



The Shopping District

Business Development Committee

December 15, 2020

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

Staff: Tighe

1. Welcome and Introductions

PRESENT: Surnow, Hockman, Quintal, McKenzie

ABSENT:

ADMINISTRATION: Tighe

GUESTS: Cindy Ciura, CC Consulting

2. Retention and Growth

- a. The committee discussed and finalized its goals, objectives, and tasks to help retain businesses in downtown.

3. Attraction

- a. The committee is looking at updating the format of the pipeline report to track new business attraction to downtown Birmingham.
- b. Goals, objectives and key performance indicators to better help the BSD measure metrics in attraction were established.

NEXT MEETING: TBD

2020-21 Budget: \$160,000

Remaining balance after January vouchers: \$131,454