

November 20, 2007

Minutes of the reconvened meeting of the City Council of the City of Clinton, Illinois in session in the Council Chambers of City Hall, Tuesday, Nov. 20, 2007. Mayor Ed Wollet, presiding. On roll call Commissioners Edmunds, Wise and Milton were present.

Mayor Wollet introduced Mr. Matt Montgomery of Buxton. Matt has been working with Tim Followell on the idea of Retail Development and Economic Development. Retailers provide approximately 38% of the City's income in the form of sales tax.

Matt began with a power point presentation called Community ID. This company for 15 years has helped clients pick good sites for their retail business. In the past 6 years they have now started working in the public sector to bolster and enhance their retail business within their communities. Not only do they help land new business but help existing ones to expand by identifying who and where their customer base exists.

Four steps define the foundation of their service – Defining your Retail Trade Area, Retail Potential and Site Determination – Identification of Retail Matches for Selected Site – Publishing of Retail Marketing Packages. Matt clarified each of the steps for the interested groups present this evening.

All information provided to the City – belongs to the City and is confidential. Buxton's do not recruit retailers – however they provide strategies to utilize the information provided. Questions followed of various content and subjects and Matt answered most all.

Cost of this program is quoted to the City of Clinton in the amount of \$55,000.

With no further business to come before the meeting, motion was made by Commissioner Edmunds and seconded by Commissioner Wise to adjourn the meeting. Motion was unanimous.

Respectfully Submitted,

Rozella D. Wickenhauser  
City Clerk