



AGENDA
Metro Peoria Committee
Wednesday, September 10, 2014
@ 2:30 PM
Peoria County Courthouse, Room 402



1. **Call to Order**
2. **Approval of Minutes**
 - August 13, 2014
3. **Action Item**
 - 2014-2015 Work Plan (attached)
4. **Discussion Items**
 - Economic Development Planning and Prioritization
 - Buy Local Campaign
 - Springdale Cemetery
5. **Miscellaneous**
6. **Adjournment**

DRAFT

**MINUTES
METRO PEORIA AD-HOC COMMITTEE
August 13, 2014
2:30 PM**

MEMBERS PRESENT	Mary Ardapple Michael Phelan Andrew Rand	Ryan Spain W. Eric Turner
MEMBERS ABSENT	Timothy Riggenschach	
OTHERS PRESENT	Brad Harding, County Board Ryan Harding, Citizen Carol Trumpe, County Board Cheryl Budzinski, League of Women Voters Jeff Gilles, County Highway Jeff Griffin, Peoria Area Chamber of Commerce John Hamann, County Rural Economic Dev. Director	Kate Van Beek, Assistant County Administrator Lori Curtis Luther, County Administrator Mark Rothert, Assistant County Administrator Patrick Urich, City Manager (<i>via teleconference</i>) Scott Reese, City Engineer Scott Sorrel, Assistant County Administrator

The meeting was called to order by Chairman Phelan at 2:33 PM.

APPROVAL OF MINUTES

A motion to approve the minutes of the July 9, 2014, meeting was made by Member Rand; seconded by Member Turner. The motion was approved unanimously.

PUBLIC COMMENTS

Ms. Budzinski addressed the Committee regarding the Project Prioritization and Work Plan. She suggested the addition of Construction Waste to the outlined initiatives listed under "Resource Management Plan".

DISCUSSION

Emergency Management Cooperation

Ms. Curtis Luther expressed her appreciation to the City of Peoria for lending their assistance with dive team services. She stated that the City's Fire Department has been very helpful in providing support for the County while Staff continues to evaluate options on both this particular issue and other emergency services that are provided throughout Peoria County.. She stated that in that research, it was noted that in 2010 the division of MABAS (fire districts within Peoria County) had made the determination that the Peoria Fire Department was the best positioned to apply for specific accreditation through MABAS to be the local rescue and recovery dive team.

DRAFT

Ms. Curtis Luther advised that a joint City/County staff meeting was held recently to discuss the process and management of the Country Life Music Festival, and how best to plan for similar events in the future.

2014-2015 Project Prioritization and Work Plan

Ms. Curtis Luther presented a summary of the outlined project prioritizations and work plan. She emphasized the importance of including all the pertinent issues of concern identified by Committee members. She stated that when the Committee is confident that all pertinent issues have been identified as being addressed over the course of the next year, Staff intends to re-visit the Outline, adding implementation timelines for consideration.

Mr. Phelan advised that prioritization of projects could take place at the September meeting, with Staff members being assigned tasks and date-specific deadlines. Ms. Ardapple suggested that at least one member from both the City and County stay in regular contact with Staff. Mr. Rand requested a more thorough review of both City and County investment in economic development, the relationship with collective regional efforts, including FFCI, and how to best leverage finances and utilization of Staff. Ms. Curtis Luther noted that the first step would be the provision of quantitative information; however, as far as leveraging, further steps would require policy direction. Ms. Ardapple noted that the economic development initiative, from the County's side, have direct ties to the 5-year Economic Development Strategy Goals. Mr. Spain agreed with the importance of the topic, and encouraged initial focus on public sector economic development. He informed the Committee that the City is in the midst of the hiring process for an economic development leader at a staff level.

Mr. Phelan advised that that The Cayemitte Group attended a recent meeting of the Minority Business Ad-Hoc Committee. He recommended researching ways in which the City could assist in reaching minority contractors.

Ms. Curtis Luther advised that "Construction Waste" will be added to Health and Sustainability Initiatives. She also stated that Staff will look further at the specific recommendations coming from the Resource Management Plan, in order to discuss in more detail those items needing addressed over the next 12 months. She advised that Peoria County's Strategic Planning 5-year goals and quantifying collective economic development investment and future priorities will be added to the Economic Development subheading under Department Coordination.

Ms. Curtis Luther reiterated that after the project outline and work plan is approved by committee, an attachment detailing upcoming items and associated timelines, recommendations and policy discussion will be provided monthly. She also stated that individuals within each organization assigned to various responsibilities will be provided.

Meeting Schedule

After discussion, Committee made the decision to meet in September and then further evaluate the committee workload before determining a final schedule.

FUTURE AGENDA ITEMS

Large Event Permit for both Jurisdictions

Joint Buy Local Campaign - Ms. Ardapple stated that the timing for the campaign is vital in order for the retail community to benefit, as both organizations are entering their 4th quarter. She requested that discussion be moved forward to the September meeting. Mr. Spain agreed, stating that decisions regarding a campaign need to be finalized in September, in order to maximize impact of sales tax revenue. Ms. Curtis Luther advised that City and County staff will research options and report recommendations to implement those efforts (both an internal, organizational purchasing policy and the broader issue of community education and impact of purchasing decisions) at the September meeting of the committee.

Discussion of Revised IGA - Springdale Cemetery - Mr. Turner advised that the Mayor has expressed concerns regarding Springdale Cemetery, noted that the topic should be priority, and requested discussion regarding moving forward cooperatively to address issues. Mr. Phelan stated that the cemetery has been discussed by the Executive Committee, and he has asked that it be a topic for the Strategic Planning Session. He also stated that the County should re-evaluate its commitment to Springdale; with either more hands-on involvement or relinquishing the commitment altogether.

City-County Legislative Initiatives - Updates will continue when legislature is in session.

Fiscal Agent Responsibilities for Election Commission - Draft IGA

City-County Road Agreement

ADJOURNMENT

The meeting was adjourned by Chairman Phelan at 3:28 PM.

	Staff Assigned		Metro Peoria	Due Date	
	County	City		County	City
I. City/ County Legislative Initiatives				Report to Finance, Legislative PRM/ Intergovernmental	
A. Creation of Joint Legislative Program	Scott Sorrel	Chris Setti	11/12/2014	11/20/2014 - Finance	
				12/11/2014 - Board Approval	City Council Approval
B. Joint Session with Legislators	Virginia Pearl	Chris Setti	January 2015 TBD	January 2015 TBD	
C. Coordination of Lobbying Efforts	Lori Curtis Luther	Patrick Urich	January - July 2015		
D. Status Reports during the Legislative Session	Scott Sorrel	Chris Setti	January - July 2015		
II. Health and Sustainability Initiatives				Report to Health, Environment and Welfare Committee	
A. Local Food Economy	Scott Sorrel, Karen Raithel, Rebecca Cottrell	Chris Setti	Feb-15		
1. Seeds2Success, Food Summit			February 2015		
2. Farm to Table, to School, to Veterans					
3. Grain to Glass					
B. Resource Management Plan (Insert Karen's info)			Monthly	Report to Health, Environment and Welfare Committee	
1. Countywide Recycling Efforts					
2. Demolition & Construction Waste					
3. Food Waste Diversion/Composting					
III. Department Coordination	Lori Curtis Luther	Patrick Urich			
A. Monthly City Manager/County Administrator Staff Coordination				2 weeks prior to Metro Peoria	
B. Emergency Management Coordination			Quarterly Report	Report to Public Safety, Law Enforcement, and Court Admin Committee	
1. Large Event Gathering Ordinances	Matt Wahl		TBD	TBD	TBD
2. Coordination of Planning Exercises	John Hamann	Dwain Deppholder			

	Staff Assigned		Metro Peoria	Due Date	
	County	City		County	City
3. Evaluate additional operational areas that could be enhanced, including coordination with other agencies i.e. Tazewell County EMA	Lori Curtis Luther	Patrick Urich			
C. Economic Development Coordination	Mark Rothert	Ross Black/Chris Setti	Monthly Reports		
1. City/County Loan Programs					
2. Joint Incentive Policy					
3. Joint Enterprise Zone Application					
4. Asian Carp Initiative					
5. Poverty Reduction					
5. Buy Local Campaign			September/October 14		
a) Organizational Purchases					
b) Community Education					
D. IT					
1. IGA Shared Data Storage & Disaster Services	Mark Little	Sam Rivera	12/10/2014	12/16/2014-Management Svc & PRM/ Intergovernmental	
2. Fiber Connectivity	Mark Little	Sam Rivera	12/10/2014	12/16/2014-Management Svc & PRM/ Intergovernmental	
E. Human Resources					
1. Training	Kate Van Beek	Mary Ann Stalcup	Report in January and June		
F. Public Works/ Highway	Amy McClaren	Mike Rogers			
1. Draft IGA City/County Road Agreement			TBD	TBD	TBD
G. Planning/Zoning/Code Enforcement	Matt Wahl	Mike Rogers			
1. Storm Water Utility Public Education					
H. Communications/ Public Relations	Jennifer Fulton		Quarterly Report		
1. Web Site					
2. Public Speaking Engagements					
3. Joint Press Releases/ Press Conferences					
IV. Misc.					

	Staff Assigned		Metro Peoria	Due Date	
	County	City		County	City
A. Springdale					
B. Election Commission					
C. Liens on Tax Bills					

AGENDA BRIEFING

COMMITTEE: Metro Peoria
MEETING DATE: September 10, 2014

LINE ITEM: N/A
AMOUNT: N/A

ISSUE: Economic Development Planning and Prioritization

At the August 2014 Metro Peoria Committee (MPC), it was requested that the committee and staff begin a discussion regarding economic development. This memo services to provide a status update and background information on Peoria County's economic development efforts, as well as highlight recommended areas of focus in the forthcoming year.

BACKGROUND

Peoria County has spent 2013-2014 implementing various projects and programs related to fostering an innovation and entrepreneurial ecosystem in Peoria County. Such projects and programs have included:

- Support of FFCI, EDC and regional economic development,
- Support for Startup Peoria,
- Funding for rural libraries to obtain entrepreneurship-related materials and equipment,
- Formation of the Seeds2Success food hub concept,
- Undertaking a gap financing study,
- Creation of the Greater Peoria SourceLink one-stop-shop website,
- Creation of an economic development Data Center of Excellence through funding from the Ike grant,
- Conducting over 100 business retention visits through funding from the Ike grant, and the
- Creation of the MBE Contractor Development Initiative.

Currently the Economic Development Department of Peoria County has 1.5 FTEs (Mark Rothert and John Hamann). Hamann's time has been split between duties related to rural economic development and rural public transportation. However upon the retirement of Vickie Turner from the County's Emergency Management Agency, Hamann was reassigned from his rural economic development role to EMA as interim director. This has left a .5 vacancy in the Economic Development Department.

With its limited number of economic development staff, the County has had to rely on working with key community partners to implement many of the programs above. Such partners have included Tri County Regional Planning Commission, the EDC, Startup Peoria, a consortium of rural libraries, University of Illinois-Extension, Bradley University, the Illinois Black Chamber, and others.

FUTURE PRIORITIES

Looking forward, the County should continue to champion and support the initiatives outlined above. Support for the EDC/FFCI, Startup Peoria, DCOE, and Greater Peoria SourceLink all help to meet the 5-year goals established at the regional and county levels. Greater Peoria SourceLink is also an example of a signature program that was started by the County but may be better suited to a more regional entity (i.e. the EDC or Startup Peoria). Finding a home for this program should be a goal over the next year. Additionally, grants should be sought to extend the MBE Contractor Development Initiative so that continual and repetitive training and assistance can be provided to MBE firms. Lastly, the County should keep striving to build a food economy as envisioned by the Seed2Success program.

The next year is also an opportunity to start tackling other areas of our 5-year plan. These areas of focus include the following:

- Rural Development: Rural stakeholders from across Peoria County have been meeting to organize themselves more effectively and create gains in community and economic development. Rural LISC has been a partner in this endeavor and is willing to provide technical and financial assistance to Peoria County and its rural stakeholders to establish a rural-based coalition and staff it on a full time basis. This coalition looks to undertake the following in rural communities:

- Neighborhood revitalization,
 - Downtown redevelopment,
 - Working with entrepreneurs or local firms for startup, growth or expansion,
 - Providing access to capital,
 - Housing development and rehabilitation,
 - Community facility/infrastructure improvement,
 - Combating community deterioration,
 - Community beautification,
 - Applying for grants, or
 - Supporting public transportation.
- **Business Expansion Program:** The Business Expansion Program is a “grow from within” strategy by identifying businesses on the cusp of growth. These businesses (called 2nd Stage Companies) are the ones that help create and sustain the most job growth in an expanding economy. A business expansion program will focus on identifying and addressing strategic growth challenges such as developing new markets, refining business models and gaining access to competitive intelligence. Development specialists help CEOs identify which issues are hindering their growth and then leverage sophisticated tools to deliver insights and information that CEOs can apply immediately. This is a more robust version of the traditional business retention visits done in the past. Organizations like the Edward Lowe Foundation and the EDA University out of Purdue University specialize in this type of program.
 - **Buy Local Campaign:** With a decline in sales tax revenue, policy makers are interested in implementing a "Buy/Shop Local Campaign" to educate consumers of the impact of their shopping behaviors. This program will be conducted in collaboration with the City of Peoria.
 - **Access to Capital:** Peoria County has access to a large amount of capital that could be better utilized if the loan programs associated with the County's Gap and Keystone funds could be reworked and made to be more flexible to access. Improvements could include:
 - Establishing a joint loan program with the City of Peoria,
 - Implementing an easy to understand application process,
 - Providing loan approval authority (up to a certain threshold) to a loan committee and the County Administrator to cut down on processing time, and
 - Creating separate programs that meet various needs (i.e. disaster recovery, sustainability, neighborhood stabilization, equity investment, economic empowerment, etc.) See attached document for a possible breakdown of Gap and Keystone funds.
 - **Poverty Reduction:** Peoria County has identified poverty reduction as a key area of focus to put attention and resources. Current statistics regarding unemployment, household income, and other socio-economic indicators show that several census tracts within the City of Peoria are hardest hit with high poverty. Peoria County, along with partnering community stakeholders, should elevate the discussion about poverty and determine courses of action to mitigate its impact.
 - **Closer collaboration with the City of Peoria:** The City of Peoria is one of the County's largest partners in undertaking economic development. To that end, the City and County should look for ways to collaborate in support each other. Such collaboration may include the following:
 - Enterprise Zone Application - the City and County are currently working to apply to the State of Illinois for a new Enterprise Zone that will run from the Mossville area through Peoria, to neighboring municipalities, and southward toward Mapleton.
 - Joint Loan Fund - The City currently has a revolving loan fund (RLF) that was originally capitalized by an EDA grant. The region as a whole, however, does not have a loan fund and has asked EDA for funding to create one. EDA has denied this request on the basis that the City of Peoria has an EDA funded RLF. One solution may be to have the City transfer its EDA RLF to a regional entity (i.e. the EDC). The County and the City could then jointly run a revolving loan fund that takes the place of

the EDA RLF. Under this scenario, the City helps the region without losing the lending capacity it has always had, and the 5-county region gains a revolving loan fund.

- Joint Incentive Policy - A joint incentive policy would help the City and County stay competitive with other regions and determine when such incentives are appropriate to be offered (i.e. through jobs created/retained and the level of investment.)
- Business Expansion Program (see above) – since most 2nd stage companies are likely in the City of Peoria, it makes sense to partner in this program.
- Buy Local Campaign (see above) – since most consumers live in the City of Peoria, it makes sense to partner in this program.
- Poverty Reduction (see above) – since most of the county’s poverty is found in the City of Peoria, it makes sense to partner in this program.

APPLICABILITY TO 5-YEAR PLAN

The priorities listed above correspond to the following objectives of Peoria County's 5-year plan

- Act regionally, intra-county, and intergovernmentally,
- Expand economic performance,
- Increase the pace of innovation and entrepreneurship,
- Leverage the County's Keystone funds, and
- Target key census tracts with high poverty.

COUNTY BOARD GOALS: GROWING COUNTY

STAFF RECOMMENDATION: Discussion/Receive and File

COMMITTEE ACTION:

PREPARED BY: Mark Rothert, Assistant County Administrator

DEPARTMENT: County Administration

DATE: September 5, 2014