

INDUSTRIAL DEVELOPMENT COMMISSION
MEETING MINUTES
Thursday, April 17, 2008
City Hall Council Chambers

Attendees: Chairman Dick Linville, Aldermen Glen Kuhlemier and Daehle Reitzel, Jeff Bright, Doug Wiersema, Karen Reynolds, Sandy Henrekin (RFCDC), Richard Downey, Mark Searing and Sylvia Frey
Absent: Mayor Blanton.

Roll Call was taken – Quorum was met. Official business could be conducted.

First Order of Business – Approval of prior months minutes (10/25/07): Chairman Linville asked the members for approval of these minutes. A motion was made by Karen Reynolds, seconded by Jeff Bright to approve these minutes. Motion carried – 6 (yes)

Next Order of Business – Review 2008-09 Budget: Richard Downey presented the members with the newly adopted budget for 2008-09 year. Discussion was held on various line items: E. 17th Street project, Web Database – Economic Development expense, and interest income. Richard stated the IDC members only have the finalized amount of \$29,135.13 to spend for the year. There are no further funds available at this time. Richard mentioned that any of the line items could be moved within the budget as the year progresses if necessary. A motion was made by Glen Kuhlemier, seconded by Karen Reynolds to adopt the 2008-09 with the provision being noted that line items could be changed within the parameters of the budget as necessary. Motion carried – 6 (yes)

Sandy Henrekin, RFCDC, presented that members with an invoice for database maintenance in the amount of \$1,005.00. Members agreed to have this invoice paid as soon as possible.

Next Order of Business – Discussion Items – Chairman Linville: Chairman Linville presented these items for discussion:

- a. Land Pricing. Discussion was held on what the selling price would be city owned lots within the city. Richard stated the designated price was \$10,000.00 per lot which was established several years ago. Richard explained to the IDC members that they have the right to negotiate this price depending on condition of land and buyer potential.
- b. Business conditions in the park. Members discussed various properties which have and continue to be vacant at this time. Chairman Linville stated his concerns regarding the marketability and visibility of the industrial park for selling potential. Sandy Henrekin, RFCDC, stated her organization is working on obtaining more funding in which to provide future selling potential for the park. Members agreed that putting together a brochure which could be distributed through the RFCDC at their trade shows could be prepared.
- c. Electronic sign possibilities. Chairman Linville asked members if they would be interested in obtaining and displaying an electronic sign for the industrial park. The same type of neon sign that Community State Bank and Wheelock Furniture have displayed. It was stated these signs were very expensive. Richard mentioned the city is working with our banner company in getting directional signs for the entire city and he could ask them about these types of signs too.
- d. Channel 5 potential. Chairman Linville asked if there could be a possibility for local businesses to advertise on channel 5. It was stated this would be in direct conflict with Comcast broadcasting services and wouldn't be allowed at this time. Doug stated that the Chamber is working on developing a Podcast for local businesses who do not have their own websites to advertise their services which would be free advertising.

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Members discussed the possibility of releasing funds from IDC budget to the RFCDC for future marketing strategies. Alderman Kuhlemier stated his concern as to the RFCDC redirecting their funding requests through the IDC as an avenue since the city has already allocated funds directly to the RFCDC through the city council - \$100,000.00. Members discussed several promotional items which could create a 'return' on investment. Members asked Sandy to bring back promotional ideas for discussion at a later date.

A motion was made by Doug Wiersema, seconded by Karen Reynolds, to adjourn this meeting. Meeting adjourned at 5:22pm.

Respectfully submitted,

Richard D. Linville, Jr., Chairman