

Business Development Committee Meeting Minutes
151 Martin Street, Conference Room 202
September 24, 2024, at 8:30 a.m.

J. Hockman called the meeting to order at 8:32 a.m.

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

Approval of Minutes: Motion by Gilbert, seconded by Thomas, to approve the minutes from August 27, 2024. All ayes. Motion passes.

Business Recruitment and Retention

- **Available Spaces Report:** The committee reviewed the report, and there are two new properties available. Bassett stated that an updated list will be shared with brokers approximately every six weeks.
- **New Business Report:** The committee discussed the report and a status of businesses scheduled to open.
- **Workshops:** Gerkey stated that the social media workshop with Keep it Real Social was well received. She added that Keep it Real Social offered individual consulting services with BSD businesses for \$4,000 for 1.5 days of work. Motion by Surnow, seconded by Quezada to approve the \$4,000 individual consulting for BSD businesses with Keep it Real Social. All ayes. Motion passes.

Other Business

- **Tenant Recruitment:** Bassett shared her recruitment strategy conversations with the communities of Naperville and Greenwich, and determined that the BSD is engaging in a similar approach. The committee discussed bringing a stronger recruitment strategy in-house, with the goal to have a couple viable options for the December meeting. Bassett and Hockman will meet and discuss prior to the October committee meeting.
- **Vacant Properties:** Bassett shared costs for placing window decals along vacant storefronts on Maple. The committee discussed ways to keep these decals engaging for all, including QR codes with property information, interactive for kids, etc. Action items are to discuss with landlords to inquire on sharing the cost of these decals, and create mock-ups for the 214 West Maple space.
- **Merchant Meetings:** Bassett reported that the last merchant meeting of the year will be on October 30, and that the 2025 meetings are not yet scheduled. It was suggested to pair the merchant meetings with workshops.
- **Business Anniversary Recognition:** Gerkey reported that the anniversary event will occur at the October 10 Board Meeting with six businesses confirmed to attend.

Meeting adjourned at 9:46 a.m.

NEXT MEETING DATE – October 22, 2024, at 8:30 a.m.