



The Shopping District

Business Development Committee

June 24, 2021 8:30 AM

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

Staff: Kammer

1. Welcome and Introductions

PRESENT: Surnow, McKenzie, Hockman, Quintal

ABSENT:

ADMINISTRATION: Kammer, Bassett

GUESTS: Cindy Ciura, CC Consulting

2. Recruitment Activity

Cindy Ciura provided an update on business attraction efforts. Committee was informed that a property owner would be showing downtown retail space to a national tenant.

3. Retention Activities Update

Ciura mentioned that lease language is becoming more complicated with kick out clauses and covid language that is making deals more challenging.

4. Recruitment Materials

Staff went over options for attraction materials. Staff needs more information from Ciura in order to fully understand what kinds of materials to produce.

5. CoStar account update

Staff updated committee about the BSD's reactivated CoStar account. CoStar is now offering services to help users become more data-driven. Ciura and Kammer will attend a scheduled meeting with CoStar to be trained in all the new features in order to assist business attraction efforts.

6. Exec. Directors meeting with Kojaian Management

Ciura and Kammer set to meet with developer to discuss business attraction efforts.

NEXT MEETING: Thursday, July 22, 2021 at 8:30 a.m.

2021-22 Budget: \$100,000

Remaining balance after July vouchers: \$100,000