

**Business Development Committee Meeting Minutes**  
**151 Martin Street, Conference Room 202**  
**January 28, 2025, at 8:30 a.m.**

J. Hockman called the meeting to order at 8:33 a.m.

**In Attendance:** J. Hockman (Chair), C. Quezada, M. McKenzie, M. Sharrak, A. Thomas, S. Quintal  
**Staff:** E. Bassett  
**Guests:** M. Taddei  
**Absent:** S. Surnow (Vice Chair), D. Gilbert  
**Public Comment:** None

**Approval of Minutes:** Motion by Quintal, seconded by Sharrack, to approve the minutes from December 16, 2024. All ayes. Motion passed.

**Budget**

The committee reviewed the budget for FYE2026.

**Business Recruitment and Retention**

- **Quarterly Timeline/Benchmarks:** First quarter actions will be focused on meeting with committee-identified key property owners. Thomas and Sharrak to facilitate meetings.
- **Target Categories/List:** Committee to make updates and comments on the current list to be reviewed at the February meeting. BSD staff to research real estate/decision maker contacts within the target businesses.
- **Marketing Materials:** Bassett presented the marketing materials to the committee. These materials will be presented to property owners to determine what additional materials are needed and how best to distribute the content.
- **Available Spaces Report:** The committee reviewed the report.
- **New Business Report:** The committee discussed the report and a status of businesses scheduled to open.

**Other Business**

- **Conferences:** Bassett presented upcoming conferences. The committee agreed that targeting the annual Main Street Conference and the ICSC Vegas Conference would be beneficial.
- **Window Coverings:** Bassett reported that BSD staff is awaiting communication from the property owner.
- **Merchant Meetings/Workshops:** Bassett reported that Keep it Real Social is scheduled for February 6-7. The 2025 merchant meeting schedule is in development.

Meeting adjourned at 9:37 a.m.

**NEXT MEETING DATE – February 25, 2025, at 8:30 a.m.**