

**Business Development Committee Meeting Minutes  
Bank of Ann Arbor 33583 Woodward Ave, Birmingham, MI  
July 25, 2023, at 8:30 a.m.**

M. McKenzie (Chair) called the meeting to order at 8:30 a.m.

**In Attendance:** M. McKenzie, S. Quintal, J. Hockman, C. Quezada, D. Gilbert

**Staff:** C. Sheppard-Decius

**Guests:** M. Sharrack

**Absent:** S. Surnow (Vice-Chair), A. Thomas

**Public Comment:** None

**Approval of Minutes:** Motion by Quintal, seconded by Hockman to approve the minutes dated June 27, 2023. All ayes. Motion approved.

**Business Development Committee Budget Detail**

Sheppard-Decius reported for the budget that business recruitment and retention is allotted \$75,000 which would go toward workshops, business anniversaries, and more. She added the marketing budget is set for \$25,000, going toward a data tool, video features, and text messaging system. The Committee agreed to move forward with receiving two more quotes for the video features, but is not ready to move forward with approving the cost of the video features. This will be further discussed at the next meeting. The Committee agreed to increase the promotional materials budget to \$5,000. The Committee will wait until next month to bring the budget to The Board for review.

**Business Recruitment**

Sheppard-Decius reported that the Engage survey was published Thursday and has garnered 130 responses. She added that the survey will be live for a month, and the responses thus far have echoed what The Committee has discussed in regard to what the city needs. Sheppard-Decius stated she'd like to schedule the round table for October, and finalize the meeting date about a month ahead of time. She added that Boji offered their space for the meeting, but there are additional options as well. Quintal added that at past meetings there have been about 30 attendees.

**Updates**

Zoning Amendment Update (Health/Fitness Studios)

Sheppard-Decius reported that they are continuing to pull together final research and the findings will be discussed at the August meeting.

**Business Retention**

Sheppard-Decius stated that she will be inquiring with businesses at the July 25 merchant meeting about fielding interest for quarterly workshops and getting an idea of the time commitment for these workshops (ex. 2 hours, half day, etc.). She added that she'd like to bring in Whiz Bang! Retail Training, a dynamic presenter from the west side of the state, to assist merchants with the customer experience. The Committee agreed that merchant meetings should move to a quarterly basis, and have intermittent zoom meetings to fill in the gaps.

**Business Marketing**

Tools

The Committee agreed to move forward with Alpha Map as the data tool provider. Sheppard-Decius reported that she viewed a presentation from MailComm, which has the potential to be used for a CRM, as well as a communication program with merchants.

**Organizational Items**

Property Data & Mapping – Collecting Resources

Sheppard-Decius reported that she is actively building out the data, and sorting through it to be digestible. Quezada added that she is collecting data for which businesses are open on Sundays in relation to the Birmingham Farmers Market to encourage patrons to spend more time in Birmingham.

**Other Business**

Meeting Location for August

The August 22 meeting will be held at Quezada’s store, Supernatural, at 215 North Old Woodward Avenue.

Meeting adjourned at 9:40 a.m.

**NEXT MEETING DATE – August 22, 2023, at 8:30 a.m.**

**APPROVED**

Drafted by: N. Gerkey  
Reviewed by: CSD  
8/22/23