

Minutes of Economic Development Committee

July 2, 2014, 4:30 P.M.

City Hall Conference Room

Meeting called to order at 4:35 pm by Chairman Clyde Heller with following in attendance: Alderman Charles Metzger, Steve Notheisen, Mayor Tom Smith, Alderman Russ Thomas, Community Coordinator Sarah Deutch, Budget Officer Shawn Kennedy. Alderman Vicki Koerber not attending.

Agenda Item 1, Citizen on non-agenda items: None.

Agenda Item 2, Review/Approve minutes of May 13, 2014. After review, motion by Steve Notheisen and second by Charles Metzger to approve as submitted. Unanimous approval.

Agenda Item 3, Advertising in Scott AFB Get Acquainted Guide. Sarah presented details of advertising, cost of \$300 for ½ page color ad. Steve motioned, Charlie seconded to approve submitting ad using community advertising funding, motion approved.

Agenda Item 4, Distribution Service from Tourism Bureau Illinois South. Sarah presented information from TBIS where their office will include print brochures about Waterloo in direct advertising at all functions they currently have stands and include mail out requests at a cost of \$450 a year using Hotel Motel Tax funds. Motion by Steve Notheisen, second by Charles Metzger to recommend approval to City Council on July 7 agenda. Approved.

Agenda Item 5, Pumpkinfest website. Sarah updated committee on Pumpkinfest activities and suggested three ways to add advertising to include a website. After discussion, Sarah will enhance the city website to include details for Pumpkinfest. Future website development using WordPress.com will be developed after the 2014 Pumpkinfest is complete.

Agenda Item 6, Comments. Steve Notheisen brought forth a concern for having a draft edition of how the City may offer incentives when talking with potential businesses. Russ Thomas suggested that this not be established in writing but brought to the City Utility Meeting.

Meeting adjourned with motion by Russ Thomas and Charles Metzger at 5:15 p.m.