



DIVISION MIDWAY ALLIANCE FOR COMMUNITY IMPROVEMENT

Business Development Committee

Chairperson: Appointed by President

Members: Board Member(s), Non-Board Members, Staff

Meetings:

Meetings will be held one time per month, approximately 1 hr. in duration. The committee will work with staff to determine time and location. Members may participate by teleconference or videoconference as needed.

Responsibilities:

Analyze the current economic condition of the community; identify opportunities for market growth; develop strategies for strengthening existing businesses, and strategies for recruiting and supporting new businesses to the district, and start-ups; determine issues in the community that impact economic development and develop strategies to address them.

Task/Activities:

- Utilize Downtown Diva reports to understand:
 - The inventory of existing businesses in the district including the type of business in the district
 - The inventory of existing properties that are appropriate for new development, i.e. properties that can have new construction built on them.
 - Develop/maintain a complete inventory of all vacant existing buildings including special features, and businesses they can accommodate.
- Develop/update a strategy for marketing the district for purposes of recruiting new businesses.
- Develop/update an outreach strategy for surveying the community to determine the types of businesses that the community would like to have.
- Develop seminar/networking, and coordinate with staff and Financial Development Committee to acquire sponsorships.

Committee Decisions

- A quorum requires 50% of the registered number of members.
- A quorum is required for a meeting to convene
- The Committee must have a quorum to refer a proposal to the Board of Directors for final approval
- Referrals will act as motions before the Board and require a vote.