

Business Development Committee Meeting Minutes
151 Martin Street, Conference Room 202
March 19, 2024, at 8:30 a.m.

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

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

Approval of Minutes: Motion by Hockman, seconded by Quezada, to approve the minutes from the February 27, 2024, Business Development meeting. All ayes. Motion passes.

Business Marketing

Fairbairn reported that Bureau Detroit is planning to shoot content between April 1st and April 5th and has confirmed with Adachi, Caruso Caruso, and Italian Dish. They will be doing another round of follow up, and Quezada offered to contact additional retailers if needed.

Business Recruitment and Retention

- Available Properties List: The committee agreed that the list be combed through to ensure accuracy and up to date information
- Marketing/Merchandising Birmingham: The committee agreed to pull together a press release and/or article to generate positive press around the developments in the downtown area. Thomas and Surnow will meet with BSD PR and Marketing Specialist Erika Bassett to discuss the details; once a draft is compiled it will be sent to the committee for review. The committee also discussed placing an ad at the ICSC conference as it has been done in years past.
- Workshop Proposals: Gerkey presented two options to the committee for review, and the committee agreed to host ZingTrain for a two hour workshop on "The Art of Giving Great Service". This will be scheduled for end of May/early June, to be promoted at the April 9 merchant meeting.

Other Business – New Business Packets

The committee reviewed the outline for the new business packets and agreed that there will be two packets of materials to be given to new businesses. Packet A will hold information about city ordinances and general paperwork, and should be given upon lease signing by landlords/property owners. Packet B shall be given upon business opening by the BSD Executive Director, containing current event information, committee meetings, etc.

Meeting adjourned at 9:34 a.m.

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