



The Shopping District

Business Development Committee Meeting

February 27, 2020

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

Staff: Tighe

1. Welcome and Introductions

PRESENT: Surnow, Quintal, McKenzie, Hockman

ABSENT: none

ADMINISTRATION: Tighe

GUESTS:

2. Retention and growth

- a. 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.

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, March, 26, 2020 at 8:30 AM

2019-20 Budget: \$100,000

Remaining after March vouchers: \$66,513