

Minutes of Economic Development Committee

July 3, 2023, 6:45 pm

Upstairs Meeting Room, City Hall

Attendance: Chairman Joel Vogt, Committee members Jim Hopkins, Russ Row, Gary Most. Mayor Stan Darter, Jim Trantham, Mechelle Childers, Sarah Deutch, Shawn Kennedy also in attendance.

Meeting called to order at 6:45 pm by Chairman Vogt.

Agenda Item 1: Petitions by Citizens on Non-Agenda Items: None.

Agenda Item 2: Fall / Winter Tourism Times: ½ page ad in the combined Fall/Winter Tourism Times costs \$700, discounted from \$1,000 because of tourism bureau membership cost, to be paid from Hotel/Motel tax fund. Motion made by Alderman Row, seconded by Alderman Most to move forward. Vote 4-0.

Agenda Item 3: Sarah presented some options for billboard advertising, as requested in previous Utility meeting. Options for both static billboards and digital billboards were discussed, with costs and locations discussed. The committee decided on using a digital billboard located near the JB Bridge. Digital was preferred to the static due to the flexibility allowing the message and graphics to be changed with only minimal notice required. Motion to move forward with a digital billboard with DDI Media costing \$4,845 for three 4-week per periods (discounted from \$5,700 because of tourism bureau membership) beginning in September to be paid out of Hotel/Motel tax fund. Motion made by Alderman Hopkins, seconded by Alderman Row to move forward. Vote 4-0.

Agenda Item 4: Songs 4 Soldiers Sponsorship / Advertising: Sarah presented the sponsorship possibilities with the upcoming event in Columbia. Discussion of the event occurred. The main goal of obtaining the sponsorship is having a 20 sec video produced by the event organizers and which will run on the video board during the event a minimum of 4 times (1 time Friday-3 times Saturday). The minimum level of sponsorship that gains this video is the Platinum Level, which costs \$4,000. This sponsorship also includes various other benefits such as event t-shirt ad placement. Motion presented to pursue a Platinum level sponsorship for \$4,000 paid for out of the Hotel/Motel Tax fund. Motion made by Alderman Most, seconded by Alderman Hopkins. Vote 3-0. Alderman Row abstaining.

Agenda 5: Comments: None.

Chairman Vogt adjourned the meeting at 7:15.