

REPORT TO COUNCIL - FEBRUARY 6, 2017

ONLINE PRESENCE

- **City Website**
 - Pageviews YTD: 13,930
 - Unique Users YTD: 1,833
- **Facebook Page**
 - Likes: 1,718
 - Post Impressions YTD: 97,362

Website Addition. Paul and Amy have created an interactive timeline of investment in the City of Monmouth, focusing on private, public and education investments of significant scale. The interactive timeline covers the last ten or so years (focusing on the highlights), but there is a detailed and comprehensive spreadsheet that covers from 2001 until the present (total investment is well over \$250 million). The link to the page is: <http://www.cityofmonmouth.com/index.php/for-business/investment-in-monmouth>

MEETINGS ATTENDED

Workforce Investment Board. Paul attended the quarterly meeting of the Workforce Investment Board in Macomb on January 11th. This meeting's topic was on the new federal Workforce Innovation Opportunity Act's Career Pathways system. The system seeks to build regional customized, stackable credentials with multiple entry and exit ramps to enable community colleges to better prepare both new and incumbent workers to fill job needs within each region.

ENTREPRENEURSHIP DEVELOPMENT

CEO Program. City Hall hosted the first Warren County CEO Program board meeting on January 10th. The twelve member board will take over management of the program, including fund raising and applicant selection. Warren County high school students who will be juniors or seniors in the 2017-18 school year can apply now until February 21st. The program's website is at: warrencountyceo.com

Co-working. The second co-working event was held on January 11th. The third co-working morning will be held on Thursday, February 9th from 9am to 11:30am on the second floor of the Warren County Public Library - coffee from Seagram's Brew House and local pastries. So far, these events have been well attended and lots of spontaneous networking has occurred (which is the central idea of the co-working mornings).

DOWNTOWN

Facade Program. The Facade Committee met on Friday, January 13th to consider applications from Jason Robbins and Ginger Smith. Robbins is interested in removing the third floor false fronts over the windows and painting and restoring the window frames on the second and third floors. Smith is looking to add a canvas awning and historic under-awning lighting to her Wildflower Natural Store on 1st Avenue.

BUSINESS DEVELOPMENT

Shops of Monmouth. Amy and Paul have been working to migrate the live music content from GoMonmouth.com to the ShopsOfMonmouth.com site, to create a single unified site that focuses on Dining, Shopping, Events, Art & Culture and Music in Monmouth.

Business Mentoring. Paul is currently working with individuals interesting in starting up potentially seven new businesses in Monmouth. He is working with them on business plans, siting and exploring various financial scenarios. As these move away from confidential conversations and into actionable enterprises, more information will be forthcoming.

Respectfully submitted,



Paul Schuytema, Director of Community and Economic Development