

APPROVED 7/11/12

MINUTES  
METRO PEORIA AD-HOC COMMITTEE  
June 13, 2012  
2:30 P.M.

<b>MEMBERS PRESENT:</b>	Mary Ardapple, Chairperson; Timothy Riggerbach, Michael Phelan, Ryan Spain, W. Eric Turner
<b>MEMBERS ABSENT:</b>	Andrew Rand
<b>OTHERS PRESENT:</b>	Kate Van Beek - Assistant Co. Administrator Thomas O'Neill - County Board Chairman; Carol Trumpe - County Board Member; Jenny Fulton - Dir. of Strategic Communications; John Hamann - Rural Economic Development Coordinator; Patrick Urich - Peoria City Manager; Chris Setti - City of Peoria; Jeff Gilles - County Highway; Doug Crew - PASS Forward; Chris Kaergard - PJS; Alex Rusciano - WCBU radio

The meeting was called to order by Chairperson Ardapple at 2:37 p.m.

**Approval of Minutes**

A motion to approve the minutes of May 9, 2012 was made by Mr. Spain and seconded by Mr. Turner. The motion carried.

**Discussion**

- Branding/Marketing

Purchased Domain Name - Mr. Urich advised that [www.metropeoriagov.com](http://www.metropeoriagov.com) has been purchased as the website domain.

Public Relations Strategy - Mr. Urich noted a discussion point at past meetings was utilizing existing in-house staff in the initial branding discussions. He advised that Ms. Fulton, Director of Strategic Communications for Peoria County, has drafted a marketing plan for review and discussion. Ms. Fulton presented a comprehensive summary of the draft plan. She noted that a first step is identifying target audiences and developing strategies on how best to reach those audiences. Target audiences identified in the marketing plan are City and County Employees, Peoria County Residents and other Government and Partner Agencies. Ms. Fulton outlined several strategies for reaching these target audiences, including technology/on-line presence, public forums such as the Speakers Bureau and local colleges and local print and broadcast media.

Ms. Ardapple suggested website pages focusing on both regional and countywide cooperative efforts.

Mr. Spain motioned to direct Ms. Fulton to work with Administrative staff to select a recommended website vendor to present to committee within the next several months. The motion was seconded by Mr. Turner. Motion carried.

- Public Works/Highway Cooperation

General Issues - Mr. Urich noted that there are currently county highways located within the City of Peoria that are maintained by either the county or the city, and there is confusion among residents as to who to discuss concerns/issues. He advised the City has requested that County Highway Department representatives attend the City Site Plan Review Board, which should help to alleviate the issue of constituents needing to speak with multiple jurisdictions. He stated that the City has begun conversations at the staff level regarding County highways within the City, and plans to move towards having no County highways within the City.

Ms. Ardapple suggested that County Highway planners become proactive in discussions regarding plan development within the City.

Stormwater Permits, joint lobbying efforts: Mr. Urich advised that changes to the urbanized area is an issue that will be necessary to contend with in the near future. He added that a larger effort occurring in the tri-county area outside the city of Peoria that will affect homeowners and businesses in ensuring that they are managing within the stormwater system from a permitting and regulatory standpoint.

Mr. Sorrel advised that the County has received an earmark to begin implementing the regional stormwater plan, and a secondary plan to evaluate a stormwater utility as a means to potentially generate revenue for compliance is being considered. (Mr. Phelan enters meeting.)

### **Committee Action**

- IT - Fiber Connectivity Joint Contract

Mr. Urich advised that fiber connectivity between City Hall and the Courthouse has been in discussions for some time. He advised that staff is recommending approval of a joint contract with Hoerr Construction for labor and materials in the amount of \$22,900.00. He added that the cost would be split evenly between the City and County, for a total cost of \$11,450 to each governmental body. The motion to approve the contract was made by Mr. Riggerbach and seconded by Mr. Turner. The motion carried. The recommendation from committee will move forward to the respective boards of the City and County for approval.

### **Miscellaneous**

Mr. Urich advised that a Unified Restaurant Licensing proposal is in the process of being drafted, and will be brought forward to this committee within the next several months.

Mr. Gilles stated that two bridge inspections for the City were conducted last week.

Ms. Ardapple asked if the City of Peoria operates with a sustainability plan, and Mr. Urich advised that a plan has not been formally created and adopted, although discussions have been held regarding sustainable efforts. Ms. Ardapple advised that best practices regarding sustainability and recycling is a topic that can be brought forth to Committee in the next few months.

Mr. Crew advised that PASS Forward has been asked to review a County government related issue, and will have a recommendation regarding the topic within the next 10 days.

The next meeting was scheduled for July 11, 2012 at 2:30 p.m. The meeting was adjourned at 3:20 p.m.