

MINUTES
EVANS ECONOMIC DEVELOPMENT ADVISORY COUNCIL

Regular Meeting
January 16, 2012 – 5:30 p.m.

Action Items

Welcome Center Map Placement	IP
Annual Report for Economic Dev	IP
Ask realtors about program results	At lunch
Data reporting on projects	IP
Host a lunch for GARA	IP
Report on stats for website	Done
Matching Grants Project	
Slideshows for economic development	
Live in Evans Project	
Intern Project	

CALL TO ORDER

The meeting came to order at 5:40 pm.

ROLL CALL:

Present: John Benjamin, Fred Burmont, Bill Garcia, Ranelle Lang, Cruz Moncivais, Wayne Pickens, Cecil Knox, Kip McLeland, Scott Riley, Dennis Oberhelman, Kim Wass

Absent: None

ACTION ITEMS

Approval of Minutes

The minutes of December 5, 2011 were reviewed. Mr. Burmont made a correction to the minutes on page 4, second to last paragraph, by deleting the last unfinished sentence. Moved by Mr. Oberhelman, seconded by Mr. Wass to approve the minutes as corrected. Unanimous support.

Strategic Operations

Dr. Dallas Everhart presented an overview of the Strategic Operations that the City of Evans has been working on over the past year. Now each area is proceeding to undertake a similar approach. The focus is on a return of investments (ROI) in both time and money for the City, and in changing the outcomes for the future. It's a tool that the City has been using, and implementing elements since the middle of 2011 In June the management team started an overall City wide plan. At this point economic development is ready to proceed and staff would like the input of the EEDAC.

Dr. Everhart gave an overview of the Patterson process and Tom Patterson. This process has worked with many corporations on creativity and innovation to change the outcome (change the performance). Otterbox is an example of a company that has implemented this process. It blends together strategic, operational and financial plans. There are six phases and many of those would benefit from the wisdom of the EEDAC: perspective, turning points, evaluation....

Then Dr. Everhart presented an overview of Plan on a Page and passed out the Plan that is currently in place for the overall City. Each Department is now undergoing their own Plan on a Page, which references the overall Plan and then works within each specific area. The EEDAC should be involved because of their history and knowledge of the City and the economic development attempts in the past. The Committee can offer a broad view of the overall perspective and key turning points, and would offer a valuable brain trust for the department to move into the actual operational goals. The outcome will be more successful with the help of the EEDAC.

Mr. Moncivais asked about when the process started for the City, which was in June of 2011 based on work done by the City Council in 2010. Mr. Garcia asked about the initial strategic operations process and how long that takes to get underway. The recommendation is to take several days for a new organization, but the City has already spent a day and a half to get the overall City work done (with the staff). This is such a new way of looking at things, and such difficult work that we often just get as far as we can in two days.

Once it becomes the operating system it can be updated every ninety days.

Moncivais asked how the EEDAC would fit. Dallas suggested that we review the City wide strategic operations (which identifies economic development as a priority) and move forward from there. The City Council looks to the EEDAC for a framework and the strategic overall view.

Mr. Burmont sees a lot of value in this process to the operating departments but not to the advisory committee. How would it benefit to have the EEDAC participate? Mr. Moncivais asked the same question. Ms. Trent presented her view of how valuable the EEDAC would be in the strategic process. It would help define the role of the EEDAC, help offer perspective and key turning points, serve as strategic tool, bring the Council closer together, and give valuable input to staff.

Mr. Benjamin agreed with Ms. Trent and suggested that the EEDAC could go through the same process with details and tangible results. Measurement and reporting are tools that could be used with this process. Mr. McLeland stated that most organizations that are successful have a strategic plan. Mr. Moncivais suggested that the amount of time is a concern. Dr. Everhart suggested starting with 2- 4 hours with perspective and planning, giving staff guidance and the ability to build a bridge to the operational side. Core issues and action items would be developed.

Mr. Garcia sees great value in doing this approach and seeing the bigger picture of the economic development plan would be good. His concern is that he would want to be in step with the City Council in this process. The EEDAC should help the Council with their vision, and he would want some parameters, or some direction to move forward. Mr. Moncivais stated that the EEDAC had done this

last year and again a few weeks ago with the City Council so that some of this is completed. His other issue is time – this is a volunteer group, and while it might be a great idea do we really have time? The final concern is that the EEDAC needs to be in line with the City Council.

Mr. Pickens asked if he could be given the reader's digest version. Dr. Everhart and Ms. Trent offered a quick review of the process, which really offers focus for the organization. The real question is what input this body will have in preparing the document for presentation to the City Council. Mr. Moncivais suggested that much of this work has been done already and the blanks could be filled in that way.

Ms. Lang indicated that the relationship of the Committee to the City Council is sensitive and sometimes it's easy for the Advisory Committee to get ahead of the City Council. The process might be a bit clunky but might be more effective for the relationship to the City Council. If the group wasn't advisory, the process might be more appropriate. Within this structure, though, it might be best if staff created the Plan and presented it to the City Council, with input from the Committee.

Mr. Garcia suggested that the group is a very active Committee, and the WIN wheel and Action Initiatives might be the best place to be involved. Mr. Moncivais echoed Mr. Knox about not spending time on some things the City Council wouldn't approve. Mr. McLeland stated that businesses start at the top, then work their way down. The same thing could happen here, as we have some guidelines to establish. Mr. Burmont stated that last year the Committee spent time creating ideas and a plan and presented that plan to the City Council. He is concerned that the Committee shouldn't waste time on areas that the City Council isn't interested in pursuing.

Dr. Everhart indicated that there are several ways to approach this issue and that depends on how the Committee wants to structure it. One way is to get guidelines from City Council and fill in the blanks, another way is to have advice from the Committee up to the City Council. Mr. Moncivais indicated he felt that the advice was already happening. Dr. Everhart suggested that the strategy now helps the overall plan and outlines how each task fits into the plans. That will provide consistency over time and focus on the goal and the outcome.

Mr. Benjamin talked about the department plan from Finance. Mr. Moncivais stated that we are in the early stages of developing the plan for EEDAC and that we should take that information and move forward from there.. Ms. Trent tried to recap the ideas of the Committee to get some consensus.

Mr. Garcia said he was interested in the process and participating. Mr. Oberhelman stated that his concern was a time involvement issue and how involved the Committee wants to be in the development and scrubbing of the plan. He does not have the time to do that. He feels it's a good process but too time consuming. Mr. Knox stated that volunteers created the country and what the Committee is being asked is how much free time is available to participate in the project. Mr. Wass indicated he felt that the Committee's work to date has been very active, but without any consistent focus and with a lot of projects. Not really sure where we want to be in one or two years. So the only problem for him is the time it would take to participate.

Dr. Everhart suggested that the Committee ponder the issue and then come back to it. Staff will start work on the Plan and bring it back to the Committee at some point.

Mr. Knox moved to table the matter to the next meeting, and Mr. Riley seconded the motion. There was unanimous support.

Way Finding Signage Proposal and Costs

Ms. Trent indicated a meeting with members and the consultants had taken place on December 14th, and that the City Council would hear the proposal on February 7th. The consultants had suggested certain signage at certain locations and with drawings to show the end product. They also included a price estimate for some of the signs.

Mr. Moncivais indicated he could not attend either. Ms. Lang asked about the Avenues of Evans and if that was too generic. Mr. McLeland thought that the commercial core had developed that way organically. Ms. Lang stated she liked the description, which Mr. Burmont had coined originally. Mr. Burmont reviewed the meeting from December 14th using the full handouts and schematic designs from the consultants.

Mr. Burmont suggested that the City should focus on getting people off the main corridors and into the Avenues as well as working with CDOT. The main entrance type signage (which was not priced) may need to wait. Ms. Lang asked what was needed from the EEDAC. Mr. Moncivais suggested that any comments from the EEDAC would be forwarded to the Council as a consensus. Mr. Oberhelman stated that the plan looks good, but budget would be an issue. Mr. Moncivais asked what would be more important to the EEDAC: the lower cost wayfinding signs or the more expensive community image signs? Without any idea of a budget...

Mr. Pickens stated that the initial purpose was to bring in outsiders to increase revenue. That would logically focus on the main arterials to get people off the highway and into Evans. That would be the bigger expense but would bring outside money into the community and might be a good focus. Mr. Knox agreed that the main intent would be to do just that. Mr. Wass asked which signs would do that. Mr. Pickens indicated community image signs regarding where we are would do that, and we might not need the big rock sign.

Mr. Riley asked about the mechanism to make the sign change with CDOT. The thought was that the consultants were going to work on that. Mr. Benjamin suggested that if he were on the highway a large rock sign might not make a difference but the informational signs would (i.e., Eat in Evans, directional arrows, etc). If revenue is first and we are trying to hook people traveling through those types of signs would be the best investment. Mr. McLeland thought these were just examples, with details later and we could make changes with symbols or other types of wording.

Mr. Burmont suggested that since there are twenty two billboards between Platteville and Ault on Highway 85, the City could advertise on one of those billboards. Mr. Morris (City Council) had suggested that the City offer incentives for businesses to advertise on those billboards. There are many ways to

approach this. There were some general comments that this might be the cart in front of the horse and how this fit in with the wayfinding sign program. One question is what kind of funding is available and if CDOT will constrain some of that.

Consensus for City Council: signs need to be focused on bringing new clients in from Highway 85 into the commercial districts of Evans to bring revenue into the City. Internal signage for current residents is secondary and community identity is secondary.

Feedback for DW: add more general words or symbols for food, shopping, dining, etc. such as international symbols. Color coding is preferred on Avenues, with symbol for function. Can use symbol and color both to have the visual impact (as allowed by CDOT on Highway 85).

Separate issue: funding for billboards along Highway 85. Graphic design and set up, rental of billboard, total cost would probably be a low of \$8,000 for one billboard and add \$6000 for each additional billboard.

At 7:35 Mr. Garcia made a point of order regarding time of adjournment (listed at 7:00 in the agenda). Mr. Wass moved to make the above recommendation to the City Council and pass the information on to the consultants. Mr. Garcia seconded that motion, which was passed by unanimous consent.

DISCUSSION ITEMS

Committee Discussion

None

Staff Updates

None. The next meeting will be on Monday, February 6, 2012 at 5:30 pm.

PARKING LOT ITEMS For Upcoming Meetings

Real Estate Update
Live in Evans
Matching Grant Programs
Intern Program
Goals for 1st Quarter 2012
Billboard signs
GARA luncheon
Retail Strategy
WayFinding Signage
Building and Development Manager
Link to packets

ADJOURNMENT:

Motion by Mr. Benajmin, unanimous support. Chairperson Cruz Moncivais adjourned the meeting at 7:40 p.m.

NOT YET APPROVED