



**Business Development Committee
February 27, 2020 at 8:30 AM
Birmingham City Hall**

Committee members: Sam Surnow (Chair), Steve Quintal, Jeff Hockman, Mike McKenzie

Staff: Ingrid Tighe, BSD Executive Director

1. Retention and growth

- a. Merchant Meeting – Feb 28, 2020
- b. e-Gift Certificates – Yiftee
- c. OC Main Street Program

2. Tenant recruitment

- a. Retail recruitment update / Pipeline report
- b. New Business Report

3. Maple Rd. Construction

- a. Continue aggressive retail recruitment
- b. Construction updates at monthly merchant meetings:
- c. Speakers at merchant meetings
 - i. Retailers Best Practices during Construction
 - ii. Oakland County Business Resource Center Ridesharing program
- d. Lyft rides