



## Business Development Committee Meeting

January 30, 2024, 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 – **November 28, 2023**
  3. Public Comment
  4. Action Items
    - FYE2025 Budget
    - District 360 Approval – CRM – Zoom Presentation
    - Placer.ai
  5. Business Marketing
    - Business Video Focus
    - Resimplifi option
    - Business Anniversaries/Recognition Event
    - New Business Welcome Kit
  6. Business Recruitment & Retention
    - Available Spaces/New Business Report
    - Property Owner/Broker Round Table
      - Select Spring Date
    - Workshops –
      - Select Spring Date
  7. Other Business
- In Progress
- Steps to Starting a Business Track

### 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 – February 27, 2024, at 8:30 a.m.**