Business Development Committee Meeting
Wednesday, July 9, 11:05 a.m.
Courtyard by Marriott, 175 Railroad

Review Committee 6-Mo to Date Doc

Agenda
1. Committee Mission Statement
   (attachment)

2. Website Metrics Project
   Which 5 metrics/data sets do we need for our site?
   a. Part 1 - Review of city websites (Napa, Petaluma, Roseville, Downtown Berkeley)
      Document and back with content and visual suggestions for committee
         1. What do we want to copy/emulate to have a competitive district?
         2. Who collects this data (i.e. City, do we need to outsource?)
         3. How current/dynamic is this data?
   b. Part 2 - Review of data already in Google Drive (what do we have, what do we
      still need, list of suggestions) *What metrics do we already have/need ?*
      i. *Attracting tenants/realtors (i.e. recruitment, property inventory,*
         comparative analysis)
   c. Review of previous studies: Rudat and 2014 study, SR City Urban Design, etc -
      Dee?

3. Future Budget considerations for 2026
      i. Identity/mapping project? Sept board vote?
         1. *Apres Midi budget request - Questions: is it actionable? Is there*
            a community demand for it? - **Justine?**
      ii. Outsourcing real estate metrics? Will this need a vote $? Contact/Bid?
         1. *What metrics (i.e. rent/sq foot?)do we need? Cost to outsource?*
4. Other