



Business Development Committee Meeting

Tuesday, January 28, 2025, 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 – December 16, 2024
3. Public Comment
4. Action Items
5. Budget
6. Business Recruitment & Retention
 - Tenant Recruitment Strategy
 - Define quarterly timeline/benchmarks
 - Stakeholder meetings
 - Target Categories/Potential Targets
 - Marketing Materials
 - Available Spaces Report
 - New Business Report
7. Other Business/Ongoing
 - Conferences – Main Street, Michigan Retail Conference, ICSC
 - Window Coverings
 - Merchant Meetings/Workshop Schedule

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

NEXT MEETING DATE
February 25, 2025, at 8:30 a.m.