

**Minutes  
Business Advisory Committee**

June 19, 2013 – 3:00 p.m.

City Council Chambers

**Members**

**Present:** Donnie Setzer  
Jerry Hodge  
Nick Martin  
John Stiver  
Tom Warlick

**Members**

**Absent:** Don Essary  
Joe Beaman  
Jeremy Petty  
Neal Powell

**Others Present:** Mayor Anne Stedman  
Kelly Parker, Student Intern

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

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**Item 1: Opening**

**Chairman John Stiver** welcomed everyone and opened the meeting.

**Item 2: Minutes**

No minutes were submitted for approval at this meeting.

**Item 3: Other Downtown Issues**

**Chairman John Stiver** advised the members that the DNDA and the Appearance Committee appeared before City Council to formally request that the large planter boxes on the square be removed, and Council approved the request. Also, Collette Touchette explained the Adopt-A-Spot program at the last City Council meeting. The Adopt-A-Spot program will be implemented soon.

**Item 4: Brochure for Commercial and Small Business Economic Development Incentive**

**Rob Powell, Commercial Development Coordinator** provided the members with different alternatives for the Incentive Brochure. The wishes of the committee were noted and will be incorporated in the final brochure.

**Item 5: Master Economic Plan**

**Chairman Stiver** reviewed the current version of the Master Economic Development Plan with the committee. Tom Warlick said that he hoped the final plan would be more than just a consolidation of information found in other previously-written plans. The benefits of having

National Register Historic districts were discussed, as well as the benefits of having a Local Government Commission to protect historic properties. Tom Warlick said that he remembered quite a bit of opposition to perceived regulations when the North Newton Historic District was created. John Stiver said he would like to see special street name signs to denote the historic districts. The members said that the Master Plan should include actions to encourage desirable businesses in neighboring towns to expand into Newton, and should outline plans to encourage improvements to downtown facades. The need for finding capital to support economic development and the need to develop strong leaders for the City was discussed. Tom Warlick noted that Newton 101 and the Teen Leadership programs were good examples of proactive leadership development. Tom also said that we would be wise to develop a ready-to-build site for a new shopping center and to market that site. We need to review the zoning near new Highway 16 and also on Highway 10 West to make sure we have prime land available for development. Mayor Stedman encouraged these actions to provide more zoning protections for downtown: encourage active storefronts, limit the residential use of first floor space in downtown store buildings, require downtown parking lots to be located behind the buildings, discourage the demolition of historic storefronts, and develop visual standards for downtown infill construction.

**Item 6:       Adjournment**

**Chairman Stiver** stated that the next meeting will be Wednesday, August 21, 2013.

Respectfully submitted,



Rob Powell  
Recording Secretary