



Business Development Committee Meeting

June 27, 2023, at 8:30 a.m.
Surnow Building
320 Martin St., Birmingham, MI

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 & May 30, 2023**
3. Public Comment
4. Planning Board Inquiry – Health Club/Fitness Studios Proposed Zoning Amendment
5. Business Recruitment
 - Developing a Targeted Recruitment List
 - Round Tables
 - Sales Data Collection/Why Birmingham benchmarks
 - Future Development List
 - Community Survey Update
6. Business Retention
 - Quarterly Workshops - Update
7. Business Marketing
 - Videos & Feature Stories – Committee Approval Needed
 - Tools - Placer.ai, Alpha Map, Mallcomm, TextMsg
 - Retail Map
 - Available Properties Map (in conjunction with website)
8. Organizational Items
 - Property Owner Contact List & Mapping
9. Other Business
 - Meeting Location for July

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 – July 25, 2023, at 8:30 a.m.