




CITY COUNCIL AGENDA ACTION FORM

AGENDA DATE:	1/10/2023		
AGENDA SUBJECT:	Discussion, consideration, and possible action regarding the creation of a Development Director position or entering into a contract for such services		
PREPARED BY:	City Administrator Michael Leamons	DATE SUBMITTED:	1/03/2023
EXHIBITS:	Retail Strategies Contract		
BUDGETARY IMPACT:	Required Expenditure:	\$00.00	
	Amount Budgeted:	\$00.00	
	Appropriation Required:	\$00.00	
CITY ADMINISTRATOR APPROVAL:			
SUMMARY:	<p>As you will recall, in December at the Special Meeting just before the regular meeting Chris Bontrager of Retail Strategies provided a presentation on the marketing services offered by his firm. P&Z Member Greg Clanton is familiar with Retail Strategies and thought the City could benefit from the services they offer. After Mr. Bontrager's presentation, it was time for the regular meeting to begin and the Council took no action, but a request for references was made. Subsequently, those references were forwarded. As additional follow up to his presentation, Mr. Bontrager has provided the attached contract for your consideration. This year's budget has \$101,000 in the administration budget for contract labor. Does the Council wish to contract out for these type of services or hire another full time employee?</p>		
RECOMMENDED ACTION:			