

**Business Development Committee Meeting Minutes**  
**151 Martin Street, Conference Room 202 & 203**  
**March 21, 2023**

M. McKenzie called the meeting to order at 8:31 a.m.

**In Attendance:** M. McKenzie (Co-Chairperson), S. Surnow (Co-Chairperson), J. Hockman, S. Quintal, C. Sheppard-Decius, N. Gerkey, C. Quezada, D. Gilbert, A. Thomas

**Absent:** N/A

There was no public comment.

**Approval of Minutes:** Motion by Hockman, seconded by Quintal, to approve the minutes dated February 28, 2023.

**Business Recruitment**

McKenzie clarified that the business mix is focused on retail and restaurants. He stated that restaurant mix should be discussed. Sheppard-Decius recommended adding more average priced men's apparel as there is a lot of luxury men's apparel. McKenzie added that the recommended retail list is unisex, women's, and men's apparel, along with fast-casual dining. He suggested backfilling based on national, regional, and local retailers. Thomas recommended bookstores and electronics. She also suggested researching well-performing retailers in other local communities and making connections. Sheppard-Decius stated that there should be a survey for the community as to what they'd like to see in retailers, and another survey that goes out to retailers in regard to their sales.

**Business Marketing**

McKenzie advised to target businesses from each district area for the virtual tour. Sheppard-Decius advised that marketing and promotional materials be updated, in general. Thomas added that putting together digital marketing materials for brokers would be beneficial to get business to Birmingham as opposed to commission-based incentives. Surnow posed the question "What can we do to tell the story of why businesses are successful?" McKenzie added that the committee should use testimonials from Birmingham businesses as a marketing opportunity.

**Other Business:**

Sheppard-Decius stated that at the next Strategic Planning meeting to discuss parking. She added that there are efforts being made to consolidate data entry for businesses – that way it is easier across all platforms to update Business Mix, store openings/closings, and more.

The meeting ended at 9:58 a.m.

**NEXT MEETING: April 25, 2023 @ 8:30am**

Drafted by: N. Gerkey  
Reviewed by: C. Sheppard-Decius