



Business Development Committee Meeting

Tuesday, July 23, 2024, 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 - April 23, 2024 and May 28, 2024
3. Public Comment
4. Action Items
 - [New Business Guide](#)
 - Final Committee Review
 - Presentation Options
5. Business Recruitment & Retention
 - Available Spaces Report
 - New Business Report
 - Workshops
 - Zingtrain Update
 - [Nick Westergaard](#)
 - [Boot Camp Digital](#)
 - [Zilker Media](#)
 - [Keep It Real Social Media](#)
6. Other Business
 - Business Mix Analysis Update
 - Business Anniversary
 - Update
 - Event
 - Vacancy and Turnover Rate Reporting
 - CRM

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

NEXT MEETING DATE
August 24, 2024, 8:30 a.m.