



Business Development Committee Meeting

July 25, 2023, at 8:30 a.m.
Bank of Ann Arbor - Birmingham
33583 Woodward Ave., 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 – **June 27, 2023**
3. Public Comment
4. Business Development Committee Budget Detail
 - Business Feature Video Budget Approval
 - Data Tool Provider
5. Business Recruitment
 - Community Survey Update
 - In Development
 - Recruitment Strategy/Framework
 - Sales Data Rankings/Why Birmingham benchmarks
 - Round Tables Date & Location
6. Updates
 - Zoning Amendment Update (Health/Fitness Studios)
 - Business Retention
 - Quarterly Workshops – Inquiring with Businesses at Merchants Meeting July 25 at 4pm
 - Business Marketing
 - Videos & Feature Stories – Soliciting Providers
 - Tools - Continuing to Investigate CRM, Mallcomm, TextMsg
 - Organizational Items
 - Property Data & Mapping – Collecting Resources
7. Other Business
 - Meeting Location for August

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 – August 22, 2023, at 8:30 a.m.