

Joint Economic Development/Downtown Beautification Meeting

2/3/20

6:45 pm

Members Present: Russ Thomas-Chairman, Jim Hopkins-Chairman, Steve Notheisen, Clyde Heller, Russ Row, Stan Darter, Jim Trantham, Tom Smith

Non Members Present: Shawn Kennedy, Sarah Deutch, Kyle Buettner

1. Petitions by Citizens on Non Agenda Items- none
2. Economic Development Meeting Minutes- 12-11-19 Tabled
3. Downtown Beautification Meeting Minutes- 1-20-20 Tabled
4. Spring/Summer Tourism Times Ad. Cost is \$780 with a \$50 digital ad credit. Discussion, we have placed this ad for many years. Motion to place ad by Clyde Heller, 2<sup>nd</sup> by Russ Row. Motion passed 7-0
5. Welcome Signs. Sarah presented options for replacing the welcome to Waterloo signs (4). Committee gave some feedback for Sarah to use when soliciting bids. Sarah will come back with costs to move forward.
6. Downtown Directory. Sarah presented options. The committee gave feedback for options and Sarah will return with bids.
7. Fort de Chartres Program Ad. Fort de Chartres is celebrating their 300 year anniversary & 50 year Rendezvous this year and they are planning a large event. They will have a program to hand out to visitors to the Fort. They are planning to print 3000 programs. Based on our involvement in the KCT and the expectation of out of area travelers the committee liked the idea of placing an ad. Motion to purchase a full page ad for \$1,000 from motel/hotel tax by Steve Notheisen, 2<sup>nd</sup> by Stan Darter. Motion passed 7-0

Motion to adjourn made by Steve Notheisen with the 2<sup>nd</sup> by Jim Hopkins. Motion passed 7-0.

Meeting adjourned at 7:15 p.m.