



The Shopping District

Business Development Committee

May 27, 2021 8:30 AM

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

Staff: Kammer, Bassett

1. Welcome and Introductions

PRESENT: Surnow, McKenzie, Hockman

ABSENT: Quintal

ADMINISTRATION: Kammer, Bassett

GUESTS: Cindy Ciura, CC Consulting

2. Recruitment Activity

- a. Ciura updated the committee on the Pipeline report. Highlights include:
 - i. Ciura completed Executive Team visits with two national retailers and anticipates an LOI from one today and a signed lease from the other in a few weeks.
- b. Ciura mentioned that there continues to be significant interest in Birmingham from national retailers and feels Birmingham is well-positioned. Current economic challenges include little to no TI dollars, high rent and construction costs, and kick-out clause requests.

3. Retention Activity

- a. Cindy continues to maintain a database of target retailers
- b. The BSD continues to interface with and provide resources to businesses:
 - i. Executive Director Introductions
 - ii. Moving forward with events like Day on the Town, Farmers 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 and Kammer will meet to discuss the development of comprehensive recruitment materials.
 - ii. Shopping Center Business advertising is underway for June insertion

NEXT MEETING: June 24, 2021

2020-21 Budget: \$160,000

Remaining balance after June vouchers: \$95,637.67