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, MARCH 10, 2025 AT 12:00 PM

Call to Order

The regular meeting of the Economic Development Advisory Committee was called to order at 12:00PM. A quorum was declared by D. Leman.

Attendee Name	Organization	Title	Status	Arrived
John Campbell	Economic Development Advisory Committee	Member	Absent	
Danielle Owens	Economic Development Advisory Committee	Member	Present	Noon
Amy McCoy	Economic Development Advisory Committee	Member	Present	Noon
Dennis Short	Economic Development Advisory Committee	Member	Present	Noon
Jack Steger	Economic Development Advisory Committee	Member	Absent	
Drew Leman	Economic Development Advisory Committee	Member	Present	Noon
Liridon Rrushaj	Economic Development Advisory Committee	Member	Present	Noon
D. Neal Hanley II	Economic Development Advisory Committee	Member	Present	12:05pm
Roy Bockler	Economic Development Advisory Committee	Member	Absent	
Earl Riley	Economic Development Advisory Committee	Member	Absent	
Caty Campbell	Economic Development Advisory Committee	Member	Present	Noon

Others in attendance: Josh Wray – Director of Economic Development, John Dossey – City Manager, Mary Burress – Mayor

Approve Agenda

A McCoy motioned to approve the agenda and meeting minutes from February 10,2025, seconded by C Campbell. Motion passed by voice vote.

Approval of Minutes

3.1. Minutes of the Regular EDAC Meeting on February 10, 2025

A McCoy motioned to approve the agenda and meeting minutes from February 10,2025, seconded by C Campbell. Motion passed by voice vote.

Public Input

None

Reports

5.1. Strategic Plan Scorecard

Mr. Wray reported that the Strategic Plan was received and filed by City Council at the last meeting. Open to feedback on the proposed scorecard. Suggestion from the committee to include a source on where the baseline numbers come from.

5.2. Staff Report

Mr. Wray provided an overview of the included staff report.

5.3. Greater Peoria EDC Updates

Mr. Setti was unable to be in attendance today, but updates from Greater Peoria EDC are included in the packet for review.

Unfinished Business

6.1. Recommendation for TIF Residential Renovation Program Policy

City Council tabled this item until tonight's meeting and provided recommendations for updates and discussion for this committee, as included below:
Lower maximum award for rental units of $30,000
No more than 50% of program budget can go to one developer in a given year
Prohibition of owner-occupied projects from becoming rental within 5 years of incentive payment
Personal guarantee required for all incentive agreements
Recording agreements against property

The contractor that initially brought this idea forth was present and questioned the recommended cap. Discussion held by members of the committee.

Committee members discussed the considerations of cost to the city for properties sitting empty including code enforcement, demo, unpaid bills, mowing, and inspections.

Neighbors may consider spending money to update their own properties as they see other properties improve.

Committee in favor of the concept of a program, but suggested reassessing the program after a few months to see if it is effective, since there is concern about the maximum award amount.

New Business

7.1. Presentation and Recommendation of a 3-Year Marketing Campaign

Beth and Jacob from McDaniels Marketing presented a talent and business attraction marketing plan based on survey results from 21 leaders in the City of Pekin, which is included in the packet.

Feedback from committee members that there have been many proposals in the past, but then nothing happens. Many comments about the need to spend the money to promote Pekin, especially with the Choose Peoria initiative and other school districts continued growth. Mr. Dossey agrees and encourages members to be more vocal and ensure their voices are heard.

Motion to proceed with recommendation of the 3-year marketing plan by D Owens, seconded by B Hanley. Motion unanimously approved by voice vote.

Chair Leman and the Committee agreed to having an EDAC resolution prepared for this item and presented to City Council.

7.2. Recommendation to Engage Retail Strategies for Retail Business Recruitment Services

John from Retail Strategies presented a recruitment services plan, which outlines how they conduct their market analysis and use the data and proprietary tools to identify potential opportunities. John also reviewed the process their team goes through as well as what reporting and collaboration would look like along the way.

A McCoy motions to recommend a three-year engagement with Retail Strategies, seconded by D Short. Motion unanimously approved by voice vote.

Any Other Business to Come Before the Commission

None

Adjourn

Motion to adjourn the meeting by A McCoy at 1:39 P.M., seconded by C Campbell. Motion approved by voice vote.

The next regular meeting is scheduled for Monday, April 14, 2025 at Noon in the City Council Chambers.