

Special Events Committee Meeting Minutes
151 Martin Street, Conference Rooms 202 & 203
May 8, 2026 at 8:30am

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

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

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

Guests: Andrzej Sikora

Absent: R. Astrein, K. Cummings

Approval of Minutes: Motion by Fehan seconded by Lilley to approve the minutes dated March 13, 2026. All ayes. Motion approved.

Public Comment: Presentation of mural ideas by Sikora.

Spring Stroll Wrap-Up

Brook reviewed the Spring Stroll event. Twenty-five stores participated. The attendee count was estimated around 500. Participating stores had positive feedback that the event brought people into their stores that had not been in before and that they would like to participate again next year.

Day On The Town

The committee decided to raise the participation fee for Birmingham businesses that are not in the BSD to \$200. It had been \$150 for approximately 10 years. The group also decided that they do not want to offer space to businesses that are not located in Birmingham, even for a higher fee.

Lululemon would like to hold a workout class in the Maple and Old Woodward intersection before, or during, Day On The Town. The committee agreed to allow them to use the intersection from 9 a.m. – 11:30 a.m. for one class or multiple classes. The space for the class will not be able to extend into the crosswalks as there needs to be a clear path for pedestrians to be able to cross the streets to easily continue shopping.

Art Walk

Art Walk is scheduled for Thursday, September 17 from 5-8 p.m. Brook will work with VanGelderren to secure artists. The committee decided not to have restaurants offering live music and signature drinks this year. They do still want to have live music on the street corners.

Holidays

Brook is working on finalizing a contract for one Santa to work all of the hours that Santa House is open.

Farmers Market

Brook shared that Opening Day at the Farmers Market went very well.

Winter Markt

Brook reminded the committee that, since The Community House will no longer be in operation in December, another non-profit will need to secure a liquor license and handle the beer/wine

sales. The committee discussed reaching out to different organizations to offer them the opportunity with no fee for participation.

Brook shared information on bringing reindeer back to Winter Markt. Due to the expense, the committee decided that it would not be the best return on investment and will not move forward.

NEXT MEETING: Friday, June 12, 2026, at 8:30 a.m.

APPROVED