

MANTORVILLE ECONOMIC DEVELOPMENT AUTHORITY MEETING MINUTES
TUESDAY, MAY 2, 2017
6:30 PM

1. **Call to Order** – Chair Huppler called the meeting to order at 6:36 pm.

Commissioners Present: Karl Huppler, Brian Hindal, Chuck Bradford and Bob Soland.

Others Present: Char Shrager.

2. **Approval of Meeting Minutes** – Motion made by Commissioner Bradford, second by Commissioner Hindal to approve the meeting minutes of March 7, 2017 (and review of the unofficial minutes of April 4, 2017). Motion passed unanimously.
3. **Financial Report** – Motion made by Commissioner Bradford, second by Chair Huppler to approve the financial reports as included in the agenda packet. Motion passed unanimously.
4. **New Business/Old Business**

- a) **2017 Stagecoach Days Update**

Commissioner Soland noted he hasn't done a whole lot, he tried to get together with Mary Ann Bucher to do the grant, and all of the regular things they were planning are all on board. He hasn't spoken with any of the musicians and there has been discussion on a beer tasting event but nothing is set. Commissioners discussed if they want to do an alcohol permit of some kind or keep it contained to the Saloon. Commissioner Bradford stated that it makes sense to look at an open permit or moving the music and alcohol together in one place. They discussed what the Saloon might be doing and should they try to arrange music with them. They want people to be able to wander around town also. Commissioner Soland noted that he will talk to the Seims and he will touch base with others and see where we are at. We will follow up with everything at the June EDA meeting.

- b) **Branding Marketing**

Input Received from Business Mailing – Chair Huppler noted that the retailers in town didn't like the idea of buying the merchandise from us, holding the inventory and reselling on their own. They asked if we would loan them the materials and they would pay us back as they sell it. City Hall staff would track it. There seems to be more enthusiasm on the apparel, not the glassware and mugs from input that has been received. People collect things such as shot glasses, salt/pepper shakers – things that don't take up a lot of space. So maybe those little things are something we should look at. Discussion on a booth at Marigold Days and would the retail shops be interested in running the booth? Commissioner Hindal noted he heard top price of \$39 or less for the sweatshirts and everyone sell for the same price. Commissioners discussed.

Commissioner Hindal filled out an application to use the LOGO on a crate. Commissioners discussed the procedure. City Hall staff would have first right of refusal and if they questioned it, then it would come to the EDA. Commissioner Hindal isn't asking the EDA to buy them, he is asking for permission to use it for himself. Chair Huppler asked his idea for distribution and Hindal noted offering it to the shops for retail sales. Chair Huppler suggested talking to Terry Eckstein. Hindal also talked to Houston's for a possible plant box. Chair Huppler noted he wished every business in town would use it as their own special thing. Chair Huppler noted no objections from the group (EDA) so Commissioner Hindal can move forward.

Chair Huppler asked if we are going to be the primary distributor of the t-shirts and sweatshirts and give Cami permission to keep the inventory and order as needed. Chair Huppler confirmed that the EDA wants \$39 for the businesses to sell the sweatshirts. 50% step-up above our cost. 10% markup wholesale and suggest an additional 40% above that is suggested retail. If the business wants to sell it for less, then they will just take less profit on it.

Commissioner Bradford asked what other items we want to put the branding on. He noted that the city will take care of the vehicles. Commissioner Hindal said he knows of two or three places to get quotes and Bradford said to proceed with that. Huppler noted that the MRA is considering putting up signage and he would like to see the Mantorville logo on that. He also noted the Theatre is looking at signage and he would like to see the logo on that also. He will do a mock up and send it to Jane and Cami. Commissioners noted their desire to see the logo on the water tower. Hindal noted he is aware of a company that could do that and will bring that information forward.

c) Tourism Position

Commissioner Bradford stated that we have to have a job description before we can hire an employee. Chair Huppler noted we can hire out as a consultant until we have a job description. If we want to authorize the branding committee to work with anyone on a consulting basis, then we can continue to move forward. We could work with both Abby and Char and use both of their expertise. Chair Huppler asked that Char send him a list of the things she does. She noted that she has 20 pages of labels ready to be put on the brochures when they are done. She is out of town until the 16th of May but would be available after that. Do we want to authorize the branding committee to make a piece by piece call on the contract work until we get a formal job description put together? Motion made by Commissioner Soland, second by Commissioner Hindal that they authorize the branding committee to make decisions, with regard to contract work to keep the tourism process flowing while we are under consideration for the staffing position. Motion passed unanimously. Char noted she is perfectly fine working a contract position. Chair Huppler cannot meet until after the 20th.

d) Addition of Commissioner Resignation and Open EDA Position

A letter of resignation was submitted by Commissioner Jane Olive dated May 2, 2017. A motion was made by Commissioner Bradford, second by Commissioner Soland to regretfully accept her resignation. Motion passed unanimously.

Commissioner Soland asked if we know what is going on with the two lots that Dave Dripps owns as he is asked all of the time. Chair Huppler noted he needs to send a letter to each loan recipient. They need to note how many jobs each created, which is required. There is no further status on the lots.

5. Subcommittee Reports - None

- Branding (Huppler, Bradford, Hindal)
- Tourism (Olive, Soland Huppler)
- Stagecoach Days (Soland, Hindal, Blair)
- Happy Trails (Bradford, Stafford, Blair)

6. Adjournment – Meeting adjourned at 7:55 pm.