

WATERVILLE ECONOMIC DEVELOPMENT AUTHORITY
REGULAR MEETING
August 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 August 22, 2016.

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

Absent: Sue Cutts (arrived 5:02 p.m.)

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 Cutts (arrived 5:02 p.m.) Also present City Administrator Teresa Hill and guest Adam Schollegordes.

2. Minute Approval – July 25, 2016. Motion by Myers, seconded by Vail to approve the minutes of July 25, 2016. Unanimous vote. Motion carried.

3. Agenda Approval. Motion by Mihalik, seconded by Myers to approve the agenda as is. Unanimous vote. Motion carried.

4. Old Business

A. Waterville Pride. Chairperson Mihalik thanked Ms. Vail for bringing this up at the last meeting. What does Waterville Pride mean? Where can we promote Waterville Pride? How is this going to help promote the City? Ms. Cutts said that Waterville Pride means you are proud of your town. By being proud of your town it is a matter of keeping properties nice looking, clean and neat. Appearance is very important. Ms. Myers said promoting positivity. Ms. Vail said appearance and attitude. Ms. Vail discussed her trip to England and how they took care of their properties and how clean everything appeared. Chairperson Mihalik said that Waterville Pride is also about camaraderie. It is about coming together, not a us and them, not a rich and poor, not this club against that club. It is all being from Waterville, about being from the same town. It is like how a family comes together. Ms. Myers said there is a lot of volunteering going on at The Village, people helping people. Chairperson Mihalik said Waterville Pride will have a lot to do with getting organizations to come together with the volunteer initiative. Chairperson Mihalik said that Waterville Pride is about promoting the City, putting the attitude and appearance that would attract people. Chairperson Mihalik said what are ways we can promote the idea of Waterville Pride as well as the wording? One is the mental state and the other is the physical state. What are ways we can promote some sort of logo or the words so that it becomes part of our culture of Waterville Pride? Ms. Vail said she meant to call the school to see what they do to promote Waterville

Pride. Ms. Myers said we should recognize whenever somebody does something positive such as washing their windows, sweeping their sidewalks, etc. Chairperson Mihalik said that he proposed last year that we recognize people who have done a phenomenal job in keeping their properties up. Discussion regarding ways to recognize people such as a coupon from Bernzies, a Bullhead buck or two, a T-shirt saying Waterville Pride. It was questioned if the EDA can give items away. Ms. Hill will look into what the EDA can do as far as giving things away. Ms. Myers suggested placing an article in the newspaper on things that people have done during the week to promote Waterville Pride. Discussion about putting it on a Face book page called Waterville Pride to promote residents' accomplishments. Discussion on who would be in charge of making the recognition of the accomplishments. Chairperson Mihalik said he would like to have a banner placed across Main Street. Ms. Vail said we could put a banner on the corner of the City Hall building. Mr. Schollegerdes said that it would cost a lot of money for a long banner to put across the street. Ms. Myers said you could also put posters up in business windows. Chairperson Mihalik said we could also do Waterville Pride buttons for a massive number of volunteers. Ms. Vail suggested asking the Chamber if we could put something on their sign when there are not other items being advertised. Discussion held about doing a mural that has pictures about Waterville Pride. Discussion on how to advertise what the City has donated to the Chamber for Bullhead Days. Chairperson Mihalik suggested having a competition to design a Waterville Flag. Chairperson Mihalik said that we have to develop a plan, everything from timeline of things to promote to what the EDA can purchase or whether it would have to be a City purchase. Ms. Vail said Waterville Pride could be promoted at National Night Out and Hot Summer Nights. We could also go to the different groups and youth groups to promote the Waterville Pride concept. Chairperson Mihalik said we will have to identify which groups we should be contacting. Ms. Vail suggested going to the media also. Motion by Mihalik, seconded by Davis to table the Waterville Pride until the next scheduled meeting. Unanimous vote. Motion carried.

B. Fund Raising for Boulevard Trees. Chairperson Mihalik said the approximate cost for a boulevard tree and the grate is about \$1,000 per tree. Chairperson Mihalik suggested this be a five year project and put two trees in a year. Discussion regarding how to raise money for the trees. Discussion on whether to put electricity by the trees for Christmas lights. Chairperson Mihalik requested that Mr. Schollegerdes draw up a concept showing trees in the downtown area. Chairperson Mihalik suggested having a minimum donation of \$500 for a tree that has a plaque in memory of a loved one. Ms. Vail suggested getting an estimate on what the tree and grate would cost. Ms. Hill suggested contacting Gary Michaels of the DNR Forestry as he had a list of Boulevard Trees. Mayor Mihalik will contact Corey to find out what type of tree would be feasible and the cost of that tree. Ms. Vail suggested contacting other Cities with trees to find out what they spent and what type of tree they used. Ms. Cutts will contact Madison Lake. Motion by Mihalik, seconded by Cutts to table the fund raising for Boulevard trees to the next regular scheduled meeting. Unanimous vote. Motion carried.

5. Banner and Poster Design – Adam Schollegerdes. Chairperson Mihalik said the two ideas we have come up with is attitude and appearance. Chairperson Mihalik requested Adam Schollegerdes to come up with a banner and/or poster design for the Waterville Pride theme to use on Face book, a banner and also a jpg of the design. Chairperson Mihalik said when we meet again we will start to develop more of the marketing plan on what elements we would do such as a T-shirt, banner and jpg for Face book or web page.

6. Adjourn. Motion by Mihalik, seconded by Myers to adjourn. Unanimous vote. Motion carried. Meeting adjourned 5:45 p.m.

Stephen Mihalik, Chairperson

Teresa Hill, Administrator/Clerk