

REPORT TO COUNCIL - JULY 5, 2016

REGIONAL MEETINGS ATTENDED

- *Workforce Investment Board quarterly board meeting (WIU, 6/29/16)* Meeting focused on the new federal WIOA requirements and how to engage disconnected youth back into the workforce pipeline. Disconnected youth, for our region, are defined as 17-24 year olds who are not in school and not in the workforce. The focus is to get them to quickly gain basic and soft-skills and then put them on a path of credentialed learning.

PRESENTATIONS GIVEN

- *Regional City Clerks Meeting (Cerars, 6/8/16)* Gave a tour to the regional City Clerks of buildings downtown (both renovated and at-risk) and then delivered a presentation on our downtown revitalization efforts since 2010.

ONLINE PRESENCE

- **City Website**
 - Pageviews YTD: 52,317
 - Unique Users YTD: 14,751
 - Employment page views since last job posting on June 21st: 226
- **Facebook Page**
 - Likes: 1,570
 - Post Impressions YTD: 308,360

ENTREPRENEURSHIP DEVELOPMENT

CEO Program. We have set the date for the initial CEO meeting with Executive Director Cheryl Mitchell: Wednesday, July 27th. This will give us an opportunity to introduce the program to key stakeholders and potential funders.

Outreach Mission Support. This week, Paul wrapped up his work with the local charity Outreach Mission Support, started by African refugee Jacques Mono. The charity launched its first crowdfunding project on Crowdrise.com on Thursday.

Linda's Salsa. Paul helped Linda Putnam (Linda's Salsa) complete her business plan and her projection financials as she seeks to expand her Monmouth-based salsa and chip business (which currently sells in 30 regional grocery stores).

DOWNTOWN

Sharing Best Practices. Paul met with Kristin Terry, the Downtown Development Director for Macomb. Paul and Kristin toured the downtown discussing building renovation and downtown retail development. Paul also walked Kristin through our Shops of Monmouth Retail Business Competition. Kristin shared with Paul details on Macomb's downtown sculpture rental program, that launched in June.

BaconFest. The Monmouth Business Council is finalizing their logistics for the August 12th event. The event will be presenting a Special Event application to the City Council for the mid-July meeting.

WEB DEVELOPMENT

City Website. With the new site live, it's inevitable that there are some glitches and some wrap-up work. Paul is working to pull together archives of the past Council meeting minutes and agendas from 2012-2015. He is also updating content and fixing any glitches as they appear (there was an issue with how the intern implemented photos that's taking some time to sort out).

Respectfully submitted,



Paul Schuytema, Director of Community and Economic Development