

Business Development Committee Meeting Minutes
Supernatural 215 North Old Woodward Ave, Birmingham, MI
August 29, 2023, at 8:30 a.m.

M. McKenzie called the meeting to order at 8:32 a.m.

In Attendance: M. McKenzie (Co-Chairperson), S. Quintal, C. Quezada, D. Gilbert, M. Sharrack, A. Thomas

Staff: N. Gerkey

Guests: none

Absent: S. Surnow (Co-Chairperson), J. Hockman

Public Comment: None

Approval of Minutes: Motion by Quintal, seconded by Thomas to approve the minutes from the July, 25, 2023 Business Development meeting. All ayes. Motion passes.

Business Development Committee Budget Detail

Motion by Quintal, seconded by Gilbert to approve the Business Development Budget. All ayes. Motion approved. The committee discussed the video features, and decided on Bureau Detroit, with the expectation that there may be a need to allocate budget for hiring talent, as it's not included with their package. Motion by Thomas, seconded by Sharrack to approve Bureau Detroit for the business video features. All ayes. Motion approved.

Business Recruitment & Retention

The Committee discussed the results from the community survey and found that participants are looking for more affordable fast casual lunches, a toy store/bookstore, a mid-range women's clothing store, and shoe store. The results also raised the question on how to activate the public spaces more, like the parks. The Committee also discussed education for residents and visitors about which stores and spaces Birmingham has, and utilizing this in the business video features (Ex. Highlighting that Bakehouse and Brooklyn Pizza offer ice cream, another popular request in the survey).

The Committee discussed the recruitment presentation, and agreed on the three main objectives for recruitment. They noted that with rising rent and costs that there be further discussion on providing incentives for regional businesses and being more specific about what that looks like. The Committee agreed that the focus be more on regional small businesses. This topic will need to be discussed further at the next meeting prior to the roundtable.

Updates

Zoning Amendment Update (Health/Fitness Studios) and Property Data & Mapping – Will be discussed in further detail at the next committee meeting.

Other Business – Meeting Location for September

Sharrack and Quezada both offered their respective spaces for the September meeting.

Meeting adjourned at 9:34 a.m.

NEXT MEETING DATE – September 26, 2023, at 8:30 a.m.

Drafted by: N. Gerkey
Reviewed by: M. Comerford, 9/1/23