

**Business Development Committee Meeting Minutes**  
**Supernatural 215 North Old Woodward Ave, Birmingham, MI**  
**September 26, 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, J. Hockman,

**Staff:** C. Sheppard-Decius, N. Gerkey  
**Guests:** Michele Taddei

**Absent:** S. Surnow (Co-Chairperson), A. Thomas

**Public Comment:** None

**Approval of Minutes:** Motion by Quintal, seconded by Gilbert, to approve the minutes from the August 29, 2023, Business Development meeting. All ayes. Motion passes.

**2024 Committee Meeting Schedule (Day/Time)**

The Committee agreed that keeping the same day/time is sufficient for the foreseeable future.

**Business Recruitment & Retention**

Sheppard-Decius suggested adding statistics to the presentation for the broker roundtable meeting, such as CB2's Birmingham location being the second highest grossing location. Also adding anniversary stats like the longevity of businesses in the downtown area. Quintal suggested adding the volume of people that frequent the area, specifically for events. Sharrack stated that an updated retail map should be added to the materials. McKenzie added that there should be a discussion of types of businesses to add like Patagonia, a toy store / bookstore, something similar to Kerrytown, etc. The Committee discussed the idea of incentives for regional businesses, such as giving businesses a grant to help offset the costs of initial start-up costs. Hockman added that instead of giving a grant for rent that the grant assists with internal costs of operations. This topic will be discussed, along with other ideas for incentives at the roundtable meeting. Sheppard-Decius stated that results from the community survey will be discussed and shared.

**Quarterly Workshops**

Sheppard-Decius shared that the results from the quarterly workshop survey showed that merchants were most interested in topics like social media, marketing, and employee culture. There were not a lot of responses from merchants, which led to a discussion about how to improve communication. The Committee agreed that the quarterly workshops will wait until 2024, and the next step is to work to improve the merchant meetings to encourage attendance and rapport among businesses.

**Business Marketing**

Sheppard-Decius shared that the filming for the video features will begin soon with hopes to release in 2024. The Committee suggested featuring longstanding retail businesses such as The Italian Dish, Sundance, Caruso, and in other categories such as banks like Wells Fargo, restaurants like Commonwealth, etc. Sheppard-Decius added that there is room for about 25 businesses to be featured.

Sheppard-Decius added that there has been progress made with District360 for a new CRM.

**Other Business – Meeting Location for October**

Thomas's location was suggested for the October meeting.

Meeting adjourned at 10:02 a.m.

**NEXT MEETING DATE – October 24, 2023, at 8:30 a.m.**

APPROVED

Drafted by: N. Gerkey  
Reviewed by: CSD 09/28/23