

Village Of Brooklyn

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Economic Development Committee November 17, 2011 Minutes

Members Present: Heather Kirkpatrick, Nadine Walsten, Steve Lust, Dorothy Frandy, Tim Belter, Nissan Rodriguez
Members Absent: Dave Fahey, Tim Belter

Meeting was called to order at 6:43 PM by Kirkpatrick.

Frandy motion to approve 10/13/11 minutes. Lust seconded. Motion carried unanimously.

The Committee reviewed the mission and goals statement of the Economic Development Committee. Goals discussed included:

- Assess the current community identity and brand, both internally and externally.
- Business retention and expansion.
- Develop and maintain current list of Village businesses and expansion.
- Improving communication effectiveness by creating good media for EDC and measuring responses.
- Develop a business recruitment plan.
- Present EDC strategic plan to the Village Board and receive support to execute the plan.

Planning an EDC presentation to the Village Board on January 9th was discussed.

Revising Chapter 7 of the Comprehensive Plan was discussed. More long-term (5 and 10 year) goals are needed. The Committee will discuss again at the next meeting.

An update on the wayfarer signs was given. The Village Board needs to decide what the new location of the Village Clerk's office will be called before the signs can be completed. To be discussed at the November 22nd Village Board meeting.

Walsten motion to postpone discussion of the Community Building and entrance signs. Frandy seconded. Motion carried unanimously.

Second local business open house was not discussed.

Creation of a marketing packet for commercial development was discussed. Need current census data to complete.

Developing an economic development link for the Village website was discussed. No decisions were made.

Frandy motioned to adjourn the meeting at 8:42 PM. Motion was seconded by Walsten. Motion carried unanimously.