BIRMINGHAM
SHOPPING DISTRICT

Business Development Committee Meeting

Tuesday, October 27, 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: Jaimi Brook, Operations and Events Manager, Julia Leavy, Events and Business Development Assistant

AGENDA

1. Welcome and Introductions
2. Approval of Minutes – August 25, 2026
3. Public Comment
4. Business Recruitment & Retention
   - Available Spaces
   - New Business Report
5. Shop the Block Pilot – Holiday Edition
6. Winter Markt & Tree Lighting Giveaways
7. Ongoing
   - Merchant Meeting/Workshop Schedule
     - Email Marketing – July 15
     - Merchant Meeting – October 21
     - Workforce/Employee Retention – TBD
     - Influencer Marketing – TBD
   - Business Anniversary Program
     - 2027 Anniversary List

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, November 24, 2026, at 8:30 a.m.