

Minutes of Economic Development Committee
May 13, 2014
4:00 p.m.

Attending: Steve Notheisen, Mayor Tom Smith, Russ Thomas, Charlie Metzger, Sarah Deutch, Shawn Kennedy.

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

Agenda Item 2: Approval of April 8, 2014 minutes. Motion made by Russ Thomas and second by Charlie Metzger to approve as submitted. Motion passed unanimously.

Agenda Item 3: Fall Tourism Times Advertising.

June is the deadline for space confirmation in the Fall Issue of the Tourism Times. The Tourism Bureau distributes 50,000 copies of this publication August – September. Cost is \$840, but our member discount brings it down to \$714, same as last year. Last year's ad promoted the PumpkinFest. The committee discussed and agreed upon removing the hotel coupons at the bottom of the ad and allowing Sarah to replace with additional information and/or graphics.

Motion made by Russ Thomas to approve advertising in the Fall Issue of the Tourism Times and second by Charlie Metzger. Motion passed unanimously.

Agenda Item 4: Profile Display Ad at the Sparta Shooting Complex.

The contract with Profile Display is up for renewal. The committee reviewed the ad currently being displayed and discussed some minor adjustments. Cost remains the same at \$695 for the year.

Motion made by Russ Thomas to renew the contract with Profile Display and seconded by Charlie Metzger. Motion passed unanimously.

Agenda Item 5: Comments.

Regional Office of Education Creating Entrepreneurial Opportunity Program: Sarah and Mayor Smith attended a presentation on the Midland Institute for Entrepreneurship's Creating Entrepreneurial Opportunities (CEO) program. The program is for High School Juniors and Seniors and counts as 2 class credits, meets 90 minutes a day, uses local businesses as classrooms and emphasizes century learning skills. The students start their own business and the business community mentors them. The hope is for students to learn "real world" skills and may open a business locally. The Regional Office of Education is hoping to get the program started in Monroe County, and the search for 50 investors has begun, which would be asked to contribute \$1,000 per year for three years.

Motion made by Charlie Metzger to support the Mayor in continuing the City of Waterloo's support of the CEO program as progress is made to bring it to Monroe County. Seconded by Russ Thomas. Motion passed unanimously.

Playful City: Mayor Smith reported that it was announced today that the City of Waterloo was again named "Playful City USA" in 2014.

Motion to adjourn made by Russ Thomas and seconded by Charlie Metzger.
Meeting adjourned at 4:30 p.m.

Minutes taken by Sarah Deutch.