



## Business Development Committee Meeting

**Monday, December 16, 2024, 8:30 a.m.**

**City of Birmingham**

**151 Martin St., Birmingham, MI**

**Committee Members:** Jeff Hockman (Chair), Sam Surnow (Vice-Chair), Mike McKenzie, Steve Quintal, Carlie Quezada, Dan Gilbert, Angela Thomas, Minna Sharrak

**Staff:** Erika Bassett, Executive Director; Stacy Bahnsen, Events and Business Development Assistant

## AGENDA

1. Welcome and Introductions
2. Approval of Minutes – November 26, 2024
3. Public Comment
4. Action Items
5. Business Recruitment & Retention
  - Tenant Recruitment Strategy
  - Available Spaces Report
  - New Business Report
6. Other Business/Ongoing
  - Window Coverings
  - Merchant Meetings/Workshops

**NEXT MEETING DATE**  
**January 28, 2025, at 8:30 a.m.**

### 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