

Economic Development Advisory Committee Meeting – January 16, 2019

The Economic Development Advisory Committee of the City of Aledo met in Open Session in the Council Chambers of the City Hall building on January 16, 2019. MAYOR HAGLOCH called the meeting to order at 6:30 P.M. The roll was called, whereupon the following committee members answered present:

Member: JIM ESSIG, JOHN HOSCHEIDT, RYAN LATKO, DANA MURPHY, and DOYCE HISCOCKS. Mayor CHRIS HAGLOCH. Members excused: JAY DOHERTY and GARY WAGNER.

Also present were CHRIS SULLIVAN, Interim Administrator / Chief of Police, and JAROD DALE, City Clerk.

Approval of Committee Minutes: Motion was made by RYAN LATKO and seconded by JOHN HOSCHEIDT to approve the EDAC meeting minutes of 10/17/18 as presented. A Unanimous voice vote followed in agreement.

Old Business –

2019 Summer Event Billboards: A draft mockup of the 2019 Rhubarb Festival billboard was presented to the committee. Goulash media provided a fresh new design for the upcoming year. After review, EDAC provided a blessing to move forward with the new design as presented.

City staff to also review dates and locations with Lamar regarding location(s) at 2500 5th Ave., Rock Island; 413 15th St, Rock Island; and, 1901 E. River Dr., Davenport, IA. Currently, the contract is running these three (3) locations solely for Antique Day's with a run time from 7/29/19 to 8/25/19.

Potential Collaboration with Consultant for Downtown Revitalization – Status Update: CHIEF Sullivan reported the City has been in talks with 353 Court LLC regarding a downtown revitalization strategy proposal. 353 processes is to focus on identifying building and business assets within the community, enhancement of existing activities and creating new, sustainable opportunities. Other benefits by 353 include educating residents, stakeholders, elected officials and others about project-specific questions to determine an efficient strategic path towards common goals for the downtown business district.

It was noted, they will assist stakeholders with suggestions for low-cost improvements to their specific focus area(s) which when implemented will improve the revenues for their existing businesses and improve potential for new business. Also, 353 will identify additional resources to leverage existing program funding.

353 will also address community concerns such as young professional retention, economic leakage, small business succession planning, and increasing storefront occupancy.

MAYOR reported 353 Court has presented the proposal to the Tax Increment Financing (TIF) Committee twice in the past three (3) months. A recommendation has been forwarded to the City Council for the 1/22 regular council meeting for approval.

New Business –

MAYOR HAGLOCH reported the City has requested proposals from qualified developers who are interested in acquiring, by purchase or lease, certain real estate located within the Aledo Central Area Redevelopment Project Area, commonly known as Progress Park Lot 9 (approximately 2.7 acres) and Progress Park Lot 10 (approximately 3.5 acres). A local business has approached the City showing interest in re-locating their business to the Industrial Park. MAYOR noted this will create six (6) new jobs and the City is currently working on a Redevelopment Agreement. More information to follow at a later date.

RYAN LATKO encouraged the City to consider a youtube channel. It was reported back a social media policy would need to be adopted by the Aledo City Council before any type of implementation could be completed.

DANA MURPHY provided a report from Aledo Main Street. A tentative schedule of upcoming event dates was provided to EDAC. Some events include: a pop-up shop at the Button Building in the next few months; AMS to promote a “Restaurant Month” in February, 2019; Indoor Pop-Up Shop for a Farmer’s Market; and a Wine Walk in May, 2019. Rusty Ruggles to assist in the booking of entertainment for this year’s Oktoberfest event and Freak Friday event to be held again this year as well.

ADJOURNMENT: There being no further business, motion was made by JOHN HOSCHEIDT and seconded by DANA MURPHY that the meeting be adjourned. Unanimous voice vote followed in agreement. Meeting was adjourned at 8:03 P.M.

Jarod M. Dale, City Clerk