

COMMITTEE REPORT

COMMITTEE: Development & Planning
CHAIRPERSON: Vince Hasken
DATE/TIME: Monday, April 28, 2003. 7:00 p.m.

PRESENT:

Alexander
 Berlage

Bielenda
 Hasken

Jackson
 Schultz

Others: Duane Olivier, County Administrator.
Janet Anderson, Economic Development & Planning.
John Mazor, CVB Executive Director

MINUTES

1. Minutes

Dane Jackson made a motion to approve the minutes of March 24, 2003. It was seconded by Joanne Bielenda and the motion passed.

2. Economic Development & Planning

a. Business New/Expansion/ Relocations/Buyouts

An intended local business buyout by an out-of-town couple is meeting with some challenges. Janet is courting a small type of business with large revenues into Jo Daviess County. Another large project is being courted into Jo Daviess County. The developers have a great interest in the project.

b. Workshops/Forums

The next Jo Daviess County Business Forum will be dedicated to Agricultural business. Coordination and organization efforts will remain with Janet. She deferred hosting the forum to Kristine Polo, Manager of the Jo Daviess County Farm Bureau. The intent of this forum is to cover the issues and challenges of Agricultural Business based on the experiences of those in this field followed by individuals and organizations that will address those challenges based on actual fact.

Janet is entertaining the thought of a workshop that would be hosted by founders of businesses who merchandise some of Galena's stores. The founders of these products are individuals that started their businesses in mom and pop stores and accelerated their businesses without compromising the smallness and culture of their stores and their communities.

c. Community & County Development

Particular programs and funding sources are being solicited for the County to efficiently fund needed projects for the County and each community as needed in an effort to make ready, without taking too much of a risk, Jo Daviess County for various types of economic development based on the dynamics and strategic plan of each community.

In the same vein, workshops are being scheduled within each community directed at business owners and municipal council members so that both partner in support of the same goal, to soundly sustain and or grow their community.

d. Marketing communities and County

The plan is to write newsletters for as many newspapers as possible that speak to the economics of each community. It is an effort to make more visible each community, integrate each into the County, entice prospective entrepreneurs and inform of the efforts by many of the local businesses to create economic development within their communities.

e. Ordinances and Licenses

A pet peeve of Janet's is litter through out the County. Pictures were passed out among the committee members displaying the litter strewn about US 20, country roads and the County parking lot as she stated that a prospective entrepreneur would be put off by this, and that affects the success of economic development. Janet has requested of Glen Weber to let her know what rules and regulations exist through out the state and County in order to enforce a \$100.00 penalty for tossing litter. If it is a possibility to enforce an existing law or create a new law, grants will be investigated for signage making both visitors and residents aware of the penalty. It is well understood that there are individuals and groups who pick up litter. Janet wants to make sure that by indirectly having the locals pick up trash it does not create an unspoken right for people who toss litter to continue their bad habits. Enforcing a penalty will not terminate tossing litter, but it will sting those who are caught.

She also mentioned that everyone consider an unpopular request, a business license for each new business start in order to track them. While efforts are made to keep an accurate list of businesses, closings outdate the list as soon as it is printed. Not only would this help track businesses that open, it would, depending on the process, track them when they close. Business licenses go hand in hand with economic development.

f. CEDS Committee

The Committee considered a proposed amendment to the Comprehensive Economic Development Strategy (CEDS) Committee resolution reducing the size the CEDS committee from 18 to 9. Vince wanted to make sure that Merri Berlage was in agreement. Additional discussion took place regarding the members' terms and the ongoing plan for those whose terms are still in force. On a motion by Vince Hasken, seconded by Joann Bielenda, the Committee recommended approval of the proposed CEDS Committee amendment subject to confirmation of Merri Berlage's support of the amendment. (See attached)

g. Mediacom

Duane summarized the franchise history with Mediacom. He also spoke of a recently issued letter from Mediacom that addresses the up and coming

new contract. The date of the new contract conflicts with the term date of the current contract. Duane plans to approach LeAnn James, representative of Mediacom on this issue.

3. CVB

- a) **Consideration of proposal from Gammet Interactive.** After reviewing proposals to conduct a Web site audit/assessment and develop an e-marketing strategy, on a motion by Joanne Bielenda, 2nd by Dane Jackson, the committee approved the allocation of \$4,550 to Gammet Interactive. (budgeted item 704.10)
- b) **Review of Special Meeting with City of Galena.** Mazor reviewed the minutes from the March 31, 2003 special meeting with the City of Galena. During the meeting John overviewed the bureau structure, marketing objectives and initiatives. A highlight of the discussion focused on the mutual interest in the Old Train Depot, Old Market House Visitors Center and the Waterworks building. (see attached).
- c) **Review of Informational Items.** Mazor highlighted several items in the Development & Planning Committee packet including the recently completed Winter 2003 intercept survey, the graphic standards manual and March CVB month-end report.

4. Building Permit Charts

Duane noted that there were some informational charts included in the meeting packets.

Meeting adjourned.