

**APPROVED ECONOMIC DEVELOPMENT BOARD MINUTES**

**5:30 P.M.**

**July 11th, 2011**

**CITY OF DERBY**

**611 MULBERRY, DERBY, KANSAS**

**ROLL CALL**

**MARSHA VOLZ  
BEN SWIGART  
ARIEL LEE  
DURRELL KELLEY**

**MEMBERS ABSENT**

**LISA MOLING**

**CITY STAFF PRESENT:**

Allison Moeding  
Janae Prunier-Billman

Meeting was called to order at 5:30 p.m.  
Margaret arrived at 5:35 p.m.

**Agenda Item #1**

RE: Approval of minutes of May 9<sup>th</sup>, 2011

MOTION: Ben moved to approve the minutes as presented. Seconded by Durrell.

VOTE: 3 yea, 0 nay, 1 abstention, Lisa absent. Motion carried.

**Agenda Item #2**

RE: Upcoming Business Survey

Allison explained that one of the things in the Economic Development Plan that was recently approved by the city council was to do a business questionnaire. It would consist of questions that would change from year to year to gauge what is on the minds of local business owners. She covered the questions that would be on the survey.

Ben commented that in the past he has looking for what is out there and not know what's out there for assistance. Is there a way to find out if people have researched what assistance is available for them; are they familiar with what assistance is available for them?

Rhonda suggested that we ask if they would participate in a seminar or learning opportunity to learn what assistance is out there. They have had problems with people saying they want all these things and then they don't attend them. Perhaps we could

make it more specific in asking if they would participate in learning opportunities and also ask if there are things they already know of that they would like to have.

Ben stated that we could incorporate that as a question, are you familiar with the assistance that is available; if you are not would you be willing to participate. Then, if no one responds you wouldn't have to waste your time to schedule a meeting. There are so many government programs out there to wade through.

Allison advised she is looking at it more in terms of not specific programs but more in general what kind of challenges are they having finding qualified people, trouble with cash flow, more operational issues.

Rhonda asked if the questions could be multiple choice and provide an "other" category.

Allison advised it will be an online survey and distribute a notice that it's out there with a link to access the survey. The survey will be distributed to every business that operates in Derby. We have a way to limit our water bill mailings to certain commercial accounts so we would put a mailer in with the commercial water accounts. We also talked about putting notification in the community newsletter that goes out in August.

Rhonda asked if one of the questions could ask how they heard about the survey so we could see what is working in getting the word out. That has been a challenge to determine how people get their information.

Durrell asked if everyone renews their business licenses at the same time each year.

Allison explained they all go out at the same time to everybody, usually sent out in November, if we don't get a great response that may be a good option. She wanted to get email addresses out of the business registration database but we learned that not very many people provide them. She thinks we will have good luck getting the word but whether we motivate people to actually participate is another matter.

Ariel asked if the ultimate goal of doing something like that is to just check the pulse of the businesses.

Allison advised that was correct. She doesn't anticipate that any of these questions are really going to give us a light bulb that we need to do something but is more about establishing a rapport and get feedback from the businesses. She is interested in knowing how businesses are doing this year and how they think next year will be. She advised she will touch base with Rhonda and Kathy and try to get it out this week.

### **Agenda Item #3**

RE: Approval 3/50 Project in Derby

Allison gave an overview of the 3/50 Project.

Rhonda presented the board with information destination communities.

Allison advised there are several groups out there that offer the same services, they will be looking at them and see which one works best. We will probably start at one that is more reasonably priced. The 3/50 project is \$2,500 and in addition to that we would pay a share of her transportation costs, hotel and food. The program would be marketed to consumers. She has really been successful with the social media side of things so we would like at that and the Chamber could help as well. We can use the newsletter, water bill inserts, the city website and Chamber website we can use to promote the event.

Ben asked if this would take place soon enough for businesses to have a plan in place for the holiday season.

Allison advised it would, she will be here in early October. Typically we kick the holiday shopping promotions right after Thanksgiving or before.

### **Agenda Item #4**

RE: Chamber Update

Rhonda gave an update on renovations of the round barn as well as the McConnell event held on the 4<sup>th</sup> of July.

### **Agenda Item #5**

RE: Other Business

Allison stated that changes to the hotel policy were discussed at the last council meeting and those were approved.

Meeting adjourned at 6:10 p.m.