

Village of Pecatonica

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Economic Development Committee Meeting

**Monday, July 10, 2017
6:00 PM
Village Hall**

Agenda

Roll Call

**Present: Mayor Smull, Paula Hachmeister, Jen Johnson, Piper Turner, Jeff Sterling,
Margaret Larson.**

Audience: Brian Borga and Chris Johnson from the Gazette.

1. Additions or corrections to Agenda

Approve Minutes – June 12, 2017

2. Public Comment:

None

**3. Approve Reimbursement of \$67.44 – Funds Spent on Candy for Memorial Day
Parade**

4. Approval of Price Change of Water Fountain New Amount is \$1307.62

5. Financial Update – Status of Finances

6. Business of the Month/Year Award – For Discussion

7. 150 Year Celebration – Discussion and Planning

8. Farmer's Market – Update

9. Brochure Update

10. Lights on Building Tops – For Discussion

11. Address Reseeding of Prairie Path in the Village this Fall – Discussion

12. Upcoming events, promotions and plans for 2017 – Ideas for future projects,
increased participation in current events and projects.

13. Adjourn

Economic Development Committee

**Minutes
June 12, 2017**

Present: Mayor Smull, Chairman Hachmeister, Trustee Johnson. Members: Margaret Larson, Piper Turne, Jeff Sterling. Audience: Chris Johnson of The Gazette and Brian

The meeting was called to order at 6:00PM.

- 1. Additions or Corrections to the Minutes of May 8, 2017:
None**
- 2. Approve Minutes: Johnson made a motion to approve, seconded by Hachmeister. Voting aye Johnson, Hachmeister. Motion carried.**
- 3. Public Comment:**
- 4.**
- 5. Approval of Price Change of Water Fountain, New Amount is \$1307.62:
The original price of \$1218.00 was taken off the website and did not include processing. A motion was made by Wilke to purchase the fountain for \$1307.62 and seconded by Johnson. Motion passed. Hachmeister will purchase.**
- 6. Financial Update:
Gaming income was \$2443.78 for March and \$3642.86 for April.
There is approximately \$12,000 outstanding on the loan for the kiosk.**
- 7. Business of the Month/Year Award – For Discussion

A program similar to the Welcome Wagon was discussed with Jen and Piper being in charge of it.**
- 8. 150 Year Celebration – Discussion and Planning

There was discussion as to formulate a plan on the upcoming Sesquicentennial in 2019.**

9. Farmer's Market – Update

Committee members all agreed the Farmer's Market needs more exposure as well as vendors. Discussion concerning the Village website being kept up to date would help and that will be referred to the Village Board.

9A. Speaker for Ideas Targeting Small Communities:

Margaret Larson gave background information to the new members concerning a presentation by Mr. Brian Borger. She will ask him to do a tele-conference at the July 10th meeting.

Economic Development meetings will continue to be at 6:00PM.

10. Brochure Update:

Margaret explained how a local graphic designer has already formatted the brochure. The purpose is to highlight local activities and events that will steer people to the village website. Costs were discussed and Wilke made a motion to add \$500.00 for expenses. It was seconded by Johnson.

11. Lights on Building Tops:

Turner visited all the businesses on Main Street and everyone she was able to speak with was in favor of adding the lights. Their only question was how and where they would be attached to the building. U.S. Bank would need corporate approval.

Turner also informed the committee about signage on Main Street showing names of businesses on side streets. Business owners would pay a fee if they wanted a sign. She also contacted IDOT about possible signage on Route 20 referencing the food, gas, trailhead, etc. Public Works Director Rust will bring more information back to committee.

12. Address Reseeding of Prairie Path in the Village this Fall – Discussion:

Hachmeister informed the committee that the Prairie Path will need reseeding in the Fall. General discussion followed with no action taken.

13. Upcoming Events, Promotions and Plans for 2017 – Ideas for future projects, Increased participation in current events and projects.

Wilke brought up the need of having a marketing person in the Village. Margaret told the committee she would be getting an email soon from Rockford University asking for a submission of ideas for the MBA program. Also there needs to be more communication from the Winnebago County Fair Board and the Village. Their information would be posted on the Village website.

14. Adjourn: Meeting was adjourned at 7:40PM