



Economic Development Board Meeting Minutes, March 9, 2022

The meeting was called to order at 12:03 p.m. Open meeting laws noted in the City Office.

Members Present: Tom Shoemaker, Derek Downer, Dave Custer, Judy Jackson, Darcy Johnson, Randy Heitmann, Jarod Albers, Logan Baker

Members Absent: Dave Custer, Jan tenBensel

Others Present: Melissa Jackson, Mayor Dave Gunderson

Agenda Corrections or Additions: Added Google advertising discussion

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

New Business:

M. Jackson gave an activities report to the Board.

Town Talk was chosen as Business of the Month for April and Lockenour-Jones Mortuary for May.

The Board reviewed the Jared Andrews Down Payment Assistance application. A motion was made by Darcy Johnson, seconded by Tom Shoemaker, to approve the loan, contingent upon receiving a loan pre-approval letter. Derek Downer abstained. Motion passed.

The Board reviewed a Waypoint Bank internship application. A motion was made by Darcy Johnson, seconded by Randy Heitmann, to approve the application. Derek Downer abstained. Motion passed.

The Board reviewed a Visitor's Guide advertising opportunity and decided to pass on it for 2022.

Mayor Gunderson gave comments about when the new roads may go into Harvest Meadows. The City received quotes in October from Miller & Associates on costs for those improvements which are \$100,000 per section.

The Board reviewed the Lead for Nebraska Fellow scope/plan. A motion was made by Derek Downer, seconded by Judy Jackson, to approve the plan. Motion passed.

Jarod Albers said rates are being raised at the school daycare. They are now \$36/day for an infant; \$31/day for toddlers; a half day for any age is \$18.

Project Updates:

M. Jackson reviewed a 2-week Google ads campaign with the Board. Discussion was held and additional cities will be added to the campaign. The campaign will be monitored and results will be presented to the Board during the April Board meeting where future ads will be considered.

The meeting was adjourned at 12:50 p.m.

The next Board meeting is scheduled for April 13, 2022, at 12:00 p.m. at the City offices.