



*The Shopping District*

## **Business Development Committee**

**October 22, 2020**

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

**Staff: Tighe**

### **1. Welcome and Introductions**

PRESENT: Surnow, Hockman, Quintal, McKenzie

ABSENT:

ADMINISTRATION: Tighe

GUESTS: Cindy Ciura, CC Consulting

### **2. Retention and Growth**

- a. Virtual Real Estate Broker and Property Owner Summit - The BSD hosted a real estate summit featuring CoStar who presented an overview of the national and local real estate market, a Community Development presentation on new development in Birmingham, and an update on retail real estate in Birmingham. Slide presentations are attached to this report for review.
- b. October merchant meeting held featuring the "Retail Doctor" Bob Phibbs who provided retailers tips on how to have a successful holiday sales season. Additionally, the BSD provided updates on holiday activities and initiatives taking place i.e. The Great Decorate, Santa House, free valet parking, free parking in garages, etc.

### **3. Attraction**

- a. CC consulting provided an update on our prospective retailer list. The committee discussed ways to improve the pipeline report and hope to have changes implemented by the December board meeting.
- b. The committee discussed how it can continue to refine its strategy during COVID-19 to include defining its goals, objectives and key performance indicators to better help the BSD measure metrics in business development.

**NEXT MEETING: Thursday, November 26, 2020 at 8:30 a.m.**

**2020-21 Budget: \$190,000**

**Remaining balance after October vouchers: \$164,019**