

**Minutes of Council Workshop
on Retail Research and Recruitment
Wednesday, October 9, 2013 – 6:30 p.m.
City Council Chambers**

The following City Council members were in attendance:

Mayor Charlie Latham

Councilmember Steve Hartkemeyer

Councilmember Keith Doherty

Councilmember Tom Taylor

Councilmember Chris Hoffman

Councilmember Phil Vogelsang

Councilmember Jeanell Wilson

Also present were City Manager George Forbes, Planning & Development Director Steve Lindorff, Police Chief Pat Dooley, and Assistant to the City Manager Sheri Gosselin.

Purpose of Meeting

The purpose of the meeting was to discuss retail research and recruitment for the city.

Discussion

Mr. Forbes stated he had a couple announcements before beginning discussion on retail research and recruitment. Mr. Forbes stated that on Monday, October 14, 2013, work will begin to extend the right turn lane on Beach Boulevard from A1A to 2nd Street. Also, repaving of the road is scheduled for Monday, October 28, 2013.

Mr. Forbes provided a handout to Council and stated that the Mayor called a Council Workshop for Tuesday, October 15, 2013, at 6:30 p.m. to discuss the Preliminary Parking Master Plan. Keith Doherty asked if the workshop would be open to public comment. Mr. Forbes said this workshop would be just for Council discussion. Mr. Forbes explained the two types of Council workshops – one for Council discussion, one for public comment. Chris Hoffman stated that it was short notice and that she would not be able to make it. Phil Vogelsang and Keith Doherty also stated they may not be able to make that workshop. Mr. Forbes advised that it would be best to cancel the workshop and he will look at scheduling another date. Mr. Forbes advised that the parking equipment needs to be ordered soon in order to meet the expectation of having the plan up and running by March 2014.

Mr. Forbes introduced Bill Hankins and Robert Jolly of Retail Strategies. Mr. Forbes said the city is looking to hire a company to do a retail marketing study, not just for downtown, but the whole city. He stated that a study will help recruit businesses. Mr. Forbes stated that Mr. Hankins will make a presentation and then the Council can ask questions.

Mr. Hankins stated that Retail Strategies is the result of two existing data resource companies working together and becoming one. He said that cities come to them because they don't have the capability to do extensive research on their own. Mr. Hankins went through a PowerPoint presentation. Council asked questions during the presentation.

Mr. Hankins stated the cost of the research study is \$40,000 for the first year and \$20,000 for years 2 and 3. The cost covers everything discussed within the presentation (attached). Mayor Latham asked Mr. Hankins to provide a list of references. Mr. Forbes asked what Florida cities they work with. Mr. Hankins advised Lake City and Rockledge. A question was asked if after the three year study, we decide not to continue, do we own the information. Mr. Hankins stated yes.

Mr. Forbes stated that sometime around 1993-94, when the city was working on the downtown redevelopment plan, they did the Legg Mason study. He said we need to determine what we want downtown to become. Mr. Forbes said we need to work with the property owners. He stated that a missing marketing area in the proposed study is the hotel industry, which is an area that can use improvement.

Mr. Hankins and Mr. Jolly answered questions from Council. Mr. Forbes stated that the study would give the city a complete retail inventory. Mayor Latham said as a courtesy to property owners, advance notice of a study would be good. There was discussion amongst the Council. Mr. Hankins and Mr. Jolly left the workshop. The majority of Council was interested in pursuing a retail research and recruitment study.

Mr. Forbes discussed a handout provided to the Council regarding another marketing direction. Communities of Distinction is a television show hosted by Terry Bradshaw. The City was approached by Communities of Distinction to be part of their show. The show provides a five minute shoot highlighting the quality of life. The show is run in one national spot, and 35 local markets of our choosing. The cost to the city is \$25,000 for the marketing. The direction of the Council was that this was a concept we may be interested in in a year or two (after the retail marketing study), but not at this time.

The meeting ended at 7:37 p.m.

Submitted by: Sheri Gosselin
Assistant to the City Manager

Approval:

/s/William C. Latham

William C. Latham, Mayor

Date: October 21, 2013