



Special Events Committee Meeting

December 13, 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

AGENDA

1. Welcome and Attendance
2. Approval of Minutes – **November 8, 2024**
3. Public Comment
4. Santa Walk Wrap-Up
5. Winter Markt Wrap-Up
6. BRRmingham Blast
 - Food Trucks
 - Activities
7. Other
8. Adjourn

UPCOMING EVENTS:

Santa House & Carriage Rides – 12/14, 12/15, 12/21, 12/22, 12/23, 12/24
BRRmingham Blast – January 25, 2025

NEXT REGULAR MEETING DATE –

January 10, 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