

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

The meeting was called to order at 8:35 a.m.

In Attendance: S. Quintal, C. Quezada, M. Sharrak, A. Thomas, S. Wolf, E. Bassett, J. Leavy
Guests: None
Absent: J. Hockman (Chair), S. Surnow (Vice Chair), M. McKenzie

Motion by Thomas, seconded by Sharrak, to nominate Quintal to lead the meeting Hockman's and Surnow's absences. All ayes. Motion passed.

Public Comment: None

Approval of Minutes: Motion by Quezada, seconded by Wolf, to approve the minutes from May 26, 2026. All ayes. Motion passed.

Business Recruitment and Retention

- **Available Spaces Report:** Bassett noted that there were very few retail spaces available. The committee decided that a digital version of the report is sufficient for meeting purposes.
- **New Business Report:** The committee reviewed the report and discussed several new businesses. Thomas to connect Bassett with two new retailers opening soon, so Bassett can send the New Business Guide and welcome communication.
- **Quarterly Timeline Goals – Q2:**
 - Blade Sign Grant Program Draft: The committee approved the grant program draft with minor edits. The committee recommends presenting the draft to the BSD Board for approval at the August 6, 2026 meeting.
 - Business Mix Analysis: Bassett reported that staff has updated the spreadsheet with the "Scheduled to Open" businesses and are awaiting chart updates from McKenzie.

Other Business

- **Merchant Meeting Workshops:**
 - June 17 Merchant Meeting: Bassett reported that the June 17 Merchant Meeting was well attended, including representation from some of the BSD's newest merchants.
 - July 15 Email Marketing Workshop: Bassett reported that there were several small businesses in attendance, though attendance was not as high as we had hoped. Time of year, the recent June meeting, and presentation content were likely contributors.
 - Late Summer/Early Fall: Employee Culture and Retention, Beth Hussey
 - Fall: Influencer Marketing, Amy Gill

Meeting adjourned at 9:21 a.m.

NEXT MEETING – August 25, 2026, at 8:30 a.m.