



Business Development Committee Meeting

October 24, 2023, at 8:30 a.m.
City of Birmingham
151 Martin St., 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 – **September 26, 2023**
3. Public Comment
4. Shop Loyal Program - [Video demo](#)
5. Business Recruitment & Retention
 - Property Owner/Broker Round Table Feedback & Next Steps
 - Incentive Program/Biz Competition/Incubator Site
 - Educational Workshops
 - Google Training – November 8
 - Chamber Partnership 2024
6. Business Marketing
 - Business Video Features – Shot List
 - Tools - Alpha Map Update, CRM District360 (TextMsg included)
7. On Deck - Steps to Starting a Business Track, New Business Welcome Kit
8. Other Business
 - Meeting Location for November

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 – November 28, 2023, at 8:30 a.m.