

REPORT TO COUNCIL - MARCH 20, 2017

ONLINE PRESENCE

- **City Website**
 - Pageviews YTD: 32,716
 - Unique Users YTD: 4,134
- **Facebook Page**
 - Likes: 1,791
 - Post Impressions YTD: 182,800

PRESENTATIONS GIVEN

Monmouth Associates. Paul delivered the quarterly Monmouth Associates program at Monmouth College on February 16. He outlined the details of the Warren County CEO Program, which begins in the fall of this year for students of both Monmouth-Roseville and United.

West Central Leadership. On March 2nd, Paul presented a program on strategic planning and implementation to the 2017 class of the West Central Leadership Program at the MPD conference room. Lowell also attended the presentation.

MEETINGS ATTENDED

IIRA Rural Community Economic Development Conference. Paul attended the 28th annual Rural Community Economic Development Conference in Springfield on March 8 & 9. The theme of this year's conference was "Building Our Niche in a Changing Environment." The conference was presented by the Illinois Institute for Rural Affairs. In addition to attending some very useful sessions and networking with professional colleagues, Paul reported that our current economic development efforts and our efforts in downtown revitalization are currently aligned very well with best practices in the industry. Both the Governor and Lt. Governor were speakers at the event.

CEO On-Boarding Training. Paul, Amy and Lynn Conway (a Warren County CEO Program board member and local serial entrepreneur) travelled to Effingham on March 15 & 16 to attend CEO Program "on boarding" training for new communities in the national entrepreneurship program. Training outlined best practices, the 12 essential tenants of the curriculum and provided guidance to the newly-formed boards of directors. Other local board members will attend the training later in April. The training is provided as part of membership in the program and lodging and additional meals were paid for by the Monmouth-Roseville Education Foundation's CEO Program funds.

ENTREPRENEURSHIP DEVELOPMENT

Warren County CEO Program. The inaugural class of the 2017 Warren County CEO Program was selected by the board's selection committee. Application numbers far exceeded expectations, and in total, 24 students were selected for the program starting in the Fall of 2017, representing both Monmouth-Roseville and United high schools.

Co-working. The fourth co-working event was held on March 9th on the second floor of the Warren County Public Library - coffee from Seagram's Brew House and local pastries were provided. 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 will meet in late March to wrap up decisions on two applications: Jason Robbins (Bowman-Collwell building) and Shovel Piper (Shyvel's Photography). The committee was waiting on additional information on both projects.

Murals. Paul and Amy are beginning conversations with several mural painters about mural options downtown, from restoring existing murals to new full wall murals to "panel" murals (4x8 modular murals painted offsite and installed as a triptych or diptych). Any of these projects that move forward would be funded from multiple community sources.

Webcam. On February 23rd, Paul met with WQAD to discuss the possibility of adding a live WQAD webcam to Monmouth. They are planning on adding one more webcam (used both for weather reporting and as part of their digital advertising efforts) to the region and are looking at both Monmouth and Galesburg.

BUSINESS DEVELOPMENT

Shops of Monmouth. Amy has completed a major update to our marketing and branding site: ShopsOfMonmouth.com site. The updated site now contains comprehensive information about local Events, Arts & Culture and Music. This will allow us to move forward with the planned sunset of the GoMonmouth.com site and then promote a single polished local marketing site (selling the sizzle with the bacon).

Respectfully submitted,



Paul Schuytema, Director of Community and Economic Development