

**LAPEER CITY COMMISSION
MINUTES OF A WORKSHOP MEETING
FEBRUARY 15, 2016**

A workshop meeting of the Lapeer City Commission was held February 15, 2016 at Lapeer City Hall, 576 Liberty Park, Lapeer, Michigan. The meeting was called to order at 5:34 p.m.

ROLL CALL

Present: Mayor Sprague.
Commissioners Atwood, Bostick-Tullius, Gates and Marquardt.
Absent: Commissioner Bennett (excused).

Additional: Police Chief Todd Alexander Acting City Manager.

Mayor Sprague opened the meeting at 5:34 p.m.

WORKSHOP

Buxton – Marketing Presentation.

Buxton representative Dennis Maher provided a presentation regarding marketing of the City; use of analytics and demographics to understand wants/needs of community; goal is to work with the City of Lapeer to boost and retain businesses, manage and keep dollars locally. Discussion followed: gathering of data, review data to determine best fit for a variety of retailers/restaurants/entrepreneurs; 3 year partnership, \$50,000 per year, ability to opt out at a 5% penalty provide 60 day notice; company willing to provide information from current clients, case studies of success. Workshop adjourned at 6:31 p.m.

William J. Sprague, Mayor

Donna L. Cronce, City Clerk

Tracey S. Russell, Deputy City Clerk