



Business Development Committee Meeting

February 27, 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: Melissa Fairbairn, Assistant City Manager/Interim BSD Executive Director; Nicole Gerkey, Events & Office Assistant; Erika Bassett PR & Marketing Specialist

AGENDA

1. Welcome and Introductions
2. Approval of Minutes – **January 30, 2023**
3. Public Comment
4. Action Items
5. Business Marketing
 - Business Video Focus
 - Business Anniversaries/Recognition Event
 - New Business Welcome Kit
6. Business Recruitment & Retention
 - BSD Organizational Chart
 - Available Spaces/New Business Report
 - Property Owner/Broker Round Table
 - Select Spring Date
 - Workshops –
 - Select Spring Date
7. Other Business
 - CRM Update
 - Placer.ai Update

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 – March 19, 2024, at 8:30 a.m.