City of Pekin

**PROCEEDINGS OF THE REGULAR MEETING
OF THE ECONOMIC DEVELOPMENT ADVISORY COMMITTEE OF THE CITY OF PEKIN, ILLINOIS,
HELD IN THE COUNCIL CHAMBERS OF CITY HALL
111 S. CAPITOL ST
ON MONDAY, OCTOBER 14, 2024 AT 12:00 PM**

Call to Order

The regular meeting of the Economic Development Advisory Committee was called to order and all members were physically present. A quorum was declared by Chairperson Leman.

Attendee Name	Organization	Title	Status	Arrived
John Campbell	Economic Development Advisory Committee	Member	Present	Noon
Danielle Owens	Economic Development Advisory Committee	Member	Absent	
Amy McCoy	Economic Development Advisory Committee	Member	Absent	
Dennis Short	Economic Development Advisory Committee	Member	Absent	
Jack Steger	Economic Development Advisory Committee	Member	Present	Noon
Drew Leman	Economic Development Advisory Committee	Member	Present	Noon
Liridon Rrushaj	Economic Development Advisory Committee	Member	Present	Noon
Patrick Taphorn	Economic Development Advisory Committee	Member	Absent	
D. Neal Hanley II	Economic Development Advisory Committee	Member	Present	Noon
Roy Bockler	Economic Development Advisory Committee	Member	Present	Noon
Earl Riley	Economic Development Advisory Committee	Member	Absent	
Caty Campbell	Economic Development Advisory Committee	Member	Present	Noon

Approve Agenda

B Hanley motioned to approve the agenda, seconded by C Campbell. Motion passed by voice vote.

Approval of Minutes

3.1. Motion to Approve the Regular Meeting Minutes from September 9, 2024

L Rushaj motioned to approve the minutes of the September 9, 2024 meeting, seconded by J Steger.

Mr. Bockler suggested certain members should have abstained from vote on McDaniels Marketing vote, which was unanimous vote according to the minutes. He states that he was not in attendance for the vote as he exited the meeting early. He requests all future votes be done as a roll call vote.

Motion passed by voice vote; one nay – Mr. Bockler.

Public Input

None

Consent Agenda

5.1. Monthly Staff Report

Mr. Wray provides overview of the included monthly staff report and highlighted a few items:

Cullinan plans to release next tenant soon. There are two public right now; Maurices and Five Below.

The RFP process is complete on the sale of City property south of Hanna Drive. Mr. Wray will speak with City Council tonight in executive session. It will be an industrial park. For the 57 acres they are interested in, they estimate a $550M valuation once complete.

Mr. Wray recently had a meeting with a local developer for a three-story apartment complex downtown that looks promising at this time. They would like to start this spring.

Mr. Wray completed business retention visits with Ms. McCoy at a few hotels, retailers, etc. The hotels are stating they are about 20% lower than last year, but tax revenue numbers seem to be where they were expected so far. Mr. Setti suggested looking at STAR reports from Greater Peoria to get an idea on maybe why this is. Mr. Bockler commends Mr. Wray and Ms. McCoy for doing retention visits and thinks they are much needed. He suggests seeing a standard matrix and questions that each location answers anonymously to gather data and help develop a more strategic plan.

Unfinished Business

6.1. Strategic Planning - Measureable Objectives

Mr. Wray reviewed the objectives that he put together and welcomes feedback. He notes that the default timeline would be five years unless it is otherwise noted.

Mr. Bockler asked for current data/point of reference/starting line to show comparison (example given is the number of homes currently to track how many are added). Mr. Leman agrees and adds that this would assist in building a dashboard. Mr. Wray states that he is working on this. The data was not readily available online, but he will work to gather the information.

Mr. Steger suggested updating some of the wording for the objectives. Example: instead of “add 100 homes” change to “net gain of 100 homes” to show growth and also include the consideration of any losses.

Mr. Bockler suggested identifying additional industrial park potentials. Mr. Wray explained there is an objective under Goal 2, Strategy 2 to complete a new comprehensive land use plan, which would aid in doing exactly that. He further added that there are parcels of land identified and annexed already just south of Pekin.

Mr. Wray noted the City is applying for DCEO grant for site readiness program, which is up to $150K that could aid in Strategy 2, Objective 2.

Mr. Bockler asked how many acres the City owns and then requested a list of those properties, both residential and industrial/commercial.

Mr. Wray explained the reasoning behind Goal 3, Strategy 2, Objective 1, which is that adding more ZBA meetings would allow for quicker growth. Current state, due to deadlines for agendas and posting, one could have to wait about a month and a half if a deadline is missed.

Mr. Bockler pointed out that there have been studies done in the past and references a bike study and downtown development strategic plan, but then those died off. He suggests that any similar studies should somehow be incorporated into this strategic plan, if possible. Mr. Wray added that potentially there could be an exhibit of referenced studies. Mr. Steger agrees that this would be a good start to take a look back, but also cautions spending too much time as the focus is to move forward.

Mr. Bockler also suggested adding priorities to each of the objectives to show how work will be done to attain them, since this is a five-year plan.

Mr. Wray plans to clean up the document and bring it back to the committee. He asked that any additional feedback be sent to him so he can get this completed. He is hopeful to accomplish this prior to the next meeting.

New Business

7.1. Discussion on Retail Strategies

Retail Strategies is a company that the City has used in the past. It appears that they have not been retained or paid, but Mr. Wray plans to look into this to find out for sure. They recently provided a free Trade Area Analysis. Per their analysis, there is an opportunity gap of about $676M, which is broken down by category. Mr. Setti asked if the report differentiated online purchases vs in-store, as online purchases would be more difficult to recapture. Mr. Wray confirmed that it does not differentiate between the two and then added that our sales tax does not spike during holiday season, so either people are shopping online or purchasing in other local communities. Mr. Wray explains that this information may be able to help inform potential policy changes. One example would be the policy regarding liquor to be sold at gas stations, as there have been interested companies that explained this was their barrier in the past. The Committee was agreeable to bringing Retail Strategies in, hearing their presentation, talking numbers, etc.

Any Other Business to Come Before the Commission

Mr. Wray notified the group that there will be a TIF Joint Review Board meeting on 10am on October 24 for the FY21 audit. The location is TBD as of now because there is a conflict in Council Chambers, but it will likely be at the Pekin Public Library.

The next regularly scheduled meeting for this committee is scheduled for November 11, which is Veteran's Day and City Hall is closed. There was a discussion about rescheduling. Mr. Bockler suggested having on November 12 and doing it in coordination with the high school as their culinary students make lunch that day, but there are multiple committee members out that day. The group was agreeable to having a future meeting there, and Mr. Leman asked Mr. Bockler to reach out to Ms. Owens and work out a date. After a brief discussion, it was agreed to move the next meeting to Monday, November 18 at 12pm in Council Chambers.

There was discussion about roll call votes per Mr. Bockler's earlier suggestion and if/when to do so.

Mr. Wray provided a copy of the Illinois Investment Guide to all members. He explained that we paid for an ad and ended up with the inside front cover, full-page spread. This goes to about 7,000 site selectors. Mr. Bockler praises the person responsible for making this happen.

Adjourn

J Campbell moved to adjourn the meeting at 1:06pm seconded by C Campbell. Motion approved by voice vote.