

**Business Development Committee Meeting Minutes**  
**151 Martin Street, Conference Room 202 & 203**  
**May 30, 2023, at 8:30 a.m.**

**In Attendance:** S. Surnow (Vice-Chair), S. Quintal, C. Quedaza, D. Gilbert, A. Thomas

**Staff:** C. Sheppard-Decius

**Guests:** N/A

**Absent:** M. McKenzie (Chair)

**Public Comment:** None

**Approval of Minutes:** Minutes dated for May 1, 2023, were not approved as there was not quorum at the start of the meeting.

**Business Recruitment**

**Business Mix Analysis**

The committee reviewed the final business mix analysis presentation with Board's comments. Board was impressed with presentation overall. Conversation by committee regarding number of properties as a comparable to other communities, but felt this would be too difficult to collect the data, as well as not comparing apples to apples. The data and presentation will be updated every six months as things typically don't change significantly from quarter to quarter. With the next update, the business categories for businesses that offer multiple products needs to be reviewed and included. Need to be careful not to duplicate business counts in certain comparisons.

**Community Survey Draft**

Committee reviewed the questions and made minor changes. Need to explore whether the Engage Survey portal allows for an "Other" selection with a comment section. The survey will be sent electronically via e-blast and social media, and targeted to specific large businesses to capture employees.

**Targeted Recruitment List**

The Committee will spend more time discussing this next meeting. Thomas and Sheppard-Decius will schedule times to visit some key communities to scope potential businesses. Quedaza suggested Ann Arbor's Today store.

**Property Owner & Broker Round Tables – Timeline**

The Committee agreed on having the round tables in the fall with the goal of discussing future developments, the results of the engage survey, as well as where brokers and property owners need assistance.

**Business Retention**

**Quarterly Workshops**

Sheppard-Decius mentioned hosting quarterly workshops for merchants about potential topics like marketing strategy and social media, along with hiring, culture management, and building customer experience. She added that she's been in contact with consultants like Whiz Bang and Zingerman's, to gather more information. Quedaza suggested discussing topics and length of workshop at the next merchant meeting. Sheppard-Decius added that this workshop would be hosted in the fall.

### **Business Marketing**

Tools – Placer.ai, Alpha Map, Mallcomm, TextMsg

Sheppard-Decius stated that she met with Placer.ai and the annual cost would be \$20,000 per year, which includes spatial and social sets, as well as unlimited users. She added that she's been in contact with Alpha Map and is looking to get a comparable. The Committee will discuss more next time.

### **Organizational Items**

Sheppard-Decius noted that properties that have their own parking lots or their own decks are eligible to receive free EV charging stations as part of a partnership from GM.

### **Other Business**

Meeting Location

A new location is needed due to the abutting City Staff meeting at 9:30 moving forward. Quedaza, Surnow, and Thomas offered their locations.

Meeting adjourned at 9:30 a.m.

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

APPROVED

Drafted by: N. Gerkey  
Reviewed by: C. Sheppard-Decius  
6/26/23