

**Business Development Committee Meeting Minutes**  
**151 Martin Street, Conference Room 202**  
**July 23, 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, M. Sharrack  
**Staff:** E. Bassett, M. Gibbs  
**Guests:** None  
**Absent:** None  
**Public Comment:** None

**Approval of Minutes:** Motion by Hockman, seconded by Quintal, to approve the minutes from April 23, 2024. All ayes. Motion passed.

**New Business Guide**

The committee reviewed and approved the New Business Guide and the printing of 250 folders and 150 sets of tabs. Bassett to meet with Quintal to discuss office-related communications that could serve as supplemental materials.

**Business Recruitment and Retention**

- **Available Spaces Report:** The committee reviewed the report.
- **New Business Report:** The committee discussed the report and a status of businesses scheduled to open.
- **Workshops:** The committee reviewed workshop options, selecting Keep It Real Social. BSD staff to survey businesses on timing and content before scheduling the workshop. The committee would like to target the late-September/early-October timeframe for the workshop. The committee would like to continue offering workshops quarterly.

**Other Business**

- **Business Mix Analysis:** Bassett reported that staff updated the report content. McKenzie to train Bassett on reporting charts.
- **Business Anniversary Recognition:** The committee approved recognizing the businesses (25 years+) in a group format at a BSD Board meeting. Surnow suggested offering recognition at the Holiday Tree Lighting event and other no-cost opportunities at events to increase visibility.
- **Vacancy/Turnover Rate Reporting:** Bassett reported how the rates are calculated.
- **CRM:** The committee decided to pause a new CRM, possibly to revisit the project in the future if needed.

Meeting adjourned at 9:59 a.m.

**NEXT MEETING DATE – August 27, 2024, at 8:30 a.m.**