



**Business Development Committee
March 28, 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. Merchant Meeting
 - i. Goldman Sachs 10,000 Small Businesses
 - ii. Parking Lot 6 Update
 - b. Gift Certificates
 - c. Parking incentive (Lyft and Uber)

- 2. Tenant recruitment process**
 - a. Third Party Recruiter Update
 - i. Orientation and strategy meetings
 - ii. ICSC – May
 - iii. Marketing Material
 - b. Marketing
 - i. ICSC Program
 - ii. Social media campaign
 - c. Broker round table - early May
 - d. New Business Report
 - e. Pipeline report

- 3. Next meeting date**