

Business Development Committee Meeting Minutes
151 Martin Street, Conference Room 202
March 18, 2025, at 8:30 a.m.

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

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

Approval of Minutes: Motion by Quintal, seconded by McKenzie, to approve the minutes from February 25, 2025. All ayes. Motion passed.

Business Recruitment and Retention

- **Q1 Recruitment Strategy Goals:** Bassett reported that all Q1 timeline objectives are complete.
 - Target property owner meetings were completed and Bassett, Sharrak and Thomas provided an update on the key takeaways. Bassett also reported that Bahnsen categorized the target business list by typical square footage.
- **Q2 Recruitment Strategy Goals:** The committee defined the Q2 goals.
 - Identify 3-4 additional property owners/stakeholders to meet with
 - Finalize Target Categories list and distribution plan (broker round table?)
 - Develop marketing materials to reach office employees
 - Evaluate/develop a downtown usage survey – shorter than 2023 and room for testimonials
 - Begin to develop case studies of key downtown businesses
- **Target Categories/List:** Guest Ed Nakfoor presented a target retailer list to the committee. BSD staff will add some of the target retailers to the committee's current list and continue to research real estate/decision-maker contacts within the target businesses.
- **Available Spaces Report:** The committee reviewed the report and requested it be sorted by street address.
- **New Business Report:** The committee reviewed the report and a status of businesses scheduled to open.

Other Business

- **Conferences:** The committee will discuss ICSC Las Vegas (May) at the April meeting.
- **Window Coverings:** Bassett reported that the vacant space identified for this project is in negotiation.
- **Merchant Meetings/Workshops:** Bassett reported that the first merchant meeting of 2025 would take place on March 19. Future meetings would include workshops from Prodio and Keep It Real Social.

Meeting adjourned at 9:41 a.m.

NEXT MEETING DATE – April 22, 2025, at 8:30 a.m.