

REDEVELOPMENT COMMISSION
Regular Meeting
Thursday, July 20, 2017
4:00 PM
Town Council Chambers

Members Present:

Ted Johnson
Matt Anderson
Keith Gary
Patti Decker

Members Absent:

Brad Bookout
Jason Brooks

Others Present:

Pete Olson
Todd Blevins
Courtney Zaugg, Veridus
Tim Jensen, Veridus
Rich Lee
Ed Klaunig, SLE Analytics
Marcie Klaunig, SLE Analytics

Keith Gary called the meeting to order at 4:00 pm. Ted Johnson, Matt Anderson, Patti Decker, and Keith Gary were present. Brad Bookout and Jason Brooks were absent. Patti Decker moved to approve the minutes from the June 15, 2017 meeting. Second by Matt Anderson. All members present voted aye.

Old Business:

Veridus Update


Courtney Zaugg and Ed Klaunig gave the final presentation on the downtown redevelopment project. They presented an Executive Summary with market analysis. The report is dense. There are five downtown target industries to focus on:

- Upscale marketplace
- High-end restaurants and coffee shops/bakeries
- General stores
- Clothing boutiques
- Sports, recreation, and hobby retail

There was a discussion of market strategies. Some ideas discussed were to put "one pagers" together, target industry recruitment, incentives, websites/social media, and conferences/trade shows. Roundtables will continue in the next month and a half.

The next Redevelopment Commission meeting will be August 17, 2017 at 4:00 pm in the Town Council Chambers

Meeting adjourned at 5:30 pm.



Secretary



President