

**Business Development Committee Meeting Minutes
Surnow Building, 320 Martin St., Birmingham, MI
June 27, 2023, at 8:30 a.m.**

S. Surnow (vice-chair) called the meeting to order at 8:35 a.m.

In Attendance: S. Surnow (Vice-Chair), S. Quintal, J. Hockman, C. Quedaza, D. Gilbert

Staff: C. Sheppard-Decius

Guests: Brooks Cowan, Minna Sharrak

Absent: M. McKenzie (Chair), A. Thomas

Public Comment: None

Approval of Minutes: Motion by Quintal, seconded by Hockman to approve the minutes dated for May 1, 2023, and May 30, 2023. All ayes. Motion approved.

Planning Board Inquiry – Health Club/Fitness Studios Proposed Zoning Amendment

Cowan spoke to the committee about health club/fitness studios in the Downtown Birmingham area. He clarified that fitness and health clubs are permitted in zone B3, the Triangle District, and the Rail District, with proposal to allow businesses into the zone B4. The committee agreed that permitting health/fitness studios on second floor or basement levels would suffice and not take away from ground level potential retail/restaurant space.

Business Recruitment

Developing a Targeted Recruitment List: Sheppard-Decius reported that she and Angela Thomas visited Ann Arbor to inquire about local businesses. She stated that they visited Literati, Today, and a couple others and added that most have potential for expansion, just not in the immediate future. Sheppard-Decius requested collecting sales data from top producers in various categories in the shopping district to promote Birmingham and why businesses should move or expand into Birmingham. Sheppard-Decius also added that properties are at a 99% occupancy rate, but in order for things to be more accurate she would like to collect square footage from all properties. She added that the community survey with Engage will go out after the fourth of July, and will send a final draft to the committee before it's posted.

Business Marketing

Sheppard-Decius recommended that in efforts to support business recruitment and tourism that the committee use some of its budget for four video features including fashion, restaurants, salon/spa/personal care, and specialty shops. She added that it's \$14,000 for four videos. The committee agreed that before making a decision they look at the additional expenditures for the next fiscal year.

Sheppard-Decius mentioned looking into other marketing tools and met with placer.ai, Alpha Map, and Mallcomm. She added that placer.ai is \$20,000 for data collection, Alpha Map is \$5,000 and comparable to placer.ai. She stated that Mallcomm is a communication platform to property owners and tenants and is app based and has an easier format for communication.

The committee discussed that the following businesses need to be added to the map: Caruso, Bakehouse 46, Adachi, and RH.

Other Business

The committee will meet at either Angela's or Carlie's space next month.

The meeting ended at 9:58 a.m.

NEXT MEETING DATE – July 25, 2023, at 8:30 a.m.

APPROVED

Drafted by: N. Gerkey
Reviewed by: C. Sheppard-Decius