

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 TARAH 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 that 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.