

WATERVILLE ECONOMIC DEVELOPMENT AUTHORITY  
MEETING

February 22, 2016, 5:00 p.m.

There was a meeting of the Waterville Economic Development Authority held in Council Chambers at 5:00 p.m. on February 22, 2016.

Present: Val Vail, Richard Davis, Sue Cutts and Chairperson Stephen Mihalik

Absent: Sue Myers

Also Present: Administrator/Clerk Teresa Hill

Also Absent: None

**1. Call to Order.** Chairperson Stephen Mihalik called the meeting to order noting that all EDA members were present, except Sue Myers. Also present City Administrator Teresa Hill.

**2. Agenda Approval.** Motion by Cutts, seconded by Davis to approve the agenda. Unanimous vote. Motion carried.

**3. Old Business**

**A. Downtown Activities Discussion.** Chairperson Mihalik advised that the EDA has had discussions on what can we do to help stir additional activity in the downtown area and create the downtown area to be more walk able, more activity, more business for the businesses, a family type of atmosphere, something to generate more tourist activity in the downtown area. Chairperson Mihalik said is this something that can be plausible or feasible here in Waterville and if so can we get the volunteers to do it. There are three main objectives. One is to create that downtown activity for residents and tourists, two is to increase business for the downtown district and three have some sort of music or stage event that is family friendly to get more people out on the sidewalks and get a chance to visit with their neighbors. As a committee we have decided to do something monthly, tentatively we are talking about Thursday's from 6:00 p.m. to 9:00 p.m. This is something that would be on Main Street from 1<sup>st</sup> to 3<sup>rd</sup>. This would not require road closures. Some of the events we have talked about are having a band, car show, movie, having local vendors and local licensed food vendors. The event would be held in the months of June, July and August. We have discussed a number of sponsors for these events and also the advertising of the events. Ms. Vail and Ms. Hill have done research with another City that has similar events. Ms. Vail said that they had spoken with the City Administrator in Henderson. Ms. Vail talked about the Henderson Classic Car roll-in and how they do their event. Chairperson Mihalik said that the City of Henderson has been doing this for seven years and the last three years has really taken off. Mr. Byrne was concerned about not closing the streets because of the pedestrians looking at the cars. Mr. Byrne said that the Chamber is planning on having a Spring Fling again in May. Mr. Byrne suggested that the downtown activities go into the month of September also. Ms. Hoy said we could market the City's event at the Back to the 50's that is held in June. Ms. Hoy said she has contacts that are associated with car enthusiasts. Chairperson Mihalik said that Henderson has sponsors that pay for the trophies or awards. Chairperson Mihalik said that with Henderson it is not a city run event. This is a non-profit event which is run by the Chamber or City Community but it was not part of a City event, which is ultimately where he would like to see it. Chairperson Mihalik asked the persons present if this is something they would like to see happen and if so can we pull it off. Mr. Byrne said they have talked about it at the Chamber Board and they are on board. Mr. Byrne said they could help coordinate but they wouldn't want to put on every event. He suggested contacting the Dark House Association or Lake Association to see if they would want to sponsor an event. Ms.

Hoy suggested that the events go into October along with the Chamber's scarecrow event. Ms. Hoy suggested a business sponsor the trophy awards. The businesses could get their name out and show what they have to offer. Mr. Guarrero asked how the Village fits into the events. Chairperson Mihalik said if they could possibly have a movie for the event. Mr. Guarrero said there is plenty of parking and plenty of grass to hold events. Ms. Vail said we really want to stress the family aspect of it and possibly involve the school. Mr. Byrne said the activities that will bring people in are car shows, food courts, bands, or barbeques. Mr. Byrne also suggested a petting zoo. Chairperson Mihalik said that in the City of Henderson the vendors set up on private property. Ms. Hoy asked if there are any rules on having things on sidewalks. Chairperson Mihalik said we may have to set certain rules. Ms. Hoy asked where vendors would get electrical power if they need it. Chairperson Mihalik said they would have to have self-generated power. Ms. Vail said we want to keep this with local vendors. Discussion regarding licenses required for food vendors. Mr. Guarrero said that they are licensed for three food events. Chairperson Mihalik said that he would like to have family friendly music available. The EDA has discussed the Community Patio for a location and also the Fire Station. It would cost \$4,600 to provide electricity at the Community Patio. Mr. Byrne suggested the Lions Park. Mr. Guarrero also suggested the Village. Discussion held regarding groups to contact to promote the downtown events. Mr. Guarrero said eventually the Village will be a retreat center and people can stay there. Chairperson Mihalik said that we will need 10 solid volunteers to organize the events. Discussion held on whether the events would be Chamber and/or City sponsored. Chairperson Mihalik suggested that the Chamber and EDA meet after the Chamber meeting and discuss in detail how the events would be run, the dates, advertising, etc. The Chamber and EDA will meet at Bullheads on Monday March 14, 2016 at 5:00 p.m. Ms. Vail said we need to think of a good catchy name for the events.

**4. Adjourn.** Motion by Mihalik, seconded by Vail to adjourn. Unanimous vote. Meeting adjourned 6:00 p.m.

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Stephen Mihalik, Chairperson

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Teresa Hill, Administrator/Clerk