



Business Development Committee Meeting

Tuesday, May 27, 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 – April 29, 2025
3. Public Comment
4. Business Recruitment & Retention
 - Tenant Recruitment Strategy
 - Quarterly timeline/benchmarks for Q2
 1. BSD Print/Digital Guide Layout
 2. Draft Survey/Incentive
 - Target Categories/Potential Targets
 - Marketing Materials
 - Available Spaces Report
 - New Business Report
5. Ongoing
 - Conferences
 - Business Anniversary Program
 - Merchant Meetings/Workshops
 - June 4, August 6, October 22

NEXT MEETING DATE
June 24, 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