

Business Development Committee Meeting Minutes
550 West Merrill St, Birmingham, MI
November 28, 2023, at 8:30 a.m.

S. Surnow called the meeting to order at 8:40 a.m.

In Attendance: S. Surnow (Co-Chairperson), C. Quezada, D. Gilbert, J. Hockman, A. Thomas, M. Sharrack
Staff: C. Sheppard-Decius, N. Gerkey
Guests: N/A
Absent: M. McKenzie (Co-Chairperson), S. Quintal

Public Comment: None

Approval of Minutes: Motion by Gilbert, seconded by Thomas, to approve the minutes from the October 24, 2023, Business Development meeting. All ayes. Motion passes.

Business Marketing

Sheppard-Decius discussed the District 360 CRM and budget needed from the committee in order to move forward. She stated that there will be an additional \$8,606 needed that is being requested from the incentive program to cover the fiscal year costs. The committee is interested in potentially moving forward, but would like to revisit at the next meeting with more discussion and presentation of the CRM, and its benefits and capabilities.

Business Recruitment & Retention

Sheppard-Decius discussed with the committee how to determine the average lease rate in the Birmingham Shopping District. Sharrack suggested finding a range in the different zones throughout the BSD as opposed to lumping the entire district together. Thomas added that the North Old Woodward and South Old Woodward areas see numbers in the \$30-40 per square foot, whereas the Maple and Old Woodward area is \$50-70 per square foot.

The committee discussed experiential businesses and liquor licenses, and agreed that further discussion about experiential businesses is needed. The committee agreed that promoting alcohol in downtown is not where the focus should lie.

Sheppard-Decius reported that the health club zoning was passed. Thomas suggested sending an email to brokers with any zoning updates and changes.

Property Owner Broker, Quarterly Workshops, Long-Range Planning

All will be discussed at the December meeting.

Other Business – Meeting Location for December

The Committee will need to circle back and decide the meeting date for December.

Meeting adjourned at 9:57 a.m.

NEXT MEETING DATE – TBD, at 8:30 a.m.

Drafted by: N. Gerkey
Reviewed by: CSD 11/29/23