

Economic Development Committee  
Tuesday, June 27, 2017 – 4:30 p.m. - City Council Chambers

Members present: Morack, Asman, O’Connell, Faucher, Kopitzke, Bishop, Steinhorst, and Schirpke. Tate and Johnson excused.

Also present: Mayor Henke, Administrator Hager, Earl Luaders, Bill Zeinert, Judy McDaniel, Betty Roberts and Ann Hunt.

1. The meeting was called to order by Chairman Morack at 4:30 p.m. O’Connell/Faucher to adopt the agenda. Passed 8-0.
2. Sandy DuFrane from Century 21 was on the agenda but was unable to attend. She will be scheduled in for next month.
3. Bill Zeinert from the firm My Marketing Director updated the Committee on the digital marketing effort he is implementing for the City. Bill started by reviewing the “Impressions” and “Views” results for the month of March for both the Facebook and the YouTube accounts. Just for the month of June there were nearly 65,000 impressions and 38,000 views. For the first six month period of this year there have been over 455,000 impressions and 272,000 views. These results are for all four combined current videos on the two systems, those videos are as follows: centrally located, Hatten Park, Industrial Park and Main Street entrepreneurs. Bill’s firm is finishing up the next two videos which deal with the school-to-work program at the high school. He will bring them to the July meeting for review. At that time the Committee is to review the suggested list of video topics and be ready to select two more videos for production this year. The Committee thanked Bill for the information. Committee Chairman Morack asked the Committee members to review the list of video topics and to consider other additional topics each member would like to suggest that we focus on for the next two videos.
4. The Committee next addressed the review of the Draft agreement with Stadtmueller & Associates and SEH Design/Build regarding development on the City river front property to include a possible joint-use library facility. The Committee asked that the agreement refer to the Economic Development Committee in the agreement rather than the current “Economic Development Authority.” They also asked that there be some more specific wording regarding the frequency of the consultants reporting to the Committee. A minimum of a monthly written update to be provided with a quarterly appearance at the Committee meeting may be appropriate. The Committee would also like to review the provision provided in “Ownership of Work Product.” The Municipal Attorney was present and he had reviewed the contract. Like many contracts he reviews a lot is based on the trust we have in the consulting firm. All agreed that they are very comfortable and confident in the developers selected. No other changes were suggested either by committee members or the Municipal Attorney. A motion was made by Faucher and seconded by Asman to recommend to Council approval of the contract with Stadtmueller & Associates and SEH Design/Build in the amount of \$88,500. Passed 7-1, O’Connell opposed.

5. The Committee reviewed the status of the economic development goals with Administrator Hager.
6. The next Committee meeting will be held on Tuesday, July 25, 2017 at 4:30 pm. At that meeting we hope to have Sandy DuFrane and Katie Frederick attend along with an update from Bill Zeinert. Dave Nolan has been invited to attend the August meeting.
7. Motion by O'Connell and seconded by Steinhorst to adjourn the meeting. Motion passed. The meeting adjourned at 5:40 pm.

Kent Hager  
City Administrator