

## Economic Development Meeting

6/4/19

2:00 pm

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

Non Members Present: Sarah Deutch, Shawn Kennedy

Petitions by Citizens on Non Agenda Items- none

1. Approval of 5/9/19 Economic Development Meeting minutes. Motion by Jim Hopkins, 2<sup>nd</sup> by Clyde Heller. Motion passed 5-0
2. Tourism Brainstorming- Discussion continued on new ideas for the tourism of Waterloo. The committee recommended Sarah look into a plan for more online advertising to make our content more timely & relevant as well as targeted to appeal to a concentrated audience. Committee gave Sarah strategies to try to incorporate more: including helping our businesses with Trip Advisor and Yelp, enhance & utilize our social media platform, possible taglines for Waterloo, share actual reviews, and community relation ideas such as a new resident folder and downtown signage. Sarah will present more at our next meeting.
3. Comments- none

Motion to adjourn made by Steve Notheisen 2<sup>nd</sup> by Clyde Heller made at 3:35 pm. Motion passed 5-0.