

Business Development Committee Meeting Minutes
151 Martin Street, Conference Room 202
April 23, 2024, at 8:30 a.m.

J. Hockman called the meeting to order at 8:33 a.m.

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

Approval of Minutes: Motion by Quintal, seconded by Quezada, to approve the minutes from the March 19, 2024, Business Development meeting. All ayes. Motion passes.

Business Marketing – Bureau Detroit

Bassett reported that Bureau Detroit conducted eleven interviews between April 18 and 19 and received great feedback from businesses as well as Bureau Detroit. She added that the second round of interviews will be conducted in the next couple of weeks, and that B-roll content will be shot in the summer. Bassett stated that there are four videos to highlight the BSD, and three of them cover retail, dining and home décor; the committee agreed that office marketing will be the fourth video to showcase the benefits of working in Birmingham and what the city has to offer.

Business Recruitment and Retention

- Available Properties List: The committee would like an updated percentage of available properties for the next meeting.
- Workshop Proposals: Gerkey stated that the workshop with ZingTrain is scheduled for Monday, May 20, at 8 a.m. and will be hosted at Hazel's. She presented options to the committee for review for the next workshop on the topic of digital marketing and strategy, including Nick Westergaard and Boot Camp Digital. The committee would like to have references from these workshops before making a final decision at the next meeting.

Other Business – New Business Packets

Gerkey presented the New Business Packets to the committee, featuring information about merchant applications, signage processes, and other helpful information for businesses new to the BSD. The committee would like to add an additional page with information about building permits and obtaining a certificate of occupancy; once these edits are made they would like to have the packets ready for distribution in two weeks' time.

Meeting adjourned at 9:04 a.m.

NEXT MEETING DATE – May 28, 2024, at 8:30 a.m.