

Business Development Committee Meeting Minutes
151 Martin Street, Conference Room 202
April 28, 2026, at 8:30 a.m.

Hockman called the meeting to order at 8:37 a.m.

In Attendance: J. Hockman (Chair), S. Surnow (Vice Chair), C. Quezada, A. Thomas, S. Wolf, M. Sharrak, E. Bassett, J. Leavy
Guests: M. Taddei
Absent: S. Quintal, M. McKenzie

Public Comment: None

Approval of Minutes: Motion by Thomas, seconded by Sharrak, to approve the minutes from February 24, 2026. All ayes. Motion passed.

Business Recruitment and Retention

- **Q1 Recruitment Strategy Goals:**
 - Business Mix Analysis: Bassett presented the updated report.
 - Broker Roundtable: The committee reviewed feedback from the Broker Roundtable event.
- **Available Spaces Report:** The committee reviewed the report. Bassett noted that there were few changes from the previous month's report.
- **New Business Report:** The committee reviewed the report and provided Bassett with anticipated opening dates for some of the businesses.

Committee Priorities for 2026

The committee discussed a variety of topics and will continue to evaluate 2026 priorities. The committee agreed to move forward with drafting façade improvement and blade sign grant programs. Bassett to work with the City's Planning Department on a draft for committee review.

Other Business

- **Merchant Meeting Workshops:** Bassett presented several workshop proposals. The committee approved the proposals for the following topics:
 - Employee Culture and Retention, Beth Hussey
 - Influencer Marketing, Amy Gill
 - Email Marketing, Trailforge Marketing

Meeting adjourned at 10:05 a.m.

NEXT MEETING – May 26, 2026, at 8:30 a.m.