



*The Shopping District*

## **Business Development Committee**

**July 22, 2021 8:30 AM**

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

**Staff: Kammer**

### **1. Welcome and Introductions**

PRESENT: McKenzie, Hockman

ABSENT: Surnow, Quintal

ADMINISTRATION: Kammer

GUESTS: Cindy Ciura, CC Consulting

### **2. Recruitment Activity**

- a. Ciura updated the committee on the Pipeline report. Highlights include:
  - i. Ciura anticipates major new tenant announcements within the coming weeks.
- b. Ciura mentioned that BSD should be ready to promote new developments with press releases and media announcements.

### **3. Retention Activity**

- a. 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
- b. Ciura to make site recommendations to businesses to assist in retention activities.

### **4. Business Anniversaries**

- a. Staff developed a master list of business ages in order to keep track of notable business anniversaries. The board will begin recognizing anniversaries of businesses.

### **5. 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.

### **6. Oakland County Business Retention and Expansion request**

- a. The county's Economic Development Department is offering retention and expansion services to municipalities and local businesses. It has been requested that BSD provide them with an overview of challenges and opportunities faced at the local level.

**NEXT MEETING: Thursday, August 26, 2021 at 8:30 a.m.**

**2021-22 Budget: \$100,000**

**Remaining balance after August vouchers: \$88,608**