

CITY OF MAYER
ECONOMIC DEVELOPMENT AUTHORITY MEETING
Minutes
April 26, 2016

Members Present: Thomas Stifter, Gerry Thomas and Nikki McNeilly.

Members Absent: Tim Duckworth and Scott Wakefield

Staff Present: Luayn Ruch-Hammond, City Administrator

Others Present: None

The meeting was called to order by Vice Chair Stifter at 6:32 PM.

Approval of Agenda

On a motion by Commissioner Thomas and seconded by Commissioner McNeilly to approve the agenda. Motion carried 3/0.

Approval of the Minutes

On a motion by Commissioner Stifter and seconded by Commissioner Thomas to approve the minutes of the January 26, 2016 meeting. Motion carried 3/0.

Marketing

EDA requested that staff contact the businesses in the City to find out if there was an interest in marketing of their businesses.

Staff emailed eight of the businesses and received two positive responses. Staff then sent letters to fifteen businesses asking for their input. Staff received two positive responses from the letters.

In 2011, the City and the EDA compiled a newsletter advertising the businesses. The newsletter to all of the residents in the City.

The EDA had discussed the possibility of placing information in the new resident letter. A one page sheet of the businesses, services they provide and contact information.

The EDA would like to promote a business every week. Information would be placed on Facebook, the electronic sign, City website and the newspaper.

The EDA would also like to collect names of home based businesses and advertise their services. Also, a list of emails of residents so information on businesses could be sent to the residents.

Staff will investigate avenues of collecting and disseminating information via email.

The EDA also suggested that this would be an assignment for the new staff person.

Staff will develop a policy on advertising and the information that will be included in the ad. For example, one picture contact information about the business and maybe some history.

Business Update

Mayer Wine and Spirits has changed ownership.

Other Business

Staff updated the commission on the legislation which is changing the percentage of the fiscal disparity dollars that businesses pay.

Commissioner Stiffer updated the Commission on the Mayer Car and Cycle Night. The show will begin on June 1 and run through September 21, 2016.

Next Meeting

July 26, 2016 unless needed EDA will meet on June 28, 2016.

Adjournment

On a motion by Commissioner Stiffer and seconded by Commissioner Thomas to adjourn the meeting at 7:16 PM.

Motion carried 3/0.