



*The Shopping District*

## **Business Development Committee Meeting**

**No meeting held in October**

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

**Staff: Tighe**

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

- a. The Lyft contract is finalized and the staff is working on the marketing campaign for this initiative. The Lyft rebate will be promoted primarily via a digital marketing campaign.
- b. The BSD staff is working on implementing the e-gift certificates contract.
- c. Merchant meeting was held Oct 24<sup>th</sup> covering topics such as holiday events, construction updates, and a presentation on branding.

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

- a. CC Consulting continues to reach out to prospective retailers on our target list.
- b. Cindy will attend the ICSC NY conference in December.

**NEXT MEETING: TBD**

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

**Remaining after November vouchers: \$76,738**