

*** * * * NOTICE AND AGENDA * * * ***

PURSUANT TO THE OPEN MEETINGS ACT, notice is hereby given of an Economic Development Advisory Committee Meeting of the City of Aledo City Council, which will be held in the Council Chambers, City Hall, 120 N College Avenue, Aledo, Illinois at 6:15 P.M. on February 21, 2018. No final action will be taken.

Call to Order / Roll Call

Approval of Minutes: 1/17/2018

Special Presentation: John Longley on behalf of the Illinois Soybean Association

Old Business:

2018 Summer Billboard RFP Process Update

New Business:

Business Incubator Project

Aledo Main Street Activity Update:

Economic Development Activity Update:

- **Adjournment (*requires motion, 2nd & voice vote*)**

Jarod Dale,
City Clerk of Aledo, Illinois

Dated this 16th day of February, 2018
At 10:49 A.M.

ECONOMIC DEVELOPMENT ADVISORY COMMITTEE – January 17, 2018

The Economic Development Advisory Committee of the City of Aledo met in Open Session in the Council Chambers of the City Hall Building on Wednesday, January 17, 2018. Mayor CHRIS HAGLOCH called the meeting to order at 6:22 pm. The roll was called whereupon the following committee members answered present:

Committee Members GERROD ANDRESEN, JOHN HOSCHEIDT, RYAN LATKO, and DANA MURPHY answered present. Also in attendance were Mayor of Aledo CHRIS HAGLOCH, City Administrator ERIN KNACKSTEDT, and Economic Development Coordinator TARA SIPES. Committee members JAY DOHERTY, GARY WAGNER, and NATHAN WICKS were absent.

Approval of Minutes: Hoscheidt made a motion to accept the minutes of the November 15, 2017 meeting as presented. Murphy gave the motion a second. A unanimous voice vote approved the minutes.

Old Business

Strategic Planning Goals – The committee discussed ideas for moving portions of the Strategic Plan forward. Ideas included some digital/social media marketing targeted at certain populations, implementing a vocational building trades program, adding or expanding some of the Main Street activities to attract new participants, creating a more easily accessible repository of business resources and information, and continuing to pursue a dark sky designation. Additional information will be included in the Strategic Plan Status Update when that document is complete.

Hotel Feasibility Study Update – KNACKSTEDT updated committee members on the meeting took place in early December. She hopes to have the feasibility study from the consultant by mid-February.

Billboard Art – Local graphic artists Myah Balmer, Dan Smoldt, Kandice Frieden are interested in the project. KNACKSTEDT, SIPES, and City Clerk DALE will work on getting a prospectus together that includes timeline, specifications, and budget in the coming week. Once the prospectus is finished it will be shared with EDAC members for approval then be sent out for pitches.

New Business

Aledo Main Street Activity Update – MURPHY reported that Raffle Tickets for the Antique Days 50/50 drawing have been delivered. Each committee member will get a package of 20 tickets to sell. More tickets will be available if the committee members sell-out.

Economic Development – SIPES highlighted the usage report for the City of Aledo Website.

Andresen mentioned that it was neat to see the Rhubarb Statue on the cover of the STL Post-Dispatch. Some committee members missed the article. SIPES will attach the digital version to the minutes sent to members after the meeting.

Community member Eric Kelly was in attendance at the meeting. Kelly gave updates on work at the Aledo Laundromat which was recently acquired by Kelly and his partner Kevin Pauley.

ANDRESEN gave a motion to adjourn the meeting, MURPHY gave the second. A unanimous voice vote approved adjournment. The meeting adjourned at 7:21pm.



**"BUILDING TOMORROW
PRESERVING YESTERDAY"**

201 West Main St
P.O. Box 209
Aledo, Illinois 61231

Phone – 309-582-2751
Email: dana@aledomainstreet.com

January is typically a busy month for Aledo Main Street to prepare for the New Year and finish up from the previous year. The 1st week of the month was spent working with AMS Board member and Treasurer Pat Newswander to get 2017 Actuals completed. Additionally, the 2018 budget was completed for Board Approval (it was approved 01/09/2018 at the regular monthly AMS Board meeting), along with completing the Aledo Main Street Annual Report.

Various meetings with several businesses, for a variety of reasons, met with Ferg's Public House and they have become a new member of Aledo Main Street, additionally met with Happy Joes to discuss their help in some fundraising for the "Public Pool". Additionally, met with businesses to remind them to send me their specials for the month or any other activities that they have planned so that I can promote them via Social Media and the Community Update email.

Several meetings with City Administrator Erin Knackstedt, Economic Development Coordinator Tarah Sipes, and Erica Hjany from the YMCA to work on strategies for fundraising efforts for the Public Pool. Also, discussions of future plans for the Button Building, Tarah and I met several times to work on some potential vendors from the lists AMS has from festivals, Pop Up Shops, and Farmers Markets.

Attended the CDED meeting, presented how Fort Madison is able to make there "Wine Walk" work will continue to work on this to be added to the "Early Bird" shopping weekend.

Attended a joint meeting with APBA, City of Aledo, and AMS to discuss progress on 2018 Antique Days, Raffle tickets are in and being passed out amongst all involved groups for selling. Flyers are in and Nick took them to 3D sound to help promote the 2018 Car Show. Mailing lists will be created for car show to send out pre-registration forms.

Attend the 1st Rhubarb Festival planning meeting for 2018, Trolley and golf carts are reserved for this year's fest and AMS is working on the Sponsors for them as well. COUNTRY Financial has been the sponsor in year's past, just waiting on final confirmation that they are once again sponsoring for this year's fest.



COMMITTEE MEMORANDUM

TO: ECONOMIC DEVELOPMENT ADVISORY COMMITTEE

FROM: TARAH SIPES, ECONOMIC DEVELOPMENT COORDINATOR

DATE: February 15, 2018

RE: GENERAL ACTIVITIES REPORT

GENERAL ACTIVITIES:

Meetings: Attended City Council Meeting on January 16, attended Property Committee meeting on January 29, attended Rhubarb Festival meeting on January 30, met with Dana from Aledo Main Street, met with City Administrator Knackstedt, 6 County Fast Pitch phone meeting, MC, BT Steering Committee Meeting, February 13th Networking at Noon, Antique Days Organizing Committee Meeting, Local Realtor Meeting

Business Visits & Conversations: Dorothy Hutt at Derr & Dot Antiques, James Garner and Andrew Sichling at Main Street Barber Co., Kim Lloyd of Sweet Rebel Style, Kyle McEwen at Mercer County Better Together, Cala Smoldt, Jenny Maynard, Brent Bowlyou, Michael Clark, Dean & Melissa Columbia, Michael Maynard, Cara Asmus, Bill Newswander

Miscellaneous: Continued work on the retail incubator project for the Button Building, sent invitations for a local realtor meeting, created and sent an RFP for 2018 summer events billboard re-design, drafted memo for TIF project re-imbusement at Bowlyou's Ice Cream & Grill, researched liquor licensing information for salons and day spas in Illinois, recorded a Focus segment at WRMJ for the 6 County Fast Pitch program, researched outcomes based planning theory, attended web based training for the CORE program through the ILDCEO, drafted a courtesy reminder letter regarding BASSET training requirements to local liquor license holders, sent invitations for local Industrial Park Corridor Partners meeting

Website Update: According to our analytics site there have been 6,279 visits to our website since August 12th. 994 visits have been made since our last meeting on January 17th. The number of visits per day is shown in the chart below. (information on reverse side of page)

Visits Overview



994 visits



2 min 30s average visit duration



46% visits have bounced (left the website after one page)



3.2 actions (page views, downloads, outlinks and internal site searches) per visit



0.55s average generation time



2,849 pageviews, 2,109 unique pageviews



196 total searches on your website, 124 unique keywords



2 downloads, 2 unique downloads



91 outlinks, 82 unique outlinks



89 max actions in one visit

Visits Over Time

