



## Special Events Committee Meeting

**April 11, 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 Basset, Jaimi Brook

## AGENDA

1. Welcome and Attendance
2. Approval of Minutes – **March 7, 2025**
3. Public Comment
4. Event Updates
  - Spring Stroll
  - Farmers Market
  - Day On The Town
  - Cruise Event
5. Sponsor Updates
6. Art Walk
  - September 18 from 5-8 p.m.
  - Goal number of stores/artists
  - Musicians?
  - Topiaries?
7. Adjourn

### 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

### UPCOMING EVENTS:

Spring Stroll – April 12

Farmers Market Opening Day Celebration – May 4

### NEXT REGULAR MEETING DATE –

May 9, 2025, at 8:30 a.m.