

Village of Pecatonica

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Economic Development Committee Meeting

Monday December 11, 2017
6:00 PM
Village Hall

Agenda Items

1. **Call to order-** Chairman Paula Hachmeister opened the meeting at 6:00pm
2. **Roll call-** Trustee Marilyn Wilke, Trustee Jennifer Johnson, Trustee Paula Hachmeister, Piper Turner, Mark Herbig, Margret Larson, and Jeff Sterling. Trustee Determan was also in attendance
3. **Additions and corrections to Agenda-** Margret Larson had additions to the agenda to be added as 6a and 6b
4. **Public Comment-** None
5. **Approve Minutes** – A motion to approve minutes for the months of August, September, October and November by Margret Larson and Seconded by Jenifer Johnson Motion Approved.
6. **Financial Update** – Chairman Hachmeister provided account balance, and explained that they are \$624.89 over budget, because of prior year budget not including the money received for bike path project.
 - 6a. **Possible grants available-** the Rockford Area Convention and Visitor's Bureau has submitted a grant request to Winnebago County for host fee funds to support some new efforts in the small towns and rural areas of the county. John Groh, Executive Director and President, reached out to me about this possibility and will be in touch if they get the funds.

6b. Marketing and promotion of our Village- Margret Larson has met with a professor from the Recreation and Leisure Studies Department at U of I about helping Pecatonica capitalize on our vast natural resources and the potential to attract visitors to the area and to help portray Pecatonica as an attractive location for businesses because of the recreation potential for their employees. She will be visiting with me to see the area and make some recommendations, she will be setting up an Extension program that she will be inviting people from all the towns in the area to attend. She will focus on how towns like Pec can capitalize on their bike paths, river access, forest preserves, and parks to attract visitors and increase the quality of life for residents.

She also teaches a Recreation Communications class and is thinking about using Pec as their virtual lab. She would have them work on marketing for Pec, etc. Margret does not have a whole lot of information about this but will follow up when I get it.

- 7. Welcome Baskets, New Businesses, Business of the month-** Trustee Johnson provided update on plans to provide welcome packets to new residents and Businesses that come to Pecatonica. Jeff Sterling suggested that we contact all business and request money to build the baskets, and he requested an average of new residents that have moved into town over the past few years. Trustee Johnson will work with Darla Stram and Gwenn Shirley to provide information and work on plan to contact businesses. This information to be available to the committee at next meeting.
- 8. Grant Program for businesses-** Trustee Determan presented a grant program that he had presented in the past, discussion that the EDC should budget \$5000.00 towards the Grant program and offer it to our business for upgrades to storefront, and other needed upgrades to the business. The grants would be limited to \$2500 per business matching dollar for dollar. Grant money funding is limited to Gaming income from the state. Discussion, it was decided to table and be discussed further at next EDC meeting.
- 9. Budget discussion for 2018-2019-** Budget discussion, review of last year's budget, plans, and projects discussed. Deadlines discussed to have the budget completed by the February EDC meeting. The preliminary budget needs to be presented to the board at the March Committee of the Whole meeting, and Final budget to be presented at the April Committee of the whole meeting.
- 10. Signage-** Chairman Hachmeister presented information that she received from our attorney about an annual fee to business for the signage, he does not feel this is a good idea. Jeff Sterling suggested that maybe we could just add signs stating "additional businesses" on both 3rd and 4th Streets at a cost to the committee. Not listing any specific businesses just in general. This to be presented to the board at the next committee of the whole meeting, for full board discussion.
- 11. Video Surveillance- update** Trustee Wilke gave an update on the "safe zone" project after speaking to the chief of police he mentioned that his camera is very out of date and does not provide a good picture. The committee discussed updating the Camera and system, which would help provide the safe zone and help the police district. Trustee Wilke will get three quotes and present at upcoming meeting.

12. 150th Celebration Update- Trustee Johnson provided updates on progress with the celebration, discussed getting other town clubs, businesses and village residents involved in the planning process.

13. Adjourn- The motion was made to adjourn the meeting by Johnson/Wilke
Meeting adjourned at 7:24 pm

Next Economic Development Committee meeting will be on January 8, 2018 at 6pm