



AGENDA
Metro Peoria Committee
Wednesday, November 12, 2014
@ 2:30 PM
Peoria County Courthouse, Room 402



1. **Call to Order**
2. **Approval of Minutes**
 - October 8, 2014
3. **Action Items**
 - a. Department Coordination
 - ◆ Highway Agreement
4. **Discussion Items**
 - a. City/County Legislative Issues
 - ◆ Legislative Program for the 99th General Assembly
 - b. Health & Sustainability Initiatives
 - ◆ Seeds 2 Success 2015
 - ◆ Resource Management Plan
 - ◆ Green Office Challenge Update
 - c. Department Coordination
 - ◆ Economic Development
 - (1) Enterprise Zone Application Status
 - (2) Promise Zone Application Status
 - (3) NACo Economic Development Summit
 - (4) Buy Local Campaign
 - d. Miscellaneous
 - ◆ Election Commission
 - e. Work Plan Update
5. **Miscellaneous**
6. **Adjournment**

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**MINUTES
METRO PEORIA AD-HOC COMMITTEE
October 8, 2014
2:30 PM**

| | | |
|------------------------|--|---|
| MEMBERS PRESENT | Michael Phelan Mary Ardapple Andrew Rand | Timothy Riggerbach Ryan Spain W. Eric Turner |
| MEMBERS ABSENT | | |
| OTHERS PRESENT | Cheryl Budzinski, League of Women Voters Chris Setti, Assistant City Manager Don Shafer, Chamber of Commerce Joyce Blumenshine, Heart of IL Sierra Club Karen Raithel, Recycling & Resource Conservation | Kate Van Beek, Assistant County Administrator Lori Curtis Luther, County Administrator Mark Rothert, Assistant County Administrator Ross Black, City of Peoria Scott Sorrel, Assistant County Administrator |

The meeting was called to order by Chairman Phelan at 2:35 PM.

APPROVAL OF MINUTES

A motion to approve the minutes of the September 10, 2014, meeting was made by Ms. Ardapple; seconded by Mr. Turner. The motion was approved unanimously.

DISCUSSION ITEMS

Economic Development

- Buy Local Update: Internal Programs

Mr. Rothert advised that he is working in conjunction with the marketing staff to devise a framework for both an internal and external campaign. The internal plan will consist of departmental presentations and communication to City and County employees via newsletters, email and intranet site. An external campaign will include social media advertising, with some paid advertising through Facebook and/or Twitter.

Ms. Ardapple stated that she has spoken with a representative from American Express regarding Small Business Saturday, and she encouraged them to explore not only Peoria County, but other communities around the country, on how this particular event could be a catalyst to a year-round Buy Local Campaign. She also commented that local government is more in need of the sales tax dollars than ever before, and suggested a conversation with American Express from a local government perspective.

Mr. Setti suggested several incentives such as providing discount cards for various fundraisers and coordinating with the Chamber of Commerce and local businesses to provide discounts to City and County employees. Ms. Ardapple supported coordination with the Chamber, as they could tie-in to their membership base. She also stressed the importance of educating the consumer on the utilization of sales tax, and recommended adding information to the Chamber's email newsletters regarding an education campaign. Mr. Spain noted that providing motivation to the County and City workforce to spend locally and continue to be of assistance to local and unique small businesses is important to the community. Mr. Turner suggested developing a City/County driven marketing campaign, perhaps overseen by the Chamber of Commerce.

Ms. Curtis Luther advised that external and internal campaigns will be prepared specifically for Small Business Saturday; however, those campaigns are the initial milestone targets, with further and ongoing outreach and creation of partnerships with educational institutions, etc.

- Enterprise Zone Status

Mr. Rothert advised that he is in the process of meeting with various communities to solidify their interest in partnering with the City and County in the application process. The City, County and participating jurisdictions will be required to adopt Enabling Ordinances and Intergovernmental Agreements. Those two documents will outline local incentives offered: Property Tax abatement, Sale Tax Exemption conditions and waiving of building and permit fees. A public hearing will also be scheduled regarding the application. He also stated that he has begun discussions with local taxing districts such as the Airport Authority, Greater Peoria Mass Transit District and ICC, and the City will contact the school, park and library districts. He noted that the applications are due by the end of the year.

Mr. Spain asked if the total mass of the Enterprise Zone changed or been redefined. Mr. Rothert stated that the boundaries of the Zone can be adjusted or amended, and noted if four or more partners join the application process, the Zone can be expanded from 12 square miles to 15 square miles. Mr. Black noted that in the event that less than four jurisdictions partner, there can be additions later in the process. He also stated although there are currently 97 Enterprise Zones, a cap of 47 Zones will be instituted as of July 1, 2016, making the application process much more competitive. Ms. Curtis Luther stated that a multi-jurisdictional application will be more competitive than a single entity application.

Mr. Rothert stated that two applications are being prepared; urban and rural. He advised that the rural application includes Chillicothe, Princeville, Elmwood and Hanna City.

- City-County Economic Development Investment

Mr. Rothert reviewed Peoria County's investment in Economic Development in 2014, which includes costs for Personnel, Benefits, Commodities and Grants/Contributions/Consultant Services. He further noted that the majority of the budget apportioned to Grant/Contributions/Consultant Services is allocated to EDC/FFCI, with the remaining utilized for the CEDS local match and funding for various organizations or projects throughout the year. He also summarized a one-time 2014 expense of \$257,000.00, related to various entrepreneurship and innovation related projects such as the Minority Contractor Development Initiative, Entrepreneurship resources for rural libraries and Startup Peoria. Hurricane Ike Grant funding was utilized for the creation of Comprehensive Plans for many Peoria County communities, Business Retention Visits and the creation of the Data Center of Excellence.

Mr. Rothert stated that there have been some performance issues with Tri-County Regional Planning Commission (TCRPC) in regards to Hurricane Ike Grant implementation, as there has been a delay in their providing disaster planning documents to several communities. He advised that it is anticipated that all approvals will be finalized by mid-November.

Mr. Rothert stated that the 2015 budget will be slightly reduced, and will be absent funds such as the Hurricane Ike Grant and the one-time spend for Entrepreneurship/Innovation Projects.

Mr. Spain asked if a report documenting information related to the business retention visits has been compiled. Mr. Rothert advised that the TCRPC subcontracted the EDC to perform the visits, and they have compiled a report which has been provided to the City.

Mr. Rothert briefly discussed the status of available Keystone funds. He stated that the funds must be used for economic development purposes, and staff continues to research the best potential and strategy for those available funds, including the possible creation of a regional loan fund.

Mr. Setti advised that date for the City of Peoria will be provided at the November meeting of the committee.

Health and Sustainability Initiatives

- Green Business Challenge

Ms. Raithel advised that the Green Office Challenge is being launched in conjunction with several other community organizations and agencies such as the U of I Extension and U of I Sustainable Technology Institute. The program began in Chicago, and the downstate launch will be piloting the program to the communities of the Greater Peoria area, Champaign-Urbana and Bloomington/Normal. The Challenge encourages

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sustainable efforts, with participants sharing ideas and taking advantage of six sessions related to office sustainability. Ms. Ardapple advised that several businesses have already signed on for the challenge, and stated that information has been forwarded to the Chamber of Commerce in order to encourage participation of their membership.

- Seeds 2 Success 2015

Ms. Ardapple advised that an initial planning meeting for discussion of programming and fundraising has been scheduled. She stated that Sam Gappmayer, President/CEO of the Peoria Riverfront Museum is an active partner in the initiative and has offered the use of the museum as a site for the event in March 2015. She said that the conference is anticipated to extend to 1.5 days, with break-out sessions. As with the initial conference, "Farm to School", "Farm to Veterans" and "Farm to Glass" will be three key topics, each of which can exhibit the opportunity for economic development growth. She noted that several partners have signed on to be a part of the committee structure, and Senator Koehler has been approached to be honorary chair. She is hopeful of drawing speakers throughout the region, and featuring area restaurants that are locally sourced. She commented that the conference is a "landing platform" for entrepreneurs, growers, end users, grocery stores, Health Department, City and County to interact, and come away with action statements that can be taken back to the community.

Ms. Ardapple advised that Mr. Rothert has applied for an economic development summit through NaCO, with the chosen communities being announced October 24th. If Peoria County is chosen, the summit would be hosted at the same time as the Seeds2Success conference.

- Resource Management Plan

Ms. Raithel advised that a draft has been developed by a group of stakeholders representative of the community, with follow-up communications with the City of Peoria to ensure proper coverage. She stated that the draft is ready to be released for a 30 public comment period, as well as providing the opportunity to reach out to additional stakeholders within the community. A public meeting will also be scheduled during the public comment period. Any feedback will be relayed to the Advisory Committee, which will reconvene to make any adjustments, revisions and/or additions. The revised draft will then be brought forward to the Health Committee and the full County Board for approval.

Ms. Ardapple also noted the short term and long term goals and strategies of the Plan. Ms. Curtis Luther advised after the Plan is adopted by the County Board, it can be determined which areas the Metro Peoria Committee should focus on in the course of the next year. She noted that the progress of the Advisory Committee will be shared with this committee, as well as feedback on the goals that may be worked on collectively. Staff will continue to refine how the timeline of the Plan dovetails into the Work Plan for the Metro Peoria Committee.

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Ms. Blumenshine voiced her concern over the lack of current updates regarding the Plan, and the fact that a detailed Executive Summary was not provided. Ms. Curtis Luther advised that the Metro Peoria Committee received a full report, as well as the entire plan, from the consultant. The information provided in the committee packet is simply to highlight areas of importance to this committee specifically.

Mr. Spain asked if the Plan provides the proper framework for discussion of further potential opportunities to receive revenue related to recycling services. Ms. Raithel answered in the affirmative, and stated as Peoria County moves forward with planned strategies, best practices of various communities and performance based initiatives can be incorporated.

Work Plan Update

An updated Work Plan will be distributed to committee members via email.

MISCELLANEOUS

Ms. Ardapple requested that the topic of Springdale Cemetery priorities, and options to consider, be brought forward to the Executive Committee, with a further discussion at the next meeting of this committee. Mr. Riggerbach emphasized that Springdale Cemetery is a priority for the City Council and the Mayor, and agreed that revisiting the Intergovernmental Agreement in a timely manner is crucial, and while providing Peoria County an opportunity to review its long-term commitment to the cemetery is also imperative, it should be a separate issue from discussion/action on the Agreement.

Ms. Ardapple advised that the Chamber of Commerce has been asked to consider developing a tool for sales tax analysis, in an attempt to gauge sales tax revenue in a more timely fashion. Mr. Shafer stated that discussion has initiated with the Chamber of Commerce, wherein members of the Chamber of Commerce would self-report their sales tax dollars, with that information then provided to both the City and County as a way of better understanding localized patterns. He advised that there would be further discussion after clarification and direction from this committee. Ms. Ardapple stated that the initiative will also enhance the Shop Local campaign by having the businesses actually engaged. Mr. Shafer noted that the business community understands the need for buying locally; however, the analysis will enable area businesses to pass along educational information to the consumer.

Ms. Curtis Luther advised that an article on Buy Local has been placed in the current edition of InterBusiness Issues.

ADJOURNMENT

The meeting was adjourned by Chairman Phelan at 3:35 PM.



Economic Development Spending

Salaries (2.65 FTE)

| | |
|---------------------------------------|-----------|
| Community Development Director (0.15) | |
| Assistant City Manager (0.25) | |
| Senior Development Specialist (1.00) | \$188,829 |
| Development Specialist (1.00) | |
| Management Analyst (0.25) | |

Benefits (est.) \$66,090

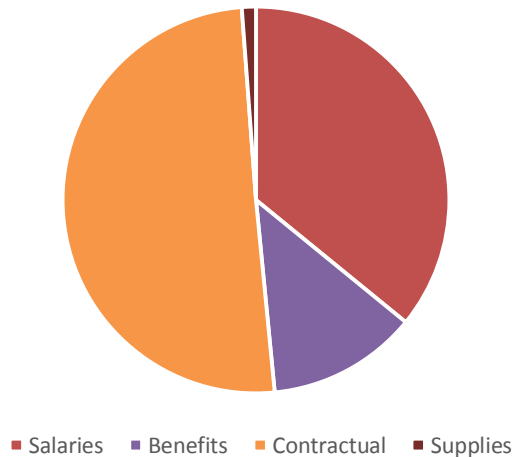
Contractual

| | |
|----------------------------------|-----------|
| <u>Includes:</u> | |
| Downtown Development Corporation | \$265,000 |
| EDC/FFCI | |
| Real Estate Contractor | |

Supplies \$6,200

Total \$526,119

Spending by Category



Please note: Not included in salary costs are the significant costs of other departments and staff, namely Legal and Finance, that are involved in many Economic Development activities.

MetroPeoria Work Plan
Updated: 11/7/2014

| | Staff Assigned | | Metro Peoria | Due Date | |
|--|---|------------------------|-------------------------|---|-----------------------|
| | County | City | | County | City |
| I. City/ County Legislative Initiatives | | | | | |
| A. Creation of Joint Legislative Program | Scott Sorrel | Chris Setti | 11/12/2014 | 11/18/2014-PRM / Intergovernmental & 11/20/2014 Finance / Legislative | City Council Approval |
| | | | | 12/11/2014 - Board 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 | | | | | |
| A. Local Food Economy | Scott Sorrel, Karen Raithel, Rebecca Cottrell | Chris Setti | March 2015 | Report to Health, Environment and Welfare Committee | |
| 1. Seeds2Success, Food Summit | | | March 2015 | | |
| 2. Farm to Table, to School, to Veterans | | | | | |
| 3. Grain to Glass | | | | | |
| B. Resource Management Plan | | | Monthly | Public Hearing Process - Jan, '15 | |
| 1. Countywide Recycling Efforts | Karen Raithel | | November 2015 | | |
| 2. Demolition & Construction Waste | Karen Raithel | | | | |
| 3. Food Waste Diversion/Composting | Karen Raithel | | | | |
| III. Department Coordination | | | | | |
| A. Monthly City Manager/County Administrator Staff Coordination Meetings | Lori Curtis Luther | Patrick Urich | | 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 | | | |
| 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 | | | | | |
| 6. Buy Local Campaign | | | October / November 2014 | | |
| a) Organizational Purchases | | | | | |
| b) Community Education | | | | | |

MetroPeoria Work Plan

Updated: 11/7/2014

| | Staff Assigned | | Metro Peoria | Due Date | |
|--|-----------------------|------------------|----------------------------|--|-------------|
| | County | City | | County | City |
| 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 | | | | | |
| 1. Draft IGA City/County Road Agreement | Amy McClaren | Mike Rogers | 12/10/2014 | Dec 2014 PRM & Transportation Committees | |
| G. Planning/Zoning/Code Enforcement | | | | | |
| 1. Storm Water Utility Public Education | Matt Wahl | Mike Rogers | | | |
| H. Communications/ Public Relations | Jennifer Fulton | | Quarterly Report | | |
| 1. Web Site | | | | | |
| 2. Public Speaking Engagements | | | | | |
| 3. Joint Press Releases/ Press Conferences | | | | | |
| IV. Misc. | | | | | |
| A. Springdale | | | | | |
| B. Election Commission | | | | | |
| C. Liens on Tax Bills | | | | | |