



The Shopping District

Business Development Committee Meeting

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

Staff: Tighe

No meeting was held in May

1. Retention and growth

- a. The staff is collecting email address from downtown businesses so that "Quarantine Cash" gift certificates can be 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 June.
- 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.

1 Tenant recruitment process

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

2 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: \$58,950