



Business Development Committee Meeting

Tuesday, February 25, 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 – January 28, 2025
3. Public Comment
4. Business Recruitment & Retention
 - Tenant Recruitment Strategy
 - Quarterly timeline/benchmarks
 - Stakeholder meetings update
 - [Target Categories/Potential Targets](#)
 - [Marketing Materials](#)
 - Available Spaces Report
 - New Business Report
 - Digital Marketing/Social Media Consulting Update
5. Other Business/Ongoing
 - Advertising Opportunities
 - Beasley
 - Shopping Center Business
 - Conferences
 - Window Coverings
 - Merchant Meetings/Workshop Schedule

NEXT MEETING DATE
March 18, 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