MEETING MINUTES

# Mt. Pulaski Economic Advisory Board

## February 26, 2018 at 6:30 pm

## Meeting location: 106 South Washington Street, Mt. Pulaski, IL 62548 Meeting type: Business meeting

PRESENT: Hillary Cherry, Renee Martin, Tom Martin, Shaun Tyson, Tim Emrick and City of Mt. Pulaski Representative, Matt Bobell

ABSENT: none

GUESTS: Jennifer McCarron, Business Builders Marketing

Tom Martin called the meeting to order at 6:30 pm. Roll call was taken with six (6) present. One (1) guest was present Jennifer McCarron with Business Builders Marketing.

Once Jennifer McCarron was introduced, and we allowed Jennifer to speak at the beginning of the meeting and then leave.

Jennifer McCarron presented to the board on the website proposal. She provided background information on Business Builders Marketing and explained the experience and expertise that Business Builders provides to their clients. As she moved specifically into the website proposal, she discussed the importance of search engine optimization (SEO), ADA compliance, and the process of website development. The process will include a discovery phase, site map development, building of the site (includes SEO and content creation in which both design and writing are included), developing a beta site and making it available for testing, soft launch of site, official launch of site and ongoing maintenance. She also addressed providing training initially as well as on an ongoing, as needed basis for City of Mt. Pulaski employees. Included in this proposal is also branding and logo development. Items additional include hosting the website which will be approximately $25/month and maintenance which will be $125/month. Maintenance includes one hour of maintenance to make updates and changes as needed.

Jennifer McCarron left the meeting.

**Meeting minutes**

Reviewed meeting minutes from February 12, 2018, business meeting. Motion to approve the minutes as written by Renee Martin. Second by Tim Emrick. Motion passed.

**Treasurer’s report**

Tim Emrick presented treasurers report. Money has been transferred from the City of Mt. Pulaski to the general Economic Advisory Board fund. The American Legion charged the Economic Advisory Board $200 for building rental for the community meeting on February 24, 2018. Motion to approve treasurer’s report as presented by Shaun Tyson and second by Renee Martin. Motion passed.

**New business**

Hillary Cherry brought up creating a Facebook page for the Economic Advisory Board to serve as a means of communications to the general public. Hillary Cherry made a motion to create the Economic Advisory Board Facebook page and make all members page admins. Second by Renee Martin. Motion passed.

Discussed February 24, 2018, Community Meeting. No action taken.

Tom Martin discussed the need for fixing the wheelchair ramp on the square. Matt Bobell is going to get a cost on the repairs needed and present this at an upcoming board meeting.

**Old business**

Discussed the Business Builders Marketing website proposal. The costs for the website are as stated below:

* $7,350 one-time fee for development of the site
* $125/month maintenance fee
* $25/month hosting fee
* $250 domain charges annual fee

A motion was made by Hillary Cherry to recommend to the City Council that $7,350 of the business district tax funds be spent on the one-time fee for development of the site to develop a new City of Mt. Pulaski website with the understanding that the City of Mt. Pulaski would be responsible for the ongoing maintenance, hosting and domain charges totally approximately $2,050. Second by Shaun Tyson. Roll call vote: Hilary Cherry: Yes, Renee Martin: Yes, Tom Martin: Yes, Tim Emrick: Yes, Shaun Tyson: Yes. Motion passed. Matt Bobell will take this to the City Council on March 13, 2018.

Tom Martin discussed the possibility of a community garden.

Tom Martin proposed putting together a focus group of new people who have recently moved to the community. All members are supposed to bring names of new people to the next business meeting.

**Misc. business**

Shaun Tyson discussed the possibility of setting up a meeting with Windsor Food Mart. The meeting would be informational purposes only to provide us with additional insight into how their business works and if it would be feasible in Mt. Pulaski.

Renee Martin asked everyone to review the grant application and provide feedback at the next meeting.

Tom Martin reminded board members of an informational Rural Development meeting on March 6, 2018, at 4:30 pm. All board members are encouraged to attend.

Next meeting scheduled for March 12, 2018, at 6:30 pm.

A motion was made by Renee Martin to adjourn the meeting. Second by Shaun Tyson. Meeting adjourned at 8:48 pm.

Respectfully submitted by Hillary Cherry, Secretary