

Business Development Committee Meeting Minutes
151 Martin Street, Conference Room 202
December 16, 2024, at 8:30 a.m.

J. Hockman called the meeting to order at 8:34 a.m.

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

Approval of Minutes: Motion by Quezada, seconded by Sharrack, to approve the minutes from November 26, 2024. All ayes. Motion passed.

Business Recruitment and Retention

- **Tenant Recruitment Strategy:** McKenzie reported that the Business Mix Analysis and Tenant Recruitment Strategy drafts were presented to the BSD Board at the December meeting. Based on the discussion at the Board meeting, the committee plans to initiate one-on-one meetings with property owners/landlords and evaluate current/explore new marketing initiatives.

Motion by Quezada, seconded by Sharrak, to adopt the Tenant Recruitment Strategy as presented. All ayes. Motion passed.

Motion by Sharrak, seconded by Quezada to approve the Business Mix Analysis as presented. All ayes. Motion passed.

- **Available Spaces Report:** The committee reviewed the report.
- **New Business Report:** The committee discussed the report and a status of businesses scheduled to open.

Other Business

- **Window Coverings:** Bassett reported that she will be contacting the property owner regarding next steps.
- **Merchant Meetings/Workshops:** Bassett reported that Keep it Real Social is scheduled for February 6-7 and that BSD staff will promote the opportunity to businesses starting in January. Bassett reported that the 2025 merchant meeting schedule is being developed.

Meeting adjourned at 9:21 a.m.

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