

Economic Development Committee Minutes
May 26, 2016

The Economic Development Committee meeting was called to order at 6:00 pm with the following members present: Mr. Bill Blue, Mr. Carl Hornung, Mayor Ben Garlich, Mr. Dave McDowell, Mr. Dave Dietrich, and Mr. Dick Schill. Excused was Ms. Kim Breyley.

Also Present: Katy Smykowski and Cory Jackson of WKYC Media, Mr. Sam Morrow, and Leslie Gambosi-McCoy, Economic Development Director

Agenda: Additions/Deletions: Mr. Schill would like to add Vacancies under New businesses. Mayor Garlich would like the New Business moved first for the presentation from WKYC.

Minutes of April 21, 2016 were presented for approval. Mr. Hornung moved to approve the minutes, Mr. McDowell seconded. All in favor.

NEW BUSINESS

1. **WKYC MEDIA PRESENTATION:** Ms. McCoy explained that in a recent meeting with Joe Svete of Woodsong and the Mayor it was discussed that maybe marketing could benefit the residential community of the Village. Ms. McCoy sent out request for information to several news stations and WKYC was able to provide the most cost effective and clear marketing plan. Mr. Jackson and Ms. Smykowski of WKYC, presented information regarding market research and a plan for a three month advertising campaign. Lengthy discussion regarding pricing and went commercials (15 sec) would run. *A motion was made to have this on the council agenda for June by Mr. Blue, seconded by Mr. Hornung. All in favor.*
2. **VACANT BUILDINGS:** Mr. Schill provided information on the City of Painesville's vacant property fee. Mr. Schill explained that it could benefit the village to have a fee in place like this to get property owners to sell/fill their properties. Discussion was had regarding the fee and program. Ms. McCoy will get the information on Painesville's program over to the Village Solicitor to have for Council in June.

OLD BUSINESS:

1. **DOWNTOWN POCKET PARK UPDATE:** Ms. McCoy stated that in light of recent budget constraints the project will have to be put on hold. Ms. McCoy will decertify the funds with ODNR.
2. **DEVELOPMENT ACTIVITIES:** The committee discussed ongoing development projects throughout the Village.

Being no further business at this time the meeting adjourned at 6:59p.m.