

**Business Development Committee Meeting Minutes**  
**151 Martin Street, Conference Room 203**  
**December 20, 2022**

M. McKenzie called the meeting to order at 8:33 a.m.

**In Attendance:** M. McKenzie (Co-Chairperson), S. Surnow (Co-Chairperson), J. Hockman, C. Sheppard-Decius, E. Bassett, N. Gerkey

**Absent:** S. Quintal

There was no public comment.

**Approval of Minutes:** Motion by Hockman, seconded by Surnow, to approve the minutes dated October 4, 2022.

**Tenant Recruitment and Pipeline Report:** The Committee discussed the report along with the new business report. Surnow questioned how the retail and office occupancy rates are being calculated in the new business report. The Committee would like to formalize a process for how a new business is added to the new business report.

**Business Mix Analysis:** The Committee reviewed the report. The Committee would like to add local and national criteria to the current report to determine the mix of local and national businesses, as shown in the comparison cities. The Committee discussed providing additional content on the BSD website to specifically assist entrepreneurs/small businesses interested in Birmingham, to include:

- Opening a business
- Establishing a business
- Other tools to make it easier for entrepreneurs

Additionally, the Committee discussed creating a survey to obtain local/residential input on what types of businesses they would like to see downtown. Bassett advised the Committee of the communication tools available for such survey. Sheppard-Decius advised that she would begin to create potential questions for review by the Committee.

**Retail Recruiter RFP:** The Committee reviewed the proposals and is considering issuing a new RFP with potential adjustments to the scope of work and/or compensation schedule. The Committee also discussed in lieu of a Retail Recruiter, potentially developing a broker incentive program based on a set of established criteria. Sheppard-Decius advised she would investigate options. The Committee requested that the BSD provide a list of available properties for review.

**Business Anniversaries:** Gerkey reported the status of the Business Anniversary program. The Committee would like to continue the program, however they acknowledged that some changes may need to be made to the award levels and gifts. Hockman requested that Sheppard-Decius distribute the remaining 2021 anniversary gifts to businesses. BSD staff to review the current award/gift schedule and provide any recommended adjustments for Committee review.

**Welcome Packet:** The Committee reviewed proposed content. Sheppard-Decius advised that BSD staff will begin working on the content for the new business Welcome Packet.

**Business Recruitment Materials:** The Committee discussed recruitment materials including a potential video in partnership with the Marketing Committee.

**Committee Recruitment:** The Committee discussed recruiting new members, but did not identify specifics. Sheppard-Decius advised that the Committee should ideally have 5-7 members.

The meeting ended at 9:56 a.m.

APPROVED