



*The Shopping District*

## **Business Development Committee Meeting**

**May 30, 2019**

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

**Staff: Tighe**

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

- a. Tighe presented group with a recap of the merchant meeting held Wednesday, April 17, 2019.
- b. The BSD continues to promote Birmingham Gift Certificates for Mother's Day, Father's Day, and graduate gifts.
- c. Tighe discussed the details she learned about Uber and Lyft incentive programs.

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

- a. Tighe provided a summary of the ICSC trip.
- b. Committee reviewed updated marketing materials for BD.
- c. Tighe provided a recap on the Broker/Property owner round table May 8, 2019 at Startup Nation.
- d. Committee reviewed pipeline report.

**NEXT MEETING: Thursday, June 27, 2019 at 8:30 AM**

**2018-19 Budget: \$100,000**

**Remaining after May vouchers: \$55,483**