

**Business Development Committee Meeting Minutes**  
**151 Martin Street, Conference Room 202**  
**February 27, 2024, at 8:30 a.m.**

M. McKenzie called the meeting to order at 8:30 a.m.

**In Attendance:** M. McKenzie (Chair), C. Quezada, D. Gilbert, J. Hockman, M. Sharrack, S. Quintal  
**Staff:** M. Fairbairn, N. Gerkey, E. Bassett  
**Guests:** Michele Taddei  
**Absent:** S. Surnow (Vice Chair), A. Thomas  
**Public Comment:** None

**Approval of Minutes:** Motion by Hockman, seconded by Quintal, to approve the minutes from the January 30, 2024, Business Development meeting. All ayes. Motion passes.

**Business Video Focus**

Bassett presented a list of businesses for the Bureau Detroit video project; the committee suggested adding Wachler with Lucido as a back-up, and adding The Good Day for B-roll. The committee agreed to have Carlie Quezada as the point person for this project.

**Business Anniversaries/Recognition Event**

The Committee agreed that there will not be an anniversary recognition event, and continue recognizing eligible businesses at Board Meetings, through social media posts, and passing out the water color prints. It was suggested to add 2024 anniversaries to the Movie Night slides.

**New Business Welcome Kit**

The Committee will review the new business welcome kit for the next meeting. Fairbairn will discuss processes with city personnel.

**Business Recruitment and Retention**

- The Committee reviewed the BSD organizational chart and agreed that there will not be a need to hire an additional employee for business recruitment and retention.
- McKenzie suggested having the available properties document organized by date so it is clear which properties are new additions to the list.
- The committee agreed to wait until a new Executive Director is hired to move forward with a broker roundtable meeting.
- The committee discussed moving forward with potential workshops and trainings, and will review the survey from businesses. There will be training and workshop opportunities presented at the next meeting for the committee to review.

**Other Business**

The committee discussed moving forward with District360, with an overall decrease to the budget. The updated cost is \$8,600 toward annual cost and one-time merging cost. The timeline for this project will need to be discussed, and will be revisited. Fairbairn stated that Oakland County will be getting Placer.ai back, which can be utilized by the BSD. Bassett said it will take a couple of months for them to get access back, but we no longer need to pursue purchase.

Meeting adjourned at 9:23 a.m.

**NEXT MEETING DATE – March 19, 2024, at 8:30 a.m.**