

**GRANDVIEW CITY COUNCIL
SPECIAL MEETING MINUTES
SEPTEMBER 5, 2019**

1. CALL TO ORDER

Mayor Gloria Mendoza called the special meeting to order at 6:00 p.m. in the Council Chambers at City Hall.

Present were: Mayor Mendoza and Councilmembers Gay Brewer, David Diaz, Mike Everett, Diana Jennings, Bill Moore and Joan Souders. Councilmember Javier Rodriguez was absent.

Staff present were: City Administrator/Public Works Director Cus Arteaga, Assistant Public Works Director Todd Dorsett and City Clerk Anita Palacios.

Also present was Casey Kidd, CEO, NaviRetail, LLC

2. RETAIL RECRUITMENT PRESENTATION

Mr. Kidd provided the following overview of his retail recruitment efforts since his firm was hired by the City:

- AutoZone located, along with several other businesses. According to sales figures, they were doing just fine. This was a testament to the opportunity in the market.
- The market was surveyed and it was discovered that there were nearly 60k frequent shoppers in the market.
- Following compilation of the market research, Mr. Kidd held a retail recruitment workshop on November 30, 2018 in Grandview. In addition, a site selector was brought in to help advise on how the market was perceived from a retailer's perspective, and how best to position Grandview for success.
- Mr. Kidd attended 15 trade shows representing Grandview.
- At the Las Vegas trade show, 20 meetings were held and over 500 contacts were made on behalf of Grandview.
- Contact was made with 6 potential hotel developers or investors. A 5% return on investment was determined, however additional means have been identified to make up more of the difference.
- Another developer was working on something unrelated to the hotel project. This project required utmost confidentiality at the present time.

Over the next 12 months, Mr. Kidd anticipated completion of the following:

- Review the market data to determine any changes. Sales and consumer frequency in the market should be growing. This information was important to prospective retailers and developers.
- Once changes in the market were outlined, Mr. Kidd would make another visit to Grandview to present the updated data and findings.
- The addition of a workshop for local businesses. This was part of a new initiative entitled "NaviLocal." Mr. Kidd would conduct the workshop when he returned with the updated data. The workshop would include consumer targeting, marketing strategies, etc.
- Mr. Kidd would be attending 22 trade shows during this upcoming year and planned to have a huge presence on behalf of Grandview. This would be paramount for promoting the City and getting the word out that Grandview was the place to be.

City Administrator Arteaga indicated that the one-year Professional Services Agreement with NaviRetail would be expiring and a new one-year Agreement would be presented to Council for consideration at a future meeting.

Discussion took place. No action was taken.

10. ADJOURNMENT

The special meeting adjourned at 7:00 p.m.

Mayor Gloria Mendoza

Anita Palacios, City Clerk