



Business Development Committee Meeting

September 26, 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 – **August 29, 2023**
3. Public Comment
4. 2024 Committee Meeting Schedule (Day/Time)
5. Business Recruitment & Retention
 - Recruitment Strategy
 - Review Presentation Outline for Round Table
 - Determine Key Strategies
 - Publish Community Survey Results or Internal Only?
 - Collect Sales Data Rankings/Why Birmingham benchmarks
 - Property Owner/Broker Round Table – Oct. 19 at Boji's Office –
 - Materials/Handouts
 - Agenda/Speakers
 - Quarterly Workshops –
 - Survey Results
 - Workshop Plan/Schedule
6. Business Marketing
 - Business Video Features – Businesses Per Category
 - Tools - CRM District360, TextMsg included
 - Steps to Starting a Business Track
7. Other Business
 - Meeting Location for October

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 – October 24, 2023, at 8:30 a.m.