



### Economic Development Board Meeting Minutes, September 14, 2022

The meeting was called to order at 12:05 p.m. Open meeting laws noted in the City Office.

**Members Present:** Tom Shoemaker, Logan Baker, Dave Custer, Judy Jackson, Jarod Albers, Jan tenBensel

**Members Absent:** Randy Heitmann, Derek Downer, Darcy Johnson

**Others Present:** Melissa Jackson

**Consent Approval of Financials/Invoices and Minutes and Bills:** The Board reviewed the monthly financials. A motion was made by Jan tenBensel, seconded by Judy Jackson, to approve the financials. Motion passed.

**New Business:**

M. Jackson gave an activities report to the Board.

The Board held discussion about the façade grant program, the dilapidated downtown awnings, and the option to increase the façade grant reimbursement amount to 75%. A motion was made by Jarod Albers, seconded by Jan tenBensel, to move the façade grant reimbursement from 50% to 75% with a cap of \$10,000. Motion passed.

The Board reviewed the Nebraska Life/Nebraska Traveler advertising proposal; it was decided to continue with Google advertising and no print advertising. No action was taken.

**Project Updates:**

M. Jackson reviewed website traffic and the current Google ad campaign results. Tom Shoemaker brought up the possibility of putting a video together that tours Cambridge and shows highlights of living here. Jarod Albers offered up the school's drone for video footage, and students can do the editing. The video will be embedded on the website and the Google ad will link directly to that page. Jarod Albers said videos have a 60% higher viewership when using captions versus a voiceover. M. Jackson will put together a list of footage locations, captioning script, and work with Jarod Albers on filming.

M. Jackson, Jan tenBensel and Logan Baker reviewed the joint committee meeting and proposed new roads in Harvest Meadows. Mayor Gunderson is taking plans to Miller & Associates for costs and plats.

The Board held discussion about allowing barndominiums in Harvest Meadows. Although the Board is not in favor, they felt in an effort to capture TIF and continue to expand housing in Cambridge, Economic Development cannot exclude a home that meets the minimum valuation on the lot. Planning commission has the final say on the design of the build. No action was taken.

**Public Comment:**

Board members requested M. Jackson makes a Zoom option available for each meeting.

The meeting was adjourned at 1:03 p.m.

The next Board meeting is scheduled for October 12, 2022, at 12:00 p.m. at the City office.