

**Economic Development Ad Hoc Working Group Minutes  
February 10, 2009**

Present: J. Lieberman, M. Atkinson, A. Cain, J. Wile, B. Pollard, D. Rios-Drapkin  
T. Abbott

Public: B. Parsley, M. McCurdy, J. Okawachi, B. Phipps, R. McNally

1. **Call to order:** 1:55 PM by Mayor Atkinson
2. **Public comment:** none
3. **Discussion and Possible Action:**
  - a. Reminder about small business workshop February 11
  - b. Albany identity presentation by Brian Phipps and Darlene Rios-Drapkin  
An identity can be a platform for attracting new businesses  
It usually has three aspects: Who are we? What do we stand for? Where are we going?  
Visual identity (signs) can be a subset for the larger identity  
See handouts on identity worksheet and Claritas PRIZM Segments for Albany
4. **Announcements/Communications**
5. **Future Agenda Items**
  - a. Recruitment and retention plan (Judy)
  - b. Physical improvements (Judy)
  - c. Cleveland Avenue update (Neil)
  - d. Process for Albany identity plan
  - e. Reduction of Albany identity worksheet to 1 page (Tod and Brian)
  - f. Small business (licensing and zoning) plan (Judy)
6. **Adjournment**