



Campbell County Retail Development Task Force

MEETING NOTES

February 19, 2010 noon

Committee Attendance: Julie Simon, Traci Conklin, Jaime Tarver, Daryl Meyer, Doug Ninas, Michael Surface, Staci Beecher, Paul Andrade, Brandi Beecher

Julie Simon, Task Force Chair, opened the meeting.

Paul Andrade gave presentation on the process of developing retail in Campbell County. He noted that it was important to build consensus by full participation of the task force members. He outlined the following process:

- Discovery
- Analyze
- Formulations
- Support
- Finalization
- Implementation

Jaime Tarver asked how implementation is completed without have existing relationships with develops, as a company like Buxton does. Paul said it is important to use the network that is already in place with brokers, developers, city officials, etc.

Staci Beecher added that the City Planning office gives out tons of information to interested developers, however it is not focused on marketing. Need a concise marketing document.

Traci Conklin said that all of the groups promoting Gillette also need a consistent message.

Julie Simon said the Chamber receives calls frequently about what is happening in your community. She also said gathered from Paul's presentation that allot of the information for the retail study can be gathered by the task force, rather than paying a consultant to do it.

Jaime Tarver said she liked the idea of community involvement and the involvement will be critical for the implementation process, however she was concerned about the workload with a volunteer

committee. Paul said he would do all of the leg work then uses the community to make decisions on which way to go throughout the process.

Michael Surface added that the Community Citizen's Survey could be used to help gather information.

Jaime Tarver said that she spoke to her consultants and they felt about 20% of their market analysis would benefit the task force with demographics and socioeconomic information. If the task force would like to partner, the study will cost about \$5,000 - \$7,000 and will be completed within 60 – 90 days.

After discussion, group decided that they would like to know what information would be included in that study. Jaime will give Paul's process to her consulting firm and Paul will work with Jaime to see what is needed within his proposed process.

Daryl questioned Paul about his background and his proposal. Paul explained he owns and operates a consulting firm that has done work with L&H and EMS and would like to get more involved in the community.

Traci Conklin said she tried to Google search Retail Associations but didn't find much. Brandi added that her search brought up statewide retail associations focused on legislative issues.

Daryl suggested searching for information on Downtown or Main Street Associations.

Group discussed Goal, Objectives and strategies for the strategic planning process.

Goal: Expand retail to meet the needs of Campbell County and surrounding communities.

Objectives:

- Increase selection of retail choices
- Reduce leakage
- Increase tax base
- Increase service industry job opportunities
- Develop strong retail association
- Improve customer service

Strategies:

- Retail study
- Develop Incentives
- Develop program recognizing exceptional customer service

Group agreed the next steps are:

- Paul will submit a proposal for the retail process.
- Paul will meet with City Planning and GIS to discuss how they can assist with the process.
- Paul will look at detailed scope of work from Jaime's consultant.
- Task force will continue to work on strategic plan strategies.

NEXT MEETING March 5th, 2010 12 noon at CCEDC Board Room