

Economic Development Meeting

3/7/16

7:00 pm

Members Present: Russ Thomas-Chairman, Clyde Heller, Rita Trantham.

Members Absent: Vicki Koerber, Steve Notheisen

Non Members Present: Shawn Kennedy, Sarah Deutch, Stan Darter

Petitions by Citizens on Non-Agenda Items- none

1. Approval of 1/13/16 minutes. Motion to accept by Clyde H 2nd by Rita T.. Motion passed 3-0
2. Scott Air Force Base- Newcomer's Guide. Shawn presented the information for the Newcomer's Guide. Annual Cost were as follows. 1/16th page ad- \$810, 1/8th page ad- \$1,125, 1/4th page ad (black and white)- \$1,830 or color- \$2,640 (better placement as well). Discussion to do this instead of the Getting Settled Guide. Benefits include a place on their "app" which we can continually change the content. Funds for Getting Settled Guide come from the Community Relations budget. Motion by Clyde H, 2nd by Rita T to purchase a ¼ page ad at \$1,125. Also, the funding for the ad will be as follows, \$825 from Community Relations and \$300 from Hotel/Motel tax. Motion passed 3-0. We will use the app to promote the events in the city and the permanent ad to promote the benefits of living in Waterloo, i.e. schools and parks, etc. Sarah will work on design.
3. Miscellaneous- none.

Motion to adjourn made by Clyde H 2nd by Rita T made at 7:25 pm. Motion passed 3-0.

Minutes submitted by Russ Thomas, Chairman.