

MINUTES  
SPECIAL MEETING  
SEPTEMBER 12, 2018

Attendees: Mayor Horton, City Finance Officer Jerrold McKaughan, City Attorney Trey Smith, City Clerk Pat Taylor, IT Tech James Hodge (manning the video) Incumbent Counselor Justin Keller, Councilmembers Phyllis Carruth, Freddie Harris, Mark Tripp, Phil Sims, and Bill Strait.

The Item under discussion was a presentation from Retail Strategies, given by Clay Craft.

Call to order: Mayor Horton.

Mr. Craft presented the Council with the advantages of using Retail Strategies to recruit business to the City. He gave detailed information as to the process that Retail Strategies uses to analyze the market, work up a strategic plan, and operate that plan with boots on the ground. This includes: deep research into the market, including mobile data collection (a custom trade area map) and knowledge of how retailers think, amassing data on the number of households and their spending power, understanding of the retail reach of Russellville, comparing Russellville with other cities, and knowledge of the main types of retailers that a city needs. Mr. Craft then answered several questions from the council. One of those questions was how Russellville could persuade the college students at ATU to shop in Russellville more. He gave a couple of examples as to how that could be accomplished, including a 'mixed-use project and the right type of restaurant. He was asked how large does the city's population need to get to attract retailers, and Mr. Craft said that Russellville is already attractive to them. He was asked what tangible results could Retail Strategies show for the money that the city has spent and the answer was that they brought Harbor Freight here whose yearly

projected income is \$4,000,000.00, which would make \$40,000.00 dollars a year in taxes to the city, and that he was presently talking to several other retailers.

There was a comment from the public, a Ms. Payne commented that it is wiser not to only bring in the national chains, because you need the character of 'mom and pop' stores in your city.

The incumbent councilor, Justin Keller, commented that it would probably help the city if we could bring in distribution centers to the city along with the retailers.

The meeting was adjourned.

Mayor Randy Horton *Randy Horton*

ATTEST:

Pat Taylor: *Pat Taylor*

Date approved by Council: *September 20, 2018*

