



## Business Development Committee Meeting

**November 28, 2023, at 8:30 a.m.  
550 W. Merrill 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 – **October 24, 2023**
  3. Public Comment
  4. Business Marketing
    - District 360 Approval – CRM
  5. Business Recruitment & Retention
    - Recruitment Strategy
      - Determine Average Lease Rate
      - Experiential Businesses/Liquor License Discussion
    - Property Owner/Broker Round Table
      - Select Spring Date
    - Quarterly Workshops –
      - MSOC Tech Visit / Workshop Plan Schedule
  6. Other Business
    - Long-Range Planning/FYE2025 Budget
    - Meeting Date & Location for December
- In Progress
- Business Video Features
  - Steps to Starting a Business Track, New Business Welcome Kit

**NEXT MEETING DATE – TBD, at 8:30 a.m.**

### 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