



Record of Proceedings of Meeting of the
City Council's Economic Development Committee

Tuesday, August 23, 2022 at 6:00 pm
Virtual Meeting via Zoom

APPROVED

I. Call to Order and Roll Call

Chair Ottenberg opened the meeting at 6:00 pm and therein requested a voice roll call.

Committee Members in Attendance:

Chair Ottenberg
Council Member Brost via Zoom
Council Member Bartoni via Zoom
Council Member Dodwell
Council Member Hopper
Council Member McCutchen

Committee Members Absent:

Council Member Garritano
Council Member Jakcsy

Staff Members in Attendance:

City Administrator Steve Cross
Economic Development/Communications Manager Tom Lee
Meeting Recorder Carla Patrick

II. Approval of Minutes – May 24, 2022 Meeting

The minutes of the meeting of May 24, 2022 were submitted for approval. Council Member McCutchen motioned for approval, and Council Member Brost seconded the motion. A voice vote was taken with unanimous support. Therefore, Chair Ottenberg declared the motion passed.

At this time, City Administrator Cross introduced the new Economic Development/Communications Manager, Tom Lee to the Committee. Mr. Lee then reviewed his career background.

III. Public Comment(s) - none

IV. Discussion Item(s)

For Information

A. Update on Business Changes and Other Business News

Economic Development Manager Lee provided status and news for City businesses.

Ready for Action

A. B&B Theater Movie Festival Proposal

Council Member Hopper motioned in recognition that this item had been previously scheduled for the September meeting agenda per motion at the May, 2022 meeting. Council Member McCutchen seconded the motion. A voice vote was taken with unanimous support. Therefore, Chair Ottenberg declared the motion passed.

B. Discussion of Occupancy Report

Economic Development Manager Lee provided local and comparative data on retail and business occupancy within the City.

C. Discussion of Goals for the Economic Development Committee

The EDC goals within the City's Strategic Plan and the Master Plan were provided for reference.

Discussion included need to articulate three primary goals, focus on the City's unique lifestyle, need for family oriented options, promotion of available office space, increase professional services tenants and potential slogan options.

The Committee requested of Mr. Cross and Mr. Lee to bring forth relevant marketing strategies and costs to advertise in trade publications.

D. Discussion of Potential Questions for the Resident Survey

Economic Development Manager Lee provided several proposed questions for inclusion in the City's upcoming resident survey to open the discussion for such.

Discussion included inclusion of questions as to location of resident workplaces to the City's upcoming survey.

The Committee requested of Mr. Lee to review the history of the development of the City of Clayton. Mr. Lee will also submit questions relative to economic development for the upcoming resident survey to all Committee members for their review.

Not Ready for Action

- A. Potential City to Business Newsletter
- B. Economic Development Guide Update

Discussion herein included lack of interest in the newsletter concept, potential business owner gathering event, a request for Mr. Thomas to inquire as to the status of the WBA. A standardized business questionnaire was discussed, and a request was made for Mr. Lee to review the current questionnaire.

V. Next Meeting Date

The next meeting of the Economic Development Committee is scheduled for 6:00 pm on September 27,2022.

VI. Adjournment

Council Member Hopper motioned to adjourn the meeting. Council Member McCutchen seconded the motion. A voice vote was taken with unanimous support. Therefore, Chair Ottenberg declared the meeting adjourned at 7:55 pm