

**Minutes
Business Advisory Committee**

April 17, 2013 – 3:00 p.m.

City Council Chambers

Members

Present: Donnie Setzer
Jeremy Petty
Nick Martin
John Stiver
Joe Beaman

Members

Absent: Don Essary
Jerry Hodge
Tom Warlick
Neal Powell

Others Present: Mayor Anne Stedman, Council Member Mary Bess Lawing, Collette Touchette, Lindsey Robins, and David and Cathy LeFevers

Staff Present: Rob Powell, Commercial Development Coordinator
Max Sigler, Planning Assistant

Item 1:

Chairman John Stiver welcomed everyone, introduced new member Donnie Setzer, and opened the meeting.

Mr. Stiver introduced Matt Bumgarner who gave a presentation on the Southeastern Narrow Gauge and Short-line Railroad Museum.

Mr. Stiver then introduced Jess Kryzenske and Gwynne Rukenbod from Handmade in America. Ms. Kryzenske and Ms. Rukenbod gave a brief presentation on developing a community-supported art program and how such a program fits into an overall small-town revitalization plan.

Item 2: Minutes

No minutes were submitted for approval at this time.

Item 3: Selection of Committee Secretary

Jeremy Petty and Joe Beaman stated that Jerry Hodge had earlier volunteered to help with the minutes and they suggested that Jerry be selected as the Committee Secretary. Those present approved and Jerry will be asked if he will agree to serve as Secretary.

Item 4: Old Business

Update on Wayfinding - City Manager Todd Clark stated that the wayfinding project had the support of Council and that there was \$30,000 in the 2013-2014 budget for implementation. The

project could take 3 or 4 years to be fully implemented. Rob Powell stated that a consultant was under contract for the design phase and that branding would be addressed first, before work on the sign design.

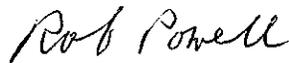
Item 5: New Business

Priorities for May through December – Chairman John Stiver started the discussion with an emphasis on completing the Master Economic Development Plan with participation by all the relevant committees. The hope is that the Master Plan will help the committees coordinate goals and keep everyone moving in the same direction. Chairman Stiver asked the members to review the Master Plan again before the next meeting. Other priorities discussed were the creation of a community events calendar, development of a brochure for the incentive plan, online help for how to start a business in Newton, and online guidance for starting a downtown building rehabilitation project.

Item 6: Adjournment

Chairman Stiver stated that the next meeting will be Wednesday, May 15, 2013, and that he hoped to have information on how Newton might be able to promote downtown second-floor residential units and the active use of downtown storefronts.

Respectfully submitted,



Rob Powell
Recording Secretary