

Business Development Committee Meeting Minutes
151 Martin Street, Conference Room 202
October 24, 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. Surnow (Co-Chairperson), S. Quintal, C. Quezada, D. Gilbert, J. Hockman
Staff: C. Sheppard-Decius, N. Gerkey
Guests: Michele Taddei, Julie Sloan
Absent: A. Thomas, M. Sharrack

Public Comment: None

Approval of Minutes: Motion by Quintal, seconded by Hockman, to approve the minutes from the September 26, 2023, Business Development meeting. All ayes. Motion passes.

Shop Loyal Program

Julie Sloan attended the meeting and gave a brief presentation on Shop Loyal, a mobile app in development focused on creating community and VIP opportunities for loyal customers. Sloan reported that five Birmingham merchants are using the app and have about 30 to 75 customers per business using the app. She added that the goal is to reach five more local businesses for continued testing.

Business Recruitment & Retention

McKenzie reported that the roundtable presentation went well, but concluded that the issue with rent prices being high will not change in the near future. Quintal added that supplying the data of Birmingham to brokers is more valuable and should be explored. It was added that the broker roundtables will happen twice a year, with the second meeting being more focused on projects that are happening in the downtown, potentially having City Manager Jana Ecker and Nick Dupuis come in to speak.

Sheppard-Decius added that there will be a Google Training on November 8 at Start-up Nation free of charge to businesses.

Business Marketing

The Committee discussed the video feature shot list and suggested adding the following businesses to the list: Todd's Room, Try it Raw, Gazelle, Rivage, Urban Wick, and Zana.

Sheppard-Decius stated that there has been progress with contracting District 360 for CRM, however, there will be some need to look at the budget with a few added costs. She added that they have integrations with Constant Contact as well as an SMS feature to communicate with businesses, which could be a great communication tool. She stated that the CRM will come first, followed by website changes.

Other Business – Meeting Location for October

Surnow offered his space for the meeting date in November.

Meeting adjourned at 10:06 a.m.

NEXT MEETING DATE – November 28, 2023, at 8:30 a.m.

Drafted by N. Gerkey
Reviewed by CSD