

Economic Development Meeting

8/22/18

3:00 pm

Members Present: Russ Thomas-Chairman, Steve Notheisen, Clyde Heller

Members Absent: Russ Row, Jim Hopkins

Non-Members Present: Sarah Deutch, Tom Smith, Shawn Kennedy.

1. Petitions by Citizens on Non Agenda Items- none
2. Brochures. Discussion of design for 12 page vs 8 page and finished size vs. booklet size. Committee liked the finished size as it fits in brochure racks and recommended 12 pages because the original plan had 10 pages, easier to add than condense. Motion to purchase 10,000 12 page finished brochures made by Steve Notheisen, 2<sup>nd</sup> by Clyde Heller. Motion passed 3-0
3. Christmas on the Square Explore Waterloo asked for a \$350 sponsorship, same as last year. This pays the cost of the carriage. Motion to Sponsor Christmas on the Square for \$350 made by Clyde Heller, 2<sup>nd</sup> by Steve Notheisen. Motion passed 3-0
4. Banner Program. Current banner program is up. Sarah recommends new design and vinyl. Committee recommended following the same procedures as last time. Motion to renew the banner program made by Russ Thomas, 2<sup>nd</sup> by Steve Notheisen. Motion passed 3-0
5. 2019 Visitors Guide. Full page ad with Tourism bureau discount is \$2,612.50 We have done this ad the past few years. There are 115,000 copies distributed throughout Southern Illinois and beyond. Motion to take the full page ad made by Clyde Heller, 2<sup>nd</sup> by Steve Notheisen. Motion passed 3-0
6. Comments- Discussion about military banners downtown like Columbia. Idea was tabled for now.

Motion to adjourn made by Clyde Heller 2<sup>nd</sup> by Steve Notheisen made at 3:40 pm. Motion passed 3-0.