



*The Shopping District*

## **Business Development Committee Meeting**

No meeting held in June

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

**Staff: Tighe**

### **1. Retention and growth**

- a. The first round of “Quarantine Cash” gift certificates have been mailed out to loyal BSD customers to incentivize them to shop and takeout food from our downtown businesses.
- b. PPE (masks, gloves, etc.) Small Business Kits are being distributed to downtown businesses to help them as they reopen. Staff plans to continue to pass these out into July.
- c. The BSD has started a crowdfunding campaign to raise money to help purchase additional PPE for our downtown businesses. Oakland County Main Street will match up to \$4,000 in this fund.

### **2. Tenant recruitment process**

- a. The BSD is doubling down on our recruitment efforts to attract new retailers to town.

### **3. Maple Road Reconstruction**

- a. The BSD is hosting regular merchant meetings, pro bono professional speakers, and aggressively recruiting new businesses to Birmingham to help businesses during construction.

**NEXT MEETING: TBD**

**2019-20 Budget: \$100,000**

**Remaining after June vouchers: \$55,617**