



## Business Development Committee Meeting

**March 19, 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, Interim BSD Executive Director; Nicole Gerkey, Events & Office Assistant; Erika Bassett PR & Marketing Specialist

## AGENDA

1. Welcome and Introductions
2. Approval of Minutes – **February 27, 2024**
3. Public Comment
4. Action Items
5. Business Marketing
  - Bureau Detroit Update
6. Business Recruitment & Retention
  - Available Spaces/New Business Report
  - Marketing/Merchandising Birmingham
  - Property Owner/Broker Round Table
    - Postponed until new Executive Director is hired
  - Workshop Proposals
    - The Retail Doctor
    - ZingTrain
7. Other Business
  - New business packets

In Progress

**NEXT MEETING DATE – April 23, 2024, at 8:30 a.m.**

### 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