 203
September 13, 2024, at 8:30am

Z. Kay called the meeting to order at 8:31 a.m.

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

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

Guests: None

Absent: R. Astrein

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

Public Comment: None

2025 Event Calendar

The Committee reviewed the 2025 Event Calendar, and a couple changes were noted:

- July movie night moved back one week to Friday, July 11.
- BRRmingham Blast will be the last Saturday of January.
- June movie night will be moved back one week to June 13 due to the last day of school.
- Art Walk will continue to be in September.

2025 Committee Meeting Calendar

The Committee reviewed the 2025 Committee Meeting Calendar and changes were made:

- The 3/14/25 meeting date is moved back to 3/7/24.
- The 2/14/24 meeting is cancelled.

Art Walk Update

Brook reported that there are 23 total participants for Art Walk, including three near Lot 6 on North Old Woodward, all the way down to Haggopian on South Old Woodward. She added that topiaries will be placed at each location, and that there will be two musicians placed in the event footprint; final artist/store pairings are still being finalized.

BirminghamBURGER Update

Bassett reported that there are 16 restaurants that are participating in the BirminghamBURGER event, and showed the event website that features photos of each restaurant's burger, taken by Bureau Detroit, as well as the names and descriptions for each burger, along with voting information. The Committee agreed that businesses need to include the price of their burger for the website, and vegan/vegetarian options should be encouraged for next year. Bassett also presented a promotional video for the event, and the committee suggested adding the logo throughout, shortening a couple of clips, and adding the dates of the event all the way through the video.

Holiday Activities

Brook reported that there are three Saturdays for giveaways on the corner of Maple and Old Woodward. The Committee agreed to Hazel's giving away hot chocolate on Small Business Saturday, chestnuts the following week, and the third Saturday is still to be confirmed. For Santa

Walk, Brook added that Little Donut Factory is available to do giveaways, and the committee strongly recommended finding a sponsor to supply the donuts for the event. Brook reported that Mercedes Benz of Bloomfield Hills is the presenting sponsor for Winter Markt, and Dan Gutfreund is the official tree lighting sponsor.

Meeting adjourned at 9:51 a.m.

NEXT MEETING: Friday, October 11, 2024, at 8:30 a.m.

APPROVED