

**Business Development Committee Meeting Minutes**  
**151 Martin Street, Conference Room 202**  
**October 22, 2024, at 8:30 a.m.**

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

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

**Approval of Minutes:** Motion by Thomas, seconded by Sharrack, to approve the minutes from September 24, 2024. All ayes. Motion passes.

**Business Recruitment and Retention**

- **Available Spaces Report:** The committee reviewed the report. 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. Bassett advised the process in which businesses are added, which may need to be evaluated depending on committee goals.
- **Workshops:** Bassett reported that Keep it Real Social consulted with approximately 15 businesses on October 17-18. Preliminary feedback was extremely positive. The committee requested Bassett solicit a proposal from Keep it Real Social to offer additional training in this individualized format multiple times per year.

**Other Business**

- **Tenant Recruitment:** Hockman presented a preliminary approach for recruitment strategy development. McKenzie briefly presented the updated Business Mix Analysis charts. More detailed presentations and further discussion to occur at the November meeting.
- **Vacant Properties:** Bassett advised that the BSD received approval to develop concepts for marketing window decals to be installed on select vacant properties. Bassett will share the design concepts with the committee and property owner for input once complete.
- **Merchant Meetings:** Bassett reported that the last merchant meeting of the year will be on October 29. Combining mini-workshops and merchant meetings will be considered as the 2025 schedule is developed.
- **Business Anniversary Recognition:** Bassett reported that several businesses were recognized at the October 10 BSD Board meeting/anniversary recognition event. Feedback from the businesses and Board member was positive, with hopes to continue these recognition events in the future.
- **December Meeting:** The committee agreed to move the December 17 meeting to December 16 (Monday) due to schedule conflicts.

Meeting adjourned at 9:42 a.m.

**NEXT MEETING DATE – November 26, 2024, at 8:30 a.m.**