

CITY OF GENOA

ECONOMIC DEVELOPMENT COMMISSION

MINUTES

July 12, 2022

Chair Carolyn Tobinon called the July 12, 2022 City of Genoa Economic Development Commission Special Meeting to order at 9:05 A.M.

On roll call, members Carolyn Tobinon, Dealynn Stone, Josh Kubiak and Nick Bradac were present; Alyssa Seguss, City of Genoa was also present.

The Economic Development Commission moved on to Old Business. Mr. Bradac moved and Ms. Stone seconded to approve the minutes of the June 13, 2022 meeting. Upon voice vote, all members present said aye.

New Business:

- A. Residential Survey – The Commission discussed ways to promote the survey, including a mailer, having surveys available at community events, entering participants into a drawing for a gift card(s), and video promotions. Staff will continue moving forward with the direct mailing for each resident and preparing the surveys to be shared at upcoming events.
- B. Business Survey – The currently low response rate was discussed. The Commission discussed going door to door to promote the survey as well as utilizing the Chamber's e-blast and newsletter service.
- C. One Pager- this item was tabled until the next meeting.
- D. What's Next – The Commission discussed creating videos and additional marketing materials to continue to garner interest in Economic Development from residents as well as existing and future businesses.

There being no further business, Mr. Bradac made a motion to adjourn the meeting at 10:00 AM, seconded by Mr. Kubiak. Upon voice vote, all members present said aye.