

## **ECONOMIC DEVELOPMENT COMMISSION OF THE VILLAGE OF OLYMPIA FIELDS**

Minutes of the Meeting of the Economic Development Commission held on Wednesday, March 7, 2018

### **CALL TO ORDER:**

Chairperson Britt-Johnson called the Meeting to order at 5:00 p. m.

### **ROLL CALL:**

#### **Members Present:**

Chairperson Trinette Britt-Johnson, Commissioner George Chandler, Commissioner Michael Lewis, Commissioner Johnny Morris, Village President Sterling Burke, Hilde Betts Planning/Zoning Commissioner, Commission Phillip Paige

#### **Members Absent:**

Commissioner Conn, Commissioner Gibb

### **Approval of Agenda and Minutes from January 31, 2018**

Motion to Approve the Agenda and Minutes

Voice Vote:            All Ayes.            Motion Carried.

### **Marketing RFP Update/Discussion**

- Commission discussed Executive Summary, Key Conclusions from the draft Community Needs Assessment and Market Analysis
- Chairperson Britt Johnson requested the Commission review the documents for comments

### **Business Roundtable Discussion**

- Chairperson Britt-Johnson reminded the Commissioners about preparing for the roundtable discussion April 19<sup>th</sup> 8:00am at Village Hall. A letter / invitation signed by the Village President, was drafted, however clarity was needed from the Commissioners as to which specific target group of businesses to invite for the first of a series of meetings.
- After discussion, the Commissioners decided that the first target group would be the retail storefront businesses

### **Website Discussion**

- Commissioner Betts gave a presentation and analysis of the EDC portion of the website. Commissioner Betts discussed background i.e. best practices for economic development websites, critical information and key components. Commissioner Betts presented Phase I and Phase II recommendations.
- President Burke stated that there is very low traffic to the economic development portion of the website. Based upon that acknowledgement of low traffic to the site, Commissioner Betts volunteered to write some copy that could be attractive to developers.
- Due to minimum resources and staff capacity, it was suggested that we consider interns to help do research and copy needed for the site.

### **President's Update**

President Burke mentioned that the Village had received misinformation regarding the RTA grant pertaining to Lincoln Highway. Commissioner Lewis offered to reach out to RTA to gain clarity on the status of the grant. President Burke stated that item would be removed from the Board agenda until he received additional information from Commissioner Lewis.

### **ADJOURNMENT:**

Chairman Britt-Johnson adjourned the meeting at 7:06 p.m. Joint EDC/Planning & Zoning Commission workshop immediately followed.