



Special Events Committee Meeting

January 10, 2025 - 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 – **December 13, 2024**
3. Public Comment
4. Holiday Activities Wrap-Up
5. BRRmingham Blast
 - Food Trucks
 - Activities
6. 2025 Events
 - Farmers Market
 - Possible fee increase
 - Movie Nights
 - Location update
 - Spring Stroll
7. Other
8. Adjourn

UPCOMING EVENTS:

BRRmingham Blast – January 25, 2025

NEXT REGULAR MEETING DATE –

March 10, 2025 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