



Office of Jim Grafton
City Administrator ▪ Public Works Director

Date: 9-26-18

Re: Economic Development Meeting

Attendance: Kathy Hall, Bob Rockwell, Ian Pavelonis, Rick Lohse, Caryn Unsicker,

Chief Winters, Jim Grafton

Location: City Hall 121 11th Street

Chairwoman Hall called the meeting to order at 4:00pm and noted a quorum was present for the 'Advertising' agenda item.

The purpose of the meeting was discussion on the possibility of participation in advertising with WQAD for television commercials. This would be the third year if committee wishes to continue. The frequency of ads would be same as last year with a specific number of ads for prime time. The cost for one year participation is same as last year. Committee agreed to move forward to continue participation. It was noted the ads can be same or new creative can be developed. The item would be placed on the October 2nd COW agenda (new City ad).

The next advertising request had to do with branding the City of Silvis. Late in 2015 the city considered hiring Arnettmuldrow Associates to develop a proprietary Brand for the City of Silvis. The cost was \$15,000. Committee would like to move forward and get additional information. No further action was taken however Jim said he would set up another committee meeting to have them (Arnettmuldrow) make a presentation.

There were no other agenda items and the meeting was adjourned at 4:15pm.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Jim Grafton".