



## Special Events Committee Meeting

**March 7, 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, Jaimi Brook, Stacy Bahnsen

## AGENDA

1. Welcome and Attendance
2. Approval of Minutes – **January 10, 2025**
3. Public Comment
4. BRRmingham Blast Wrap-Up
  - Food Trucks
  - Activities
  - Branding
5. 2025 Events
  - Spring Stroll
  - Farmers Market
  - Movie Nights
  - Santa Hours
6. Sponsorship Update
7. Other
8. Adjourn

### UPCOMING EVENTS:

Spring Stroll – April 12, 2025

### NEXT REGULAR MEETING DATE –

April 11, 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