

Economic Development Committee Meeting

Monday, September 13, 2021 at 6:00 pm

Village Hall 405 Main St. Pecatonica, IL

1. **Call to Order-** The meeting was called to order by Committee Chairman Marilyn Wilke at 6:01 pm on Monday September 13, 2021.
2. **Roll call –** Chairman Marilyn Wilke, Trustee Bill Determan, Committee Member Jeff Sterling, Margaret Larson and Bob Squires, were present. Village President Bill Smull Trustee Gerald Howard and Committee member John Wise were absent
3. **Additions/Corrections to the Agenda-** None
4. **Public Comment-** None
5. **Approve Minutes for August 8, 2021-**

A motion made by Jeff Sterling second by Margaret Larson to approve the August 8, 2021 minutes. A roll call was taken. All present voted yes. Motion approved.
6. **Review Current Financial Reports-** The committee reviewed current financials. Discussion.
7. **Memorial Plaques for Light Post-Review spreadsheet of old plaques-** Marilyn is working with Nick Berry of Public Works to get the plaques installed on the lamp post. Discussion
8. **Farmers Market signage-** The farmers market has its final market date on Saturday September 18, 2021. New signage to be looked into for next year and work on finding the banners for the light poles to have them installed next year. Discussion
9. **Agreement letter for Banner across Main with GASB-** The contract is in the works and will be presented to the Village Board. Discussion
10. **Marketing update-** Jeff Sterling suggested that the committee make it a goal to complete a bookmark flyer to promote Pecatonica, it would be a basic flyer and direct people to the website. Discussion
11. **Issue-Smoking on Main Street-** The committee discussed the removal of the chimney ashtrays on Main Street, Jeff Sterling to work on an idea to move the chimney ashtrays to the back of the buildings and will bring plan for ashtray ideas to the next meeting. Discussion
12. **New Business-** The committee discussed a flyer and other marketing tools to get new businesses to Pecatonica. Discussion. We need to work on having a flyer made that highlights events and directs people to the Website. Marilyn Wilke to follow up with John Grogh at Rockford Area Business Bureau to get a flyer out to promote events in Pecatonica. The committee also discussed signage for Highway 20 directing people to the downtown district. Discussion.
13. **Adjournment -** meeting adjourned at 6:50 pm.