



The Shopping District

Business Development Committee

April 22, 2021

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

Staff: Bassett

1. Welcome and Introductions

PRESENT: Surnow, McKenzie

ABSENT: Hockman, Quintal

ADMINISTRATION: Bassett

GUESTS: Cindy Ciura, CC Consulting

2. Recruitment Developments

- a. Ciura updated the committee on the Pipeline report. Highlights include:
 - i. A national retailer is in lease negotiations for a space on W. Maple
 - ii. Construction has started on S. Old Woodward for a current Birmingham tenant relocation and expansion
 - iii. We have 3 LOIs for spaces along Old Woodward
- b. Ciura mentioned that there continues to be significant interest in Birmingham from national retailers and that they continue to request TI dollars and COVID clauses

3. Retention Activities

- a. We continue to assist businesses with marketing efforts and advertising opportunities, including:
 - i. Photography: We have coordinated photoshoots with 17 BSD businesses since February and provided them with assets for their individual use on social media and in advertising
 - ii. We will provide the following assets to merchants for spring:
 1. Fashion video highlighting approximately 15 of our local businesses and downtown Birmingham
 2. Social media graphics to promote Farmer's Market

4. Recruitment Materials

- a. The Committee would like to allocate a portion of the remaining FY budget dollars to new recruitment and marketing materials
 - i. Ciura to provide a list of materials and examples to the Committee
 - ii. The Committee is interested in advertising in Shopping Center Business and reviewing opportunities in June, July and December

NEXT MEETING: May 27, 2021

2020-21 Budget: \$160,000

Remaining balance after May vouchers: \$103,071