Business Development Committee Meeting

January 23, 2020

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

Staff: Tighe

1. **Welcome and Introductions**
   PRESENT: Surnow, Quintal, McKenzie, Hockman
   ABSENT: none
   ADMINISTRATION: Tighe
   GUESTS: Cindy Ciura, CC Consulting; John Bry, Oakland County

2. **Retention and growth**
   a. John Bry, Oakland County Main Street Director, provided an update of Oakland County Main Street imitatives and programming in 2020.
   b. Tighe provided an update on the Lyft rideshare program promoted during the holiday shopping season.
   c. Steve Dennis will be speaking Jan. 29th to BSD retailers on innovative business solutions for brick and mortar retailers. We anticipate approximately 50 attendees. This is part of the committee's "professional speaker series" to help businesses with their growth and expansion.
   d. 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.
   b. Marketing – committee discussed the BSD's updated photos of available properties, drone footage, video footage, ads (SCT, Shopping Center Business, DBusiness, Crain's, etc.)
   c. Cindy attended ICSC NY conference in December. She had several great meetings with prospective retailers.

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: Thursday, February, 27, 2020 at 8:30 AM

2019-20 Budget: $100,000
Remaining after February vouchers: $69,277