**Business Development Committee Meeting**
**Tues, Jan 13, 2026 4 pm**
**Zoom Link**
https://us02web.zoom.us/j/84518044333
(Hosted from Rohnert Park, CA)

**Meeting Attachments**
**(briefly review prior to meeting)**
1. KPI Slide deck *(prepared by AJT as a committee resource)*
2. Proposed TIV/Zenergy webPAGE update
3. 2025 EOY Committee Recap

(if interested, review City Placer Ai 2025 data)
4. Placer Ai 2025 metrics Version #2 *(prepared by Rachel Beer, City of SR)*

Agenda
1. Public Comment (if any)
2. 2025 Review and KPI (Key Performance Indicator) questions
   a. Placer Ai questions and further requests add questions/requests here
3. 2026 Goals/Objectives
   (Reminder - Committee formation goals were: 1. Develop an Outreach Strategy, 2. Develop a Sustainable Mix of the District, 3. Attraction and Retention of Independent Local Tenants)
   a. Bus Dev TIV WebPage minor update (**Vote**)
      i. Proposed TIV update: Paragraph, Listing Link, Key Points/Metrics (see attachment #2)
      ii. Discuss and vote
   b. Advertising? High Visibility budget of $4,000 under Marketing - AJ
   c. Surveys to owners or merchants - Amanda/AJ
   d. Extended Merchant Hours?? (Sip n Stroll, etc) - Amanda
   e. *Gap Analysis? - AJ Very Rough Draft*
   f. *Other????????*
4. Meeting schedule for 2026 (quarterly or bi-monthly, time of day, Marriott/Zoom)
5. Committee Roles needed - monthly listing check, meeting note taker
6. Committee feedback - what works, what can be improved


Other resources if you need a refresh or are new:
Webpage Recommendations
2025 Goal Development
Budget priorities for 2026
Committee 2025 6-mo (formation) recap