

Business Development Committee Meeting Minutes
151 Martin Street, Conference Room 203
July 28, 2022

S. Surnow called the meeting to order at 8:33 a.m.

In Attendance: S. Surnow (Co-Chairperson), M. McKenzie (Co-Chairperson), S. Quintal, J. Hockman, J. Ecker, C. Galli

Absent: None

There was no public comment.

Approval of Minutes: None.

DRAFT RFP for retail recruitment professional: Hockman advised the executive committee move forward with the posting of the retail recruitment RFP as it will take several months to put a recruiter in place. McKenzie brought up items to discuss with the committee on the scope of work. In item 2 he states that the preparation of a retail recruiting plan and target list should be the responsibility of the Executive Director because the retailer recruiter might have a limited index of contacts for a specific line of retailers, and thus may skew the target list. Surnow stated that the retail recruiters should have a role in the plan and target list, and work to produce a list of contacts and other resources. Also, Surnow stated that the retail recruiter should provide updates to the Executive Director on a monthly basis with detailed information of who they have contacted and other work completed. Committee members discussed the details on page 20 of the RFP regarding the incentive payments and references to the target list. Members discussed how to develop this list, and/or market segment lists etc. The committee decided to state in the RFP that there would be a tiered priority list, and incentive amounts would be paid based on a potential tenant's position on the priority list. The committee also discussed the base pay and the maximum pay for the RFP to be released. Discussions continued about how pay happens and the committee settled on specific numbers to be put in the RFP. Committee members agreed the RFP should move forward.

Business Mix Analysis: C. Galli updated the committee on the business analysis mix and where all the data was obtained. Committee members expressed their thanks for the work completed for this project, and appreciated the trend analysis as well. Committee members had a few updates about categories. It was agreed that this item would be revisited in depth at the August meeting, and that BSD staff would provide all of the background data/spreadsheets for review and analysis. The intent stated was to finalize the business analysis mix and present it to the BSD board in September.

Other Business: Ecker gave updates on the Executive Director search to the committee.

Meeting adjourned at 9:35 a.m.