

Business Development Committee Meeting Minutes
151 Martin Street, Conference Room 202
February 25, 2025, at 8:30 a.m.

J. Hockman called the meeting to order at 8:32 a.m.

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

Approval of Minutes: Motion by Quintal, seconded by McKenzie, to approve the minutes from January 28, 2025. All ayes. Motion passed.

Business Recruitment and Retention

- **Quarterly Timeline/Benchmarks:** Bassett reported that all target property owner meetings were scheduled, with the first meeting occurring on February 24, for which Bassett and Sharrak provided an update.
- **Target Categories/List:** Committee to make updates and comments on the current list. BSD staff to categorize by size and research real estate/decision maker contacts within the target businesses.
- **Available Spaces Report:** The committee reviewed the report and discussed a new method of sorting.
- **New Business Report:** The committee reviewed the report and a status of businesses scheduled to open.
- **Digital Marketing/Social Media Consultant:** Bassett reported that Keep it Real Social provided consulting services to approximately 15 businesses on February 6 and 7, 2025. The committee agreed to have Keep it Real Social return for a 1-day consulting in the late-summer/early-fall timeframe.

Other Business

- **Conferences:** The committee will discuss ICSC Las Vegas (May) at the March 18 meeting.
- **Window Coverings:** Bassett reported that BSD staff is awaiting communication from the property owner.
- **Merchant Meetings/Workshops:** Bassett provided a tentative schedule of March, June, September and October. The committee reviewed the workshop proposal and topics proposal from Prodio, and would like to move forward with two workshops.

Meeting adjourned at 9:36 a.m.

NEXT MEETING DATE – March 18, 2025, at 8:30 a.m.