

## Minutes of Economic Development Committee

February 27, 2014, 11:00a.m.

Attending: Steve Notheisen, Mayor Tom Smith, Russ Thomas, Vicki Koerber, Sarah Deutch, Shawn Kennedy.

Agenda Item 1: Petitions by citizens on non-agenda items. None in attendance.

Agenda Item 2: Approval of February 6, 2014 minutes: Motion made by Russ Thomas and second by Steve Notheisen to approve as submitted. Motion passed unanimously.

Agenda Item 3: 2014 Madden Media/Illinois Getaway Guide Co-Op.

March 1 is the deadline for renewal of the Madden Media/Illinois Getaway Guide. This is the program that lists our information in a publication and the public can access our brochure either digitally or can request a hard copy to be mailed. Cost remained the same: \$3,500.

Tourism Bureau stated in 2013 the program generated 7,100 leads for the 12 participating tourism partners.

Upon discussion, the committee did not feel this program was the best value for the dollars spent. Motion made by Steve Notheisen to pass on the program and second by Vicki Koerber. Motion passed unanimously.

Agenda Item 4: Comments.

Golf Expo/Stay-N-Play: Steve Notheisen and Sarah Deutch gave an update on what was observed at the STL Golf Expo on February 14, 2014. Several ideas were discussed by the committee for how the "Stay-n-Play" package could be developed and funded. Sarah will continue to work on the program.

Answers.com Travel Guide: Mayor Smith received an e-mail from Answers.com with information on participating in their 2014 Travel Guide. There is no cost to the City of Waterloo to participate. Sarah Deutch will research and submit our information if all looks okay.

Motion to adjourn made by Steve Notheisen and second by Russ Thomas.

Meeting adjourned at 11:45a.m.