

# CITY OF GENOA

## ECONOMIC DEVELOPMENT COMMISSION

### *MINUTES*

October 11, 2022

Chair Carolyn Tobinson called the October 11, 2022 City of Genoa Economic Development Commission Special Meeting to order at 9:07 A.M.

On roll call, members Carolyn Tobinson, Dealynn Stone, Nick Bradac, and Josh Kubiak were present; Mayor Jonathon Brust and Alyssa Seguss, City of Genoa; Brent O'Daniel, Genoa-Kingston School District; Kaitlyn Lancaster, Opportunity Unbound; and Cortney Strohacker, DeKalb County Convention and Visitor's Bureau were also present.

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

#### New Business:

- A. Marketing discussion with Katelyn Lancaster of Opportunity Unbound – Ms. Lancaster and the EDC introduced themselves to each other. Katelyn discussed that the EDC needs to determine who they're trying to attract with a branding and marketing campaign. The EDC explained that the City is beginning a Comprehensive Plan, Strategic Plan, and Housing Study, and has also collected surveys from the residents and businesses. The EDC discussed the things they'd like to highlight: Route 72; the School District; shovel ready sites; housing developments; commercial businesses; and employment opportunities with more to be decided once the target audience is determined. To conclude the conversation, Katelyn explained the process beginning a marketing campaign which included having a group to lead the campaign, determining a budget for the work (mailings, data evaluation, graphic design, etc.), conduct surveys, have townhalls as another means of collecting data, and evaluate data. This should help the City determine who (industrial and commercial businesses) they need to market to and also how to market to existing residents based on their needs and wants.
- B. Residential Survey – The Commission will review the results of the resident survey and report at the next meeting with their takeaways.
- C. Business Survey – The Commission will review the results of the business survey and report at the next meeting with their takeaways.
- D. What's Next – The Committee discussed having a working meeting in October and a real estate agent attend in December to discuss current market trends. The Committee also discussed that they should find a consultant to do marketing for the community.

There being no further business, Mr. Bradac made a motion to adjourn the meeting at 10:30 AM, seconded by Mr. Kubiak. Upon voice vote, all members present said aye.