



Business Development Committee Meeting

Tuesday, July 28, 2026, 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, Sloane Wolf

Staff: Erika Bassett, Executive Director, Julia Leavy, Events and Business Development Assistant

AGENDA

1. Welcome and Introductions
2. Approval of Minutes – May 26, 2026
3. Public Comment
4. Business Recruitment & Retention
 - [Available Spaces](#)
 - New Business Report
 - Quarterly timeline/goals for Q2
 - Blade Sign Grant
 - Business Mix Analysis
5. Ongoing
 - 2026 Merchant Meeting/Workshop Schedule
 - Merchant Meeting – June 17
 - Email Marketing – July 15
 - Workforce/Employee Retention – TBD
 - Influencer Marketing – TBD
 - Conferences
 - ICSC Midwest (Oct 8)
 - 2026 Business Anniversary Program
 - October Recognition Event

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

NEXT MEETING DATE

Tuesday, August 25, 2026, at 8:30 a.m.