



**Business Development Committee
January 22, 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. Holiday parking incentive - Lyft update
- b. Retail Presentation – Steve Dennis – January 29, 2020
- c. Merchant meeting speaker series:
 - √ Social media
 - √ Branding
 - √ e-commerce/innovative retail
 - _ Retailers Best Practices during Construction
 - _ Oakland County Business Resource Center
- d. e-Gift Certificates - Yiftee

2. Tenant recruitment

- a. ICSC NYC recap
- b. Retail recruitment update / Pipeline report
- c. Marketing materials
 - i. drone footage
 - ii. video footage from Renaissance Media
 - iii. ads (SCT, Shopping Center Business, DBusiness, Crain's, etc.)
- d. New Business Report

3. Maple Rd. Construction

- a. Programming
- b. Construction updates at monthly merchant meetings
- c. Pertinent speakers at merchant meetings - financial planning, marketing, construction best practices from other merchants on Old Woodward
- d. Ridesharing program