



Economic Development Board Minutes – Jan. 10, 2018

Members Present: Tom Shoemaker, Leah tenBensel, Logan Baker, Dave Custer, Randy Heitmann, Judy Jackson

Members Absent: Darcy Johnson, Jan tenBensel, Jarod Albers (*excused*)

Others Present: Diane Henderson, Melissa Jackson

Meeting called to order: 12:13 p.m. by Tom Shoemaker. Open Meeting law noted.

Agenda approval and/or changes and additions: Agenda approved by consensus, as presented.

Consent Approval of Minutes and Bills:

Randy Heitmann motioned, and Logan Baker seconded, to approve the minutes of the Dec. 13, 2017 meeting and the December financial reports and bills as presented. Motion carried.

PROJECT UPDATES & DISCUSSIONS

Website Update:

- Diane gave a demonstration of the new and improved Cambridge website, which appears to be very user friendly and very well put together. Diane and Melissa are still adding content and making adjustments as needed. Analytics will be on the website as it is continually adjusted with new materials.

Downtown Revitalization

- Diane reported that the City Council said it would like to use TIF and LB840 funding to help pay for the downtown revitalization, to which she suggested to the mayor that he consider calling a meeting with the ED Board to go over possibilities.
- Given that there are virtually no aesthetics improvements in the downtown-revitalization plan, the Board agreed that the LB840 Façade grant program might need some revamping to help businesses attend to aesthetics improvements, in addition to what's in the City Council's downtown-revitalization program.

Downtown Center:

- Process is coming along, and new tenant should be in by the month's end.

Annual Report:

- Diane reported that the 2017 Annual Report will be done later this week and will be used as a marketing tool promoting what Economic Development means and how ED funding is used in Cambridge. The ED Board asked that every business and resident in town receive a copy of the Annual Report, to help in promotion of LB840 renewal.

CAV Update:

- CAV may not need the additional funding from ED due to securing outside investors. More to come after they meet with investors.

New Computer:

- Waited until after Christmas-season prices reduce. Will be ordering soon.

Nebraska Traveler Magazine:

ED full-page premium-placement (page 3) ad in this year's Nebraska Traveler includes delivery of 500 copies to distribute throughout town via businesses. Diane will distribute to businesses.

Business Websites

Two additional local businesses will be hiring the Grand Island firm that are helping to develop their websites and maintain them, under the ED's website offer.

Pinterest:

- Diane and Melissa will look in to advertising our free lot program on Pinterest.

Other:

- Executive session was called to discuss personnel matters, entered at 12:48 p.m., exited at 1:02 p.m.

Next meeting

- Feb. 14, 2018 at 12:00 noon.

Meeting adjourned at 1:05 p.m.

Respectfully submitted,

Leah tenBensel