

Economic Development Advisory Committee

Minutes

March 1, 2021

12:00 p.m. Pekin City Hall

Members Present: Drew Leman, Earl Riley, Jack Steger, Keith Dunkelbarger, Mack Cakora, Amy McCoy, Chris Setti, Dennis Short, Pat Taphorn

Others Attendees: Matt Fick, Mark Rothert

1.0 Meeting called to order by Mack Cakora at 12:00 PM.

2.0 Motion made by Keith Dunkelbarger, seconded by Earl Riley, to approve the March 1, 2021 meeting minutes. Motion carried.

3.0 New Business:

- 3.1 The Committee discussed the creation of a "Pekin Business Outreach Committee" comprised of 3 members, who would meet on a regular basis to discuss strategies and actions to be taken to make contact with existing business owners. The Committee would be tasked with spreading "good news" about the City through various media outlets. The group decided that the committee should probably consist of someone from the City and the Chamber and then one of the EDAC members who had a personal connection with the business owner.
- 3.2 The Committee discussed the EDAC serving as an advisory group for start up business or expanding businesses. Further discussion led to a recommendation that perhaps the EDAC be listed as a resource for individuals after they have met with a bank, developed a business plan and perhaps even identified a business location.
- 3.3 A discussion was held about the need to market the City in a more positive light. Much of the discussion focused around the City's website and the need to update it. Manager Rothert stated that the contract with the current website host was about to expire and that a refresh of the site could be done if that contract was extended. Member Dunkelbarger suggested meeting with Randy McDaniels, of McDaniels Marketing, whose company has done websites for other municipalities. Manager Rothert indicated the City had met with Mr. McDaniels several years ago and that they would need to do an RFP and meet with other firms should they decide to hire a marketing firm.
- 3.4 Economic Development Manager Matt Fick discussed the numerous TIF applications that the City had received and the fact that they would be brought before the EDAC at their June meeting for a review and recommendation. He indicated that the City was working with CivicServ on a software application that would score the TIF applications.

4.0 City Economic Development Updates: There were no City updates.

5.0 Round Table Updates were provided.

6.0 There were no public questions or comments.

7.0 Motion by Drew Leman, seconded by Jack Steger, to adjourn the meeting at 1:25 PM, motion carried.