

Minutes of Economic Development Committee

Aug 14, 2014, 3 P.M.

City Hall Conference Room

Meeting called to order at 3 pm by Chairman Clyde Heller with following in attendance: Alderman Charles Metzger, Steve Notheisen, Mayor Tom Smith, Alderman Vicki Koerber, Community Coordinator Sarah Deutch, Budget Officer Shawn Kennedy. Alderman Russ Thomas not attending.

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

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

Agenda Item 3, Holiday Tourism Times. Sarah presented information on Tourism Bureau advertising for Holiday Tourism and after discussion, committee recommended to not participate.

Agenda Item 4, 2015 Visitors Guide. Discussed continuing advertising in Visitor Guide. Motion by Steve Notheisen and second by Charles Metzger to continue advertising, granting Sarah the creative modification to update advertisement without return to committee. Unanimous approval.

Agenda Item 5, ICSC. Discussed participation with neighboring cities at ICSC in Chicago, declined to join in booth due to consensus that standing at booth was not as effective as circulating. Mayor Smith and Clyde Heller will fly to Chicago and attend for one day commercial promotion of Waterloo.

Agenda Item 6. Banner Program. Sarah presented a "wind torn" banner and sought approval for replacement. Approved. Also, discussed use of banner for third year without seeking replacement advertising payment. Due to condition of banners, the banners would be usable in 2015.

Agenda Item 7, Comments. Discussed the Revolving Fund Program and suggested the city investigate and determine how we could assist local business development similar to program available to Monroe County business and City of Columbia program. No action taken at this time.

Meeting adjourned at 4:15 with motion by Vicki Koerber and second by Steve Notheisen.