

CITY OF GENOA

ECONOMIC DEVELOPMENT COMMISSION MEETING *MINUTES*

January 9, 2024

Chair Nick Bradac called the January 9, 2024 City of Genoa Economic Development Commission Meeting to order at 9:05 A.M.

On roll call, members DeaLynn Stone, Carolyn Tobinon, and Nick Bradac were present; Alyssa Seguss, City of Genoa, was also present.

The Economic Development Commission moved on to Old Business. Ms. Stone moved and Ms. Tobinon seconded to approve the minutes of the November 14, 2023 special meeting. Upon voice vote, all members present said aye.

New Business:

- A. Review Intern Projects: The EDC reviewed the memo submitted by Ms. Kolvtiz (marketing consultant) and also discussed the website proposals received by Mr. Vennapusa (Intern).
- B. Discuss Strategic Plan: The EDC reviewed the goals outlined in the Strategic Plan. In review of these goals, the Economic Development Commission discussed which goals fall within the duties of the Economic Development Commission and marketing team as well as those goals they are already working towards.
- C. Outline Goals for 2024: After much discussion, the EDC determined the following goals for 2024 based on the Strategic Plan goals, which will be presented to the City Council on January 17th:
 - a. Recommend to the Council that consideration be given to hiring a part-time or full-time Communications Director (which would assist in achieving some of the goals below).
 - b. Develop a new website
 - c. Work more with realtors to market the community
 - d. Evaluate housing incentives based on the Housing Plan upon its completion
 - e. Further evaluate a possible public-private partnership to bring a communal workspace in Genoa
- D. Next Meeting Agenda: The EDC will be discussing the high priority short term Strategic Plan goal of “Support the growth and development of small businesses by exploring incentives and resources and encouraging local entrepreneurship.

There being no further business, DeaLynn made a motion to adjourn the meeting at 10:20 AM, seconded by Ms. Tobinon. Upon voice vote, all members present said aye.