



Business Development Committee March 2022 Report

Meeting held on Thursday, February 24, 2022

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

Staff: Kammer

1. Welcome and Introductions
2. Roll Call/Attendance:
Present: McKenzie, Hockman
Staff Present: Kammer
Absent: Surnow
Others Present: CC Consulting
3. Pipeline report and retail attraction update provided by CC Consulting.
4. Executive Director presented a draft of the business mix analysis. Committee provided feedback that office should not be included in the analysis and that the focus should only be concerned with first floor retail. Additional feedback included that the number of restaurants should be measured.
5. Executive Director presented information from Text My Gov, a text communication service which may be helpful during the scheduled construction on South Old Woodward. Committee recommended that it be added to the agenda for the Committee Chairs meeting.
6. Executive Director provided an update on elements of the employee attraction program being developed by the Marketing and Advertising Committee. The program included promotional items, a downtown transit program, and collaborating with other programs at the county level to assist workers with childcare.
7. The committee discussed the contract with CC Consulting. The contract is set to expire on March 31, 2022. Presently, the contract has reached its maximum allowable limit of compensation of \$75,000. CC Consulting is demanding that she be paid over and above this limit for additional deals she is working on. Staff is unable to comply with this demand unless the contract is amended by the board.
8. CC Consulting informed the committee that she was working on an event in downtown Birmingham for the Michigan Humane Society.

NEXT MEETING: Thursday, March 24, 2022 at 8:30 a.m.

2021-22 Budget: \$100,000

Remaining balance after March vouchers: \$5,865