



The Shopping District

Business Development Committee

March 1, 2021 (rescheduled from 2/25/21)

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

Staff: Bassett

1. Welcome and Introductions

PRESENT: Hockman, Quintal, McKenzie

ABSENT: Surnow

ADMINISTRATION: Bassett

GUESTS: Cindy Ciura, CC Consulting

2. Recruitment and Retention

- a. Ciura updated the committee on potential deals including two LOIs that have turned into signed leases, with a third expected this week
- b. Ciura mentioned that overall she feels Birmingham is in a good position and has had a lot of interested from National retailers that have not traditionally been interested in a downtown setting
- c. Committee discussed the communications strategy and plan surrounding two new retailers
- d. Committee discussed the potential for writing a press release to include BSD efforts throughout the last year during COVID-19.
- e. Regarding the pipeline report, the team will maintain one dashboard with both recruitment and retention activity and add a label to signify the difference

3. Website Content

- a. Committee will work to develop content for the launch as well as a plan for future content to be added to the website as part of the continuous improvement strategy to keep content relevant

4. Retail Consultant Contract Renewal

- a. Committee discussed adding an annual bonus to the contract with a set of performance criteria including business retention activities. Hockman and McKenzie meeting to discuss criteria and metrics.

NEXT MEETING: March 25, 2021

2020-21 Budget: \$160,000

Remaining balance after March vouchers: \$111,482