

Business Development Committee Meeting Minutes
151 Martin Street, Conference Room 202
August 27, 2024, at 8:30 a.m.

J. Hockman called the meeting to order at 8:31 a.m.

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

Approval of Minutes: Motion by McKenzie, seconded by Thomas, to approve the minutes from July 23, 2024. All ayes. Motion passes.

Announcement: Chair/Vice Chair

Bassett stated that the Board approved Jeff Hockman to be Chair and Sam Surnow to be Vice Chair of the committee.

2025 Committee Meeting Schedules

The committee discussed the meeting schedule for 2025 and would like to make the following changes:

- March 25, 2025 to March 18, 2025
- September 23, 2025 to September 16, 2025
- December 23, 2025 to December 16, 2025

Business Recruitment and Retention

- **Available Spaces Report:** The committee reviewed the report, and there are two new properties available.
- **New Business Report:** The committee discussed the report and a status of businesses scheduled to open.
- **Workshops:** Gerkey reported that the social media workshop with Keep it Real Social will be on Thursday, September 19, from 8 to 10 a.m. A location is still to be determined.

Other Business

- **Tenant Recruitment:** The committee brainstormed ideas with how to be proactive in terms of tenant recruitment. Action items are to update the tenant pipeline report and reach out to communities of Naperville and Greenwich to understand their recruitment strategy.
- **Merchant Meetings:** Bassett reported that the last merchant meeting of the year will be on October 30. She added that going forward the committee may want to consider combining meetings with workshops to reduce time obligations of businesses.
- **Business Anniversary Recognition:** Bassett reported that the anniversary event will commence at the Board Meeting on October 10 at 9 a.m.
- **New Business Guide:** Bassett presented the final New Business Guide to the committee with the updated folders and tabs. The BSD will begin distribution.

Meeting adjourned at 9:26 a.m.

NEXT MEETING DATE – September 24, 2024, at 8:30 a.m.