

Economic Development Meeting

6/25/18

3:30 pm

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

Members Absent: Clyde Heller

Non-Members Present: Sarah Deutch, Tom Smith, Stan Darter.

1. Petitions by Citizens on Non-Agenda Items - none
2. Tourism Bureau Membership renewal - Sarah presented the renewal for membership at the Ruby Level that the City of Waterloo has done for many years. Cost is the same as last year \$2,500. This gets us discounts for advertising and help with ad design etc. Motion to renew made by Steve Notheisen, 2nd by Russ Row. Motion passed 4-0
3. Tourism Bureau Distribution Service. The distribution service will take our brochure to any trade show, event, etc. in their 22-county footprint for \$500 with an additional \$200 for a digital distribution. This helps us spread our information, without expensing additional time to travel to every event. We have done the distribution in the past. Discussion about adding the digital distribution. Benefits include being able to modify the brochure for the digital copy. Motion to renew the distribution service and add the digital service for a total of \$700 made by Russ Row, 2nd by Steve Notheisen. Motion passed 4-0
4. New City of Waterloo Brochure. Sarah Deutch gave design style choices to the committee, both booklet and fold out style, 8 or 12 pages. Motion to design a booklet style brochure up to 12 pages if needed made by Steve Notheisen, 2nd by Russ Row. Motion passed 4-0
5. Explore Waterloo Annual Contribution. Discussion of the support for Explore Waterloo and the work they have done thought out the year that is looked upon favorably by the City officials. Motion to renew the annual contribution made by Steve Notheisen, 2nd by Jim Hopkins. Motion passed 4-0
6. Comments- Discussion on the alley closure between Hopskeller and Vintage Wine Bar happening more often by Steve Notheisen. It was determined that while it was a great event, due to other businesses and residents in the alley, it will be closed for special events only at this time.

Motion to adjourn made by Steve Notheisen 2nd by Russ Row made at 4:25 pm. Motion passed 4-0.