

**Business Development Committee Meeting Minutes**  
**151 Martin Street, Conference Room 203**  
**August 25, 2022**

M. McKenzie called the meeting to order at 8:37 a.m.

**In Attendance:** M. McKenzie (Co-Chairperson), S. Quintal, J. Hockman, E. Bassett, C. Galli

**Absent:** S. Surnow (Co-Chairperson), J. Ecker

There was no public comment.

**Approval of Minutes:** Hockman had a verbiage correction to the *Draft RFP for Retail Recruitment Professional* section of the July 28, 2022 minutes. The Committee agreed and approved the minutes with the correction.

**Retail Recruiter RFP:** McKenzie asked if the Retail Recruiter RFP was posted; staff was unable to confirm in the absence of J. Ecker.

**Tenant Recruitment and Pipeline Report:** No report was presented. McKenzie advised that the previous Retail Recruiter completed and presented the report and that it has remained static in the absence of a Retail Recruiter. The Committee discussed merging the Tenant Recruitment and Pipeline report with the New Business report, currently updated monthly by BSD staff and presented at the Board meetings, to provide a snapshot of all new business activity occurring in the district.

**Business Mix Analysis:** Galli presented the updated Business Mix Analysis report. The Committee discussed the data and report structure, requesting the following edits:

- Add an *Opening Soon* section to the report with available data and calculations;
- Remove duplicate businesses currently appearing in multiple categories to avoid a skewed total business count;
- Break down the *Apparel, Accessories and Footwear* category to include *Men's, Women's* and *Children's*. Add a *Unisex* category for businesses with both men's and women's apparel – McKenzie advised he would send an example Tenant Taxonomy Report to BSD staff;
- Reorganize the *Services* category into two categories: *Professional Services* and *Consumer Services*;
- Add a column to identify restaurants that hold a liquor license, and type of license held; and
- Review the information in the *Residential* category and add any developments that are missing. The Committee mentioned several currently established and new developments that appear to be missing.

Bassett advised BSD staff will connect with Community Development/Planning as needed to access information and historical reports to perform the requested edits.

As part of this analysis, Galli presented a City Comparison Chart with five cities and their demographic data. The Committee discussed the data and recommends gathering additional content for the following cities: Greenwich, CT, Naperville, IL and Highland Park, IL; and removing Scottsdale, AZ and Newport, RI from the chart. The Committee requested the following actions:

- Staff to provide general business mix data (in percentages if possible) from available public sources for each city, to determine how they compare to the BSD's current business mix;
- Staff to identify key national retailers/anchors within each city; and
- Staff to find any tourism data for each city, if possible.

Galli advised that next week is her last week with the BSD. McKenzie and Quintal offered their assistance in the collection of data if needed for Greenwich, CT and Naperville, IL and Highland Park, IL, respectively. Galli advised that she should be able to collect the data and will work on the report edits prior to her departure. Bassett advised that she can provide support if needed as well.

Meeting adjourned at 9:26 a.m.

APPROVED