



Business Development Committee Meeting

May 1, 2023, at 8:00 a.m.
151 Martin Street, Birmingham, MI
City Hall Conference Rooms 202 & 203

Committee Members: Mike McKenzie (Chair), Sam Surnow (Vice-Chair), Steve Quintal, Jeff Hockman

Staff: Cristina Sheppard-Decius, BSD Executive Director; Nicole Gerkey, Events Assistant

AGENDA

1. Welcome and Introductions
2. Approval of Minutes – **March 21, 2023**
3. Public Comment
4. Business Recruitment
 - Business Mix Analysis & Recommendation Presentation
 - Community Survey
5. Business Marketing
 - Retail Market Profile
 - Other Tools: Lease Space Template, Asset Map
6. Organizational Items
 - Action Plan
7. Other Business
 - Next Meeting date conflicts with ICSC Las Vegas –change to May 30?

NEXT MEETING DATE – May 23, 2023, at 8:30 a.m.

Goals

External

- Increase Local Frequency
- Expand Regional Attraction, Tourism & Extend Stays
- Diversify & Balance Business & Product Mix
- Improve East of Access & Connectivity

Internal

- Increase BSD Value
- Sustain Services & Appeal