



**Business Development Committee  
July 25, 2019 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. Parking incentive - Lyft update
  - b. Merchant Meeting recap
  - c. Gift Certificates
  
- 2. Tenant recruitment**
  - a. Retail recruitment update
  - b. ICSC MI conference update
  - c. Marketing materials
  - d. New Business Report
  - e. Pipeline report
  
- 3. Next meeting date**