



The Shopping District

Business Development Committee

March 25, 2021

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

Staff: Bassett

1. Welcome and Introductions

PRESENT: Surnow, McKenzie, Hockman, Quintal

ADMINISTRATION: Bassett

GUESTS: Cindy Ciura, CC Consulting

2. Recruitment Developments

- a. Committee discussed the need to develop a plan to support the RH project process
- b. Ciura updated the committee on the Pipeline report. Highlights include:
 - i. One potential deal on N. Old Woodward has significant interest from the tenant and developer. A decision should be made during a meeting with all parties on April 8.
 - ii. A national retailer is in lease negotiations for a space on W. Maple
 - iii. A lease has been signed on S. Old Woodward for a current Birmingham tenant relocation and expansion
- c. Ciura mentioned that there continues to be significant interest in Birmingham from national retailers. The challenge is finding the right space configurations and working through various clauses that exist in this new COVID environment.

3. Retention Activities

- a. Birmingham Fire Department and BSD distributed restaurant relief funds and equipment totaling approximately \$107,000 over the last few weeks
- b. BSD completed a PPE distribution at City Hall
- c. Nearly all of the \$40,000 distributed during the Restaurant Week Birmingham Bucks promotion was redeemed
- d. BSD launched a new website 3/25

4. Recruitment Materials

- a. Ciura and Bassett to discuss current recruitment packet and Shopping Center Business publication advertising updates in preparation for new director

5. Retail Consultant Contract Renewal

- a. Committee made a motion to recommend Cindy Ciura's updated contract to the Board for approval at the April Board Meeting.

NEXT MEETING: April 22, 2021

2020-21 Budget: \$160,000

Remaining balance after April vouchers: \$105,935