**GROVE CITY COUNCIL**

**SPECIAL MEETING – WORK SHOP SESSION**

**TUESDAY, AUGUST 4, 2015**

**5:00 PM**

The Grove City Council met in special session on Tuesday, August 4, 2015 at 5:00 PM with Vice-Mayor Ed Trumbull presiding. Members present were Don Nielsen, Marty Dyer and Ivan Devitt. Also present was City Manager, Bill Keefer; Assistant City Manager, Debbie Bottoroff; City Treasurer, Lisa Allred; Public Works Director, Jack Bower and City Clerk, Bonnie Buzzard.

Trumbull opened the floor for discussion and review with respect to presentation on the strategic marketing plan with Retail Strategies. Matt Petro - Business Development of Retail Strategies addressed the Council with a detailed presentation on their retail market research and strategic plan overview process for the City of Grove. Petro reported on their:

* market analysis
* strategic planning, and
* retail recruitment

Petro then presented and discussed with the Council:

* A 6 month update overview
* Research report
  + demographic reports
  + psychographic analysis
  + peer analysis
  + retail spending reports
  + retail gap analysis
  + retail void analysis
* ESRI tapestry segmentation

At 5:10 PM Mayor Marty Follis came into the meeting at which time Trumbull turned the meeting over to him. Perto’s presentation lasted for approximately 25 minutes. Petro then entertained questions, comments and concerns from the Council, Staff and participating audience:

* Chuck Perry
* Judith Read, and
* Kaylea Hutson

No action was taken.

At 5:51 PM Devitt made the motion to adjourn. Seconded by Nielsen. AYE: Trumbull, Nielsen, Dyer, Devitt and Follis. NAY: None. Motion carried.