

MINUTES
EVANS ECONOMIC DEVELOPMENT ADVISORY COUNCIL

Regular Meeting
July 2, 2012 – 5:30 p.m.

Action Items

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

CALL TO ORDER

The meeting came to order at 5:37 pm.

ROLL CALL:

Present: Fred Burmont, Cruz Moncivais, Dennis Oberhelman, Wayne Pickens

Absent: John Benjamin, Bill Garcia, Ranelle Lang, Kip McLeland, Scott Riley, Kim Wass

There were not enough members present for a quorum.

AUDIENCE PARTICIPATION

No members of the audience offered any comment.

ACTION ITEMS

Approval of Minutes

The minutes of June 4, 2012 were reviewed. Since there was no quorum, there was no approval of those minutes. They will be placed on the next agenda.

Updates from economic development partners

Small Business Development Center – Dick Pickett, Lisa Drew, and Amie Benson were present to update the EEDAC on events. Amy will be assigned to Evans as the business consultant. Lisa updated the group on work to date in Evans: they are being as proactive as possible in the community, as they are not getting many walk ins during their office hours in Evans. That may be due to single person business owners being

unable to leave their businesses during work hours, a lack of knowledge, or some combination of the two. Lisa asked for extra help to have the EEDAC reach out to local business owners. Dick then updated the committee on the overall SBDC goals and targets for 2012. They are meeting and exceeding their goals in all but two areas: the number of business starts (at 32%) and the number of jobs retained (at 38%). However the work that is underway with the business consultants would indicate that they will meet or exceed their numbers in all areas.

They are moving to two (2) days in Evans from now on – the 1st and 3rd Thursdays of each month. In 2011 there were 14 clients all year, and through June of this year they were already at 13 clients that are unique to Evans. It does take time to work with the local businesses and have the changes take place, but there are success stories already. Documented sales have increased with those Evans clients. Dick mentioned that they could really use some help with the EEDAC serving as advocates and spreading the word about the services of the SBDC. They did do a Meet and Greet based on the recommendations from last year, however it was poorly attended (only 3 people).

Amie introduced herself and indicated that one of the two Evans days would be concentrated on visiting local businesses in Evans as an outreach and contact effort. There is an upcoming Facebook seminar that has been extremely successful that the City is hosting.

Mr. Moncivais asked about the percentage of brick and mortar businesses, and Mr. Pickett stated that all of them either were brick and mortar, or were going to be brick and mortar. The outreach will be all to brick and mortar existing businesses. Mr. Pickett has been looking at ideas to reach out to home based businesses such as a society or some sort of networking opportunities.

Mr. Moncivais mentioned the Business Expo on October 18th at the Moose Lodge and having the SBDC have a table at the Expo. **Sheryl will send a list in Excel format to Amie of all the businesses in Evans so that mailings can be made to those home based businesses that may not know about the SBDC.** Mr. Moncivais also suggested an event just for the home based business owners at the City of Evans. Mr. Pickett has several seminars for businesses that are web based that they can access on line.

A discussion ensued about home based businesses and how they can utilize the SBDC for information, seminars, counseling, and moving to a brick and mortar location. Mr. Burmont asked Amie about her initial contact with business owners and her process. Mr. Pickett talked about the difference between start up and existing businesses and how those approaches can differ. Mr. Burmont asked about what kinds of businesses

are clients in Evans, and it seems to be retail/product oriented businesses. Financing is a draw for new clients, and banks do refer those types of clients to the SBDC. They work closely with the Chambers to cross promote.

Some ideas that came from the presentation were to reach out to the banks, marketing or using signage to market the presence at the City of Evans, and finding space that is more appropriate to meet with clients.

Evans Area Chamber of Commerce – Michele Jones gave an update on Evans Fest to the EEDAC. Evans Fest is on September 8th and Michele gave a handout giving all the details, including the new website: www.evansfest.org. Evans Fest is undecided for 2013 as Kristi Helzer will not be returning as the fundraiser. Mr. Moncivais asked why there were not more food vendors from Evans. Michele explained that were limited electrical connections in the park. The vendors won't really be determined until the last minute, so it's unknown how many would be from Evans. The parade participants are not limited, and it was unknown how many are from Evans.

There were no further questions.

Report on AIP's: Strategic Operations Plan on a Page Handout

Mr. Benjamin was not present to update the Committee about the AIP's on the Strategic Operation Plan. Ms. Trent mentioned the upcoming meeting on July 16th from 1:00 – 5:00.

DISCUSSION ITEMS

Committee Discussion

None.

Mid Year Progress Report

Ms. Trent asked for feedback on the mid year report that would be posted on the website and given out as a public relations piece. Mr. Burmont asked to have more statistics and numbers with some detail, such as the number of maps. Add some graphs, charts, numbers, click throughs, etc.

Add info that the maps will be on the busses. GET bus picture. Add actual business names for each member.

Membership on EEDAC

Mr. Wass has resigned due to other time commitments. The EEDAC talked about the make up of the committee, and not having a representative from the public (a citizen of Evans). Mr. Burmont also mentioned the Fire District and that a representative from that group would be appropriate.

Continue this item to the next meeting.

Ms. Trent will ask for members on the website as well as when the Mid-Year Report is released.

Staff Updates

Ms. Trent asked for any questions regarding the staff update. There were none.

Upcoming Meetings –

Strat Op Scrub July 16, 2012, 1:00 – 5:00 pm City Hall

Next EEDAC Monday, August 6, 2012 at 5:30

Joint Strategy Meeting with City Council - TBD

UPCOMING MEETING ITEMS

Secret Shopper about Economic Development (on hold)

Live in Evans

Intern Program – not yet scheduled

B2B Event – held next spring (September)

Grant/Reimbursement Program (August)

Budget for 2013 (August)

Final draft of retail strategy (August)

Goals, Priorities and Assignments for 2012 – reviewed at each meeting

Priorities for Funding:

Shop and Dine Map \$10,000

Mr. Knox and Mr. Pickens will head up this committee.

Wayfinding Signage \$50,000

Mr. Riley and Mr. McLeland will continue with this committee.

Open House Program \$1,700

Mr. Burmont will continue to lead this effort.

Shop Evans Website \$3,200

Ms. Trent will return to the committee in June with further information and pricing.

Retail Strategy \$20,000

A final draft will be presented when ready.

Matching Grants \$10,500

The City Council requested that this program go through the Management Team and the Finance Committee for a final recommendation. That will happen in August.

Strategic Operations Committee

Mr. Benjamin will chair and Mr. Garcia and Mr. McLeland will be members. A scrub will be held on Monday, July 16th from 1:00 – 5:00.

ADJOURNMENT:

Chairperson Cruz Moncivais ended the meeting at 6:47 p.m.

NOT YET APPROVED