



Business Development Committee

December 23, 2021 8:30 AM

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

Staff: Kammer

1. Welcome and Introductions

PRESENT: McKenzie,
ABSENT: Quintal, Hockman, Surnow
ADMINISTRATION: Kammer

2. Recruitment Activity

Kammer updated the committee on business recruitment efforts

- i. Lease negotiations for site at Maple and N. Old Woodward are ongoing.
- ii. Available space for retail is becoming scarce.
- iii. Due to CC Consulting representative being out for the holiday, no pipeline report was presented.

3. Retention Activity

Kammer stated that given that existing available space is becoming scarce, the BSD should shift focus to business retention activities. Kammer suggested that the committee also look at encouraging redevelopment of sites, and to align with the activities of the Triangle District's corridor improvement authority. The committee can also work on connecting with local developers and generating a list of potential sites for redevelopment.

Kammer indicated that CC consulting's contract with the BSD has a cap of \$75,000. Kammer was told that the BSD also pays CC Consulting insurance costs that are stipulated by the contract. Kammer inquired whether this cost should count toward CC Consulting's compensation. Committee requested that Kammer review the insurance certificates to see if they are specific to the BSD.

Committee would like to see programs developed around business retention. Committee recommended Kammer look into Shopify to help foster e-commerce platforms for small businesses. This would help businesses compete with large companies like Amazon, while also helping commerce during covid and the upcoming construction season.

4. Business Anniversaries

Due to the volume of business anniversaries, staff recommends that only the major anniversaries be recognized at board meetings. Anniversaries of 5-25 years could be handled by staff on an ongoing basis, consisting of site visits and social media posts. The committee accepted staff's recommendation. Based on this new schedule, the next proposed anniversary to be recognized will be the Birmingham 8 Theatre at the February board meeting.

5. Text My Gov Proposals

Committee supports the use of a service like Text My Gov, specifically for the construction of South Old Woodward. Committee asked Kammer to follow up with questions, such as whether a subscription could be less than one year and what the duration of the set up period is.

6. Business Mix Analysis

Kammer updated committee on ongoing efforts to create the database from which the business mix could be analyzed. Staff has spent significant time on this project, but it will be extremely useful moving forward. Committee recommended that the database use the same list of business categories as the pipeline report.

7. Kammer informed the committee that the BSD will now have an ongoing column in Downtown Magazine. The first column is scheduled to be published for the February issue.

NEXT MEETING: Thursday, January 27, 2022 at 8:30 a.m.

2021-22 Budget: \$100,000

Remaining balance after January vouchers: \$40,244