

Special Events Committee Meeting Minutes
151 Martin Street, Conference Rooms 203
August 14, 2026 at 8:30am

Kay called the meeting to order at 8:35 a.m.

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

Staff: E. Bassett, J. Brook, J. Leavy

Guests: Jennifer Faraj

Absent: R. Astrein

Approval of Minutes: Motion by Fehan, seconded by Lilley to approve the minutes dated June 12, 2026. All ayes. Motion approved.

Day On The Town

Brook shared feedback from the 19 merchants who responded to the Day On The Town survey. Most were very positive. Although, some merchants were very enthusiastic about their sales, a few stated that sales were down from last year.

The committee discussed different factors that may have impacted attendance and sales.

Art Walk

21 businesses are registered to participate in the September 17th Art Walk. Brook is working with Jeffrey Floral to place topiaries at participating locations. VanGelderens is working on artist placements. We will have 2 musicians playing throughout the event.

There will be a Passport this year to encourage attendees to visit all participating locations.

Winter Markt

Brook shared that the new quote from Sunbelt for WM electrical services came back at close to \$50,000 which is more than \$20,000 higher than last year. Brook has requested a quote from M.A.D. Power to compare.

The committee discussed raising vendor fees. The last time fees were raised was for the 2017 event. Since then, they have been \$400 for a 10'x10' and \$500 for a 10'x20'.

Motion by Lilley, seconded by Fehan to increase Winter Markt vendor fees to \$450 per 10'x10' tent and \$600 per 10'x20' tent. All ayes. Motion approved.

BirminghamBURGER

There are currently 19 restaurants registered to participate in the BirminghamBURGER. Photo shoots have been scheduled. The committee would like to have the top vote getters from the popular vote go to celebrity judges for a final winner. Brook will ask the Marketing Committee to assist with securing celebrity judges.

Farmers Market

Brook shared that several Farmers Market vendors have requested the Market end at 1 p.m. instead of 2 p.m. in the 2027 season as they are seeing attendance drop-off later in the day. The committee discussed the idea and does not feel that it would be a benefit to the Market to shorten the hours. Brook suggested working on marketing strategies to encourage people to come to the Market after brunch/after in the day.

NEXT MEETING: Friday, September 11, 2026, at 8:30 a.m.