



*The Shopping District*

## **Business Development Committee**

**November 29, 2021 8:30 AM**

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

**Staff: Kammer**

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

PRESENT: McKenzie, Hockman, Surnow

ABSENT: Quintal

ADMINISTRATION: Kammer

GUESTS: Cindy Ciura, CC Consulting

### **2. Recruitment Activity**

Ciura updated the committee on the Pipeline report.

- i. Lease negotiations for site at Maple and N. Old Woodward are ongoing.
- ii. Tenant expected to sign lease for 277 Pierce Development.
- iii. Available space for retail is becoming scarce.

### **3. Retention Activity**

Kammer stated that given that existing available space is becoming scarce, the BSD should shift focus to business retention activities. Kammer indicated that the existing contract with CC Consulting includes business retention.

Committee would like a copy of the business database used for the tenant mix analysis. Kammer indicated that determining the mix is a function of manual data entry and staff capacity, but determining the ideal tenant mix is complicated and can be subjective.

Committee would like to see programs developed around business retention.

### **4. Business Anniversaries**

Upcoming business anniversaries to be recognized include Crimson Rose Antiques, Dick O'Dow's, and Ethan Allen.

**NEXT MEETING: Thursday, December 23, 2021 at 8:30 a.m.**

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

**Remaining balance after November vouchers: \$50,407**