

Minutes
Business Advisory Committee

November 20th, 2013

Newton City Hall Council Chambers - 401 North Main Avenue

The Business Advisory Committee met at 2:30 p.m. on Wednesday November 20th, 2013 at Newton City Hall.

Members

Present:

Jerry Hodge Don Essary
Jeremy Petty John Stiver
Tom Warlick

Members

Absent:

Nick Martin
Joe Beaman
Donny Setzer

Staff Present:

Mayor Anne Stedman
Rob Powell, Community Development Coordinator

Others Present:

Melinda Herzog, Josh Cummings, Jessica Setzer
Walt Steffen, Saal Advertising, Fort Wayne, Indiana

Item 1: Information Center Plans - Chairman John Stiver opened the meeting at 2:45 and turned the introduction of the guest speaker over to Don Essary. Don introduced Walt Steffen, owner of Saal Advertising of Fort Wayne, Indiana. Saal Advertising is working with One Source Solutions to merge their mobile phone marketing software with the information kiosk software developed by One Source Solutions. This effort could be applied to the proposed Newton Information Station project. Mr. Steffen described the current mobile platform marketing software called "Tapp-N-Save" and how it might be used to add value to the advertising that would be sold on the Newton Information Station. Key points noted about "Tapp-N-Save" are:

- Cost –server fee is \$400/month, plus \$200/month for unlimited data. User can provide artwork or pay \$500 per month for artwork development.
- Rough capacity is 150 advertisers.
- Ads on the Info Station could be bought for the screen only or for the screen and mobile app at an extra cost.
- User can search through advertisers by categories such as nearness to current location.
- The mobile app can link to our common community calendar.
- The mobile app can link to Facebook for marketing and can advertise by ZIP code.
- At least 50 advertisers should be signed up before rolling out this mobile app and the introduction of the app should be promoted.
- We can develop our own QR code for this app that looks like our logo.
- The app's location mapping can extend wayfinding into a visitor's car.
- This app could be a magnet on the net to bring visitors to Newton.

Melinda Herzog suggested that QR codes could be posted on available properties to provide property information via mobile phones.

Jeremy Petty wanted to be sure that the Information Station team felt confident in raising the amount of money needed for hardware, and Don Essary said he was confident the sponsorship money would be found if a good plan was developed. Responding to a question about sequencing the information station project after the wayfinding project, Don said that he felt that both could be done simultaneously.

The Committee wanted to gauge support from City Council, so Mayor Stedman said that she would coordinate individual Council member visits to One Source Solutions for demonstrations of the concept.

Item 2: Minutes - Rob Powell advised that he added a statement in the minutes about receiving a letter of resignation from Neil Powell. Jerry Hodge moved that the revised minutes from the October 16th meeting be approved, seconded by Jeremy Petty, and approved by those present.

Item 3: Committee Membership and Officers - Chairman John Stiver announced that his new responsibility as City of Newton Councilman would make it necessary for him to resign from the Business Advisory Committee. Vice Chairman Jerry Hodge will conduct the December BAC meeting and will be acting chairman until a new chairperson is selected in January. The BAC will need two new members to fill seats vacated by Neil Powell and John Stiver. John suggested that the Committee look to area industrial leaders as a source for new members. Rob Powell reminded the Committee that one group of members with initial 2-year terms would be ending their first term in December and would have to be re-appointed for a second term of 3 years in January if they were to continue as members. That members affected are Jerry Hodge, Don Essary (Luke Walling seat), Donny Setzer (Javier Chavez seat), in addition to the seat vacated by Neil Powell.

Item 4: Update on Wayfinding - John Stiver advised the Committee that the wayfinding design firm had completed the first draft of the D.O.T. design package. City Council received a status report at the last Council meeting and will consider approving the submission of the D.O.T. request to the Transportation Division office at the December Council meeting. Tom Warlick asked if the wayfinding project could include marking the boundaries of the historic district. Melinda Herzog answered that the discussions for marking the historic districts have mostly focused on installing street name signs with headers or banners on top noting the historic district. Rob Powell stated that this phase of the project would have to come later, after the wayfinding and gateway signs were completed, and would depend on funding.

Item 5: Festival and Events Committee – John Stiver introduced Jessica Setzer, Chairperson of the Newton Festival and Events Committee and began a discussion about creating a Newton “signature” event. The festival would be held in the spring, so as not to interfere with Soldier’s Reunion, and would be large enough to entice outsiders to come here for the event. Don Essary mentioned the Lincolnton Apple Festival as just that type of event and said that Lincolnton outsourced the management of the Apple Festival. There was discussion about a laser light festival that would mesh well with a science and math “branding” for Newton, or a blues music

festival much like a past NewtonFest event. There was discussion about the type of event that might be successful and the difficulties of managing and growing such an event. Melinda Herzog said that she thinks that Yount Park could be revamped into a good location for smaller, weekly or monthly music events to get people in the habit of coming downtown regularly. The discussion led more towards adding a laser light show to a spring or early summer event, and the BAC members asked Jessica to take that idea back to the Festival and Events Committee for consideration.

Item 6: Meeting Schedule and Adjournment - The next scheduled meeting of the Business Advisory Committee is December 18th, 2013 at 3:00 PM. Chairman Stiver adjourned the meeting at 4:55pm.

Respectfully submitted,

A handwritten signature in cursive script that reads "Rob Powell".

Rob Powell, Recording Secretary