

**Minutes**  
**Business Advisory Committee**

January 9th, 2014  
Newton City Hall Council Chambers - 401 North Main Avenue

The Business Advisory Committee met at 3:00 p.m. on Thursday January 9th, 2014 at Newton City Hall.

**Members**

**Present:** Jerry Hodge      Joe Beaman  
Don Essary      Donny Setzer  
Tom Warlick

**Members**

**Absent:** Nick Martin      Jeremy Petty

**Staff Present:** Rob Powell, Community Development Coordinator

**Others Present:** Mayor Anne Stedman, Josh Cummings, Zara Saine, Adam Cloninger  
Jessica Setzer

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**Item 1: Roll Call and Minutes - Chairman Jerry Hodge** opened the meeting at 3:00 pm and introduced Adam Cloninger, Newton Fire Marshall. A quorum was established. Minutes of the December 18<sup>th</sup> and the November 20<sup>th</sup> 2013 meetings were approved. (motion, Setzer/Warlick)

**Old Business**

**Item 2: Annual Business Meeting - Jerry Hodge** announced that the second annual Newton Business Owners Meeting would be held on February 27<sup>th</sup> at the Old Post Office Playhouse at 5:00 pm. The requirement for an annual business owners meeting is established by the Business Advisory Committee bylaws. The theme will be a “celebration of Newton business”. The format and publicity for the meeting was discussed. Don Essary said that the annual meeting would be a good opportunity to announce the Newton information/business mobile app during the program. Donny Setzer and Don Essary want to be sure we ask for input on business development ideas for Newton from the business operators. Tom Warlick wanted to be sure a news release was prepared to announce the meeting, and Mayor Stedman wanted direct invitations sent to the media.

**Item 3: Business Advisory Committee Meeting Schedule - Jerry Hodge** asked for comments on the BAC meeting schedule for 2014. Meetings will generally be held on the second Thursday of each month at 3:00pm. There will be no meeting in July. The schedule was approved.

**Item 4: Information Station – Don Essary** advised that the information station project would begin as a mobile app to delay the need for investing in touch screens. One Source Solutions will lead the effort to develop a Newton app since the company is launching this new line of business. There was a discussion about who would handle signing up advertisers and keeping records and who will determine how to spend the proceeds. The intent is to use proceeds to beautify

downtown Newton. Don will proceed with developing the app and Jerry will attend a DNDA meeting to explain the new direction and ask for DNDA support.

**Item 5: BAC 2014 Priorities – Chairman Jerry Hodge** reviewed some of the goals set forth in the Sanford Holshouser Retail, Downtown and Residential Development Report, the study that suggested the creation of a business advisory committee. Jerry will be addressing City Council at the annual Council workshop to outline the Business Advisory Committee’s recommendations on the most important and timely suggestions contained in the Sanford Holshouser report.

**New Business**

**Item 6: Election of Officers – Jerry Hodge** was nominated for a 2-year term as Chairman by Tom Warlick, seconded by Joe Beaman, and unanimously approved. Jeremy Petty was nominated as Vice-Chairman, pending his acceptance, by Joe Beaman, seconded by Jerry Hodge, and unanimously approved.

**Item 7: Newton Industry Visitation - Mayor Stedman** announced that a business retention program for Newton industries would be launched. Team members would include the Mayor, City Manager, BAC Chairman, and EDC President.

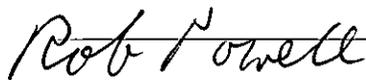
**Item 8: Golden Leaf/DOT TIGER Grants** - Jerry Hodge and Rob Powell are researching these and other grant sources looking for financial support for BAC and City projects. Jessica Setzer said that we should see if grants are available to support the installation of sprinkler systems for second-floor residential development projects.

**Item 9: Jerry Hodge** noted that Claremont gained some TV exposure as a “Community of Distinction”.

**Item 10: Rob Powell** updated the Committee on the Wayfinding Project, the search for a streetscape designer, and the second floor residential development workshop in Lincoln.

**Item 11: Meeting Schedule and Adjournment** - The February meeting will be held at the CVCC Corporate Development Center (old Ryan’s Steakhouse). The business meeting will be preceded by a tour of the CVCC Small Business Center. Chairman Hodge adjourned the meeting at 5:10pm.

Respectfully submitted,



Rob Powell, Recording Secretary