



## Business Development Committee Meeting

**August 29, 2023, at 8:30 a.m.**

**Supernatural**

**215 N. Old Woodward Ave., Birmingham, MI**

**Committee Members:** Mike McKenzie (Chair), Sam Surnow (Vice-Chair), Steve Quintal, Jeff Hockman, Carlie Quezada, Dan Gilbert, Angela Thomas, Minna Sharrak

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

## AGENDA

1. Welcome and Introductions
2. Approval of Minutes – **July 25, 2023**
3. Public Comment
4. Business Development Committee Budget Detail
  - Budget Approval
  - Videos & Feature Stories – Contractor Approval
5. Business Recruitment & Retention
  - Community Survey Preliminary Results
  - Recruitment Strategy
    - Review Presentation Outline for Round Table
    - Determine Key Strategies
    - Collect Sales Data Rankings/Why Birmingham benchmarks
  - Property Owner/Broker Round Table – Oct. 19 at Boji's Office
  - Quarterly Workshops – Survey Results
  - Business Marketing
    - Tools - Continuing to Investigate CRM, Mallcomm, TextMsg
    - Steps to Starting a Business Track
6. Updates
  - Zoning Amendment Update (Health/Fitness Studios)
  - Property Data & Mapping – Collecting Resources
7. Other Business
  - Meeting Location for September

### 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 – September 26, 2023, at 8:30 a.m.**