



The Shopping District

Business Development Committee Meeting

September 26, 2019

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

Staff: Tighe

1. Welcome and Introductions

PRESENT: Surnow, Quintal, McKenzie, Kay

ABSENT: Hockman

ADMINISTRATION: Tighe

GUESTS: Cindy Ciura, CC Consulting

2. Retention and growth

- a. Tighe is working with Lyft on a rebate program. She is waiting to get contract back from Lyft's legal counsel.
- b. Committee discussed topics for a "speaker series" to help businesses with their growth and expansion: Social media, Branding, e-commerce, Oakland County Business Resource Center, etc.
- c. Gift certificates

3. Tenant recruitment process

- a. CC Consulting continues to follow up with retailers from ICSC meetings and also is speaking with retailers on our target list.
- b. Marketing – committee discussed the BSD's updated photos of available properties, drone footage, video footage, ads (SCT, Shopping Center Business, DBusiness, Crain's, etc.)
- c. Cindy will attend the ICSC NY conference in December.

NEXT MEETING: Thursday, October 24, 2019 at 8:30 AM

2019-20 Budget: \$100,000

Remaining after October vouchers: \$80,926