

Business Development Committee Meeting Minutes
151 Martin Street, Conference Room 202
January 30, 2024, at 8:30 a.m.

M. McKenzie called the meeting to order at 8:36 a.m.

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

Public Comment: None

Approval of Minutes: Motion by Hockman, seconded by Surnow, to approve the minutes from the November 28, 2023, Business Development meeting. All ayes. Motion passes.

FYE2025 Budget & District360 CRM

The Committee discussed the FYE2025 Budget as well as the District 360 CRM. The CRM is not approved at this time. The Committee discussed the priorities of the Business Development Committee apart from the Birmingham Shopping District's goals and objectives. It was agreed that business recruitment and retention is of the utmost importance and budgeting dollars should be used accordingly. The Committee agreed that a new staff person should be hired specifically to act as a liaison between brokers, property owners, and businesses if current staff time does not permit. The Committee agreed that a list of job descriptions of all Birmingham Shopping District staff be presented at the next meeting to ensure there is proper staff coverage for business development recruitment/retention, along with staff to onboard the new CRM when the time comes. This will be revisited at the next meeting.

Meeting adjourned at 10:03 a.m.

NEXT MEETING DATE – February 27, 2024, at 8:30 a.m.