



Business Development Committee Meeting

May 30, 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, Carlie Quezada, Dan Gilbert, Angela Thomas

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

AGENDA

1. Welcome and Introductions
2. Approval of Minutes – **May 1, 2023**
3. Public Comment
4. Business Recruitment
 - Business Mix Analysis – Final Document
 - Community Survey Draft
 - Developing a Targeted Recruitment List
 - Property Owner & Broker Round Tables - Timeline
5. Business Retention
 - Quarterly Workshops
6. Business Marketing
 - Tools - Placer.ai, Alpha Map, Mallcomm, TextMsg
 - Videos & Feature Stories – Quarterly Committee Chair Meeting
 - Available Properties Map
7. Organizational Items
 - Free EV Charging Stations for Private Properties
 - Metrics
8. Other Business
 - Meeting Location

Goals

External

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

Internal

- Increase BSD Value
- Sustain Services & Appeal

NEXT MEETING DATE – June 27, 2023, at 8:30 a.m.