



## Business Development Committee Meeting

**Tuesday, March 18, 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, 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 – February 25, 2025
3. Public Comment
4. Business Recruitment & Retention
  - Tenant Recruitment Strategy
    - Stakeholder meetings update
    - Quarterly timeline/benchmarks for Q2
    - [Target Categories/Potential Targets](#)
    - [Marketing Materials](#)
  - Available Spaces Report
  - New Business Report
5. Other Business/Ongoing
  - Conferences
  - Business Anniversary Program
  - Window Coverings
  - Merchant Meetings/Workshop Schedule

**NEXT MEETING DATE**  
**April 22, 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