



**Birmingham Shopping District  
Strategic Planning Work Session Agenda  
Monday, February 6, 2023, 8:30 a.m.**

**BIRMINGHAM**  
SHOPPING DISTRICT

**The Baldwin Public Library  
300 W. Merrill Street, Birmingham, MI 48009**

The City recommends members of the public wear a mask if they have been exposed to COVID-19 or have a respiratory illness. City staff, City Commission and all board and committee members must wear a mask if they have been exposed to COVID-19 or actively have a respiratory illness. The City continues to provide KN-95 respirators and triple layered masks for attendees.

1. Review & Discussion of Survey Results
  - a. Mission & Vision
  - b. Values
  - c. SWOT Analysis
  - d. Key Assets
  - e. Ideas, Needs & Improvements
  - f. Goals
2. Economic Strategy Brainstorming
  - a. Marketing & Events
  - b. Business Recruitment/Retention
  - c. Physical & Environmental
  - d. Organizational
3. Prioritization

**Birmingham Shopping District Mission Statement**

***We strive to provide leadership in marketing, advertising and promotion of the Birmingham Shopping District.***

***We actively work to promote a district that is exciting, clean, safe and pedestrian-friendly and ensure that the district continues to serve as a center for business, service, social and community activities.***

Notice: Persons with disabilities that may require assistance for effective participation in this public meeting should contact the City Clerk's Office at the number (248) 530-1880, or (248) 644-5115 (for the hearing impaired) at least one day before the meeting to request help in mobility, visual, hearing, or other assistance. *Las personas con incapacidad que requieren algún tipo de ayuda para la participación en esta sesión pública deben ponerse en contacto con la oficina del escribano de la ciudad en el número (248) 530-1800 o al (248) 644-5115 (para las personas con incapacidad auditiva) por lo menos un día antes de la reunión para solicitar ayuda a la movilidad, visual, auditiva, o de otras asistencias.* (Title VI of the Civil Rights Act of 1964).