



## Business Development Committee Meeting

June 25, 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:** Erika Bassett, Executive Director

## AGENDA

1. Welcome and Introductions
2. Approval of Minutes
3. Public Comment
4. Action Items
5. Business Recruitment & Retention
  - Available Spaces Report
  - New Business Report
  - Workshops
    - Zingtrain Update
    - Nick Westergaard
    - Boot Camp Digital
    - Zilker Media
6. Other Business
  - New Business Packet Update
  - Business Mix Analysis Update
  - Business Anniversary Update
  - Vacancy and Turnover Rate Reporting

In Progress

**NEXT MEETING DATE – July 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