



The Shopping District

Business Development Committee Meeting

Members: Surnow (Chair), Hockman, Quintal, McKenzie

Staff: Tighe

- 1. No meeting held.**
- 2. Retention and growth**
 - a. The BSD e-Gift certificate program is in full swing. This same system will be utilized for the Maple Rd. reconstruction Birmingham Bonus Bucks program.
- 3. Tenant recruitment process**
 - a. The BSD successfully attracted a second national retailer to Birmingham. The women's apparel store will be the retailer's first Michigan store! CC Consulting continues to speak with retailers on our target list.
- 4. Maple Road Reconstruction**
 - a. The committee discussed its initiatives it would provide during construction. These items include regular merchant meetings, professional speakers, and aggressively recruiting new businesses to Birmingham. The committee will also look into offering discounted Lyft rides during construction.

NEXT MEETING: TBD

2019-20 Budget: \$100,000

Remaining after April vouchers: \$61,594