



**Business Development Committee
September 26, 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. Merchant meeting speaker series: Social media - Sept, Branding - Oct., trying to schedule e-commerce - Nov, Oakland County Business Resource Center - Dec
- d. Gift Certificates - Yiftee

2. Tenant recruitment

- a. Retail recruitment update
- b. ICSC NYC
- c. Marketing materials - updated photography, "1 sheeter", drone footage, video footage, ads (SCT, Shopping Center Business, DBusiness, Crain's, etc.)
- d. New Business Report
- e. Pipeline report

3. Maple Rd. Construction

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