



**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, JUNE 9, 2025 AT 12:00 PM**

Call to Order

The regular meeting of the Economic Development Advisory Committee was called to order at 12:00 P.M. A quorum was declared by Chairperson 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	Present	Noon
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	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	Absent	

Mayor Burress was also present.

Approve Agenda

D. Short moved to approve the agenda as presented, seconded by D. Owens. Motion approved by voice vote.

Approval of Minutes

3.1. Minutes of the Regular EDAC Meeting on May 12, 2025

D. Short moved to approve the minutes as presented, seconded by D. Owens. Motion approved by voice vote.

Public Input

None

Reports

5.1. Monthly Staff Report

Mr. Wray presented the monthly staff report and answered questions from the Committee members.

5.2. Greater Peoria EDC Report

No comments.

Presentations

6.1. City Brand - McDaniels Marketing

McDaniels Marketing presented their progress on rebranding including three potential themes. The Committee was generally in favor of the first theme presented, which was focused on Pekin's industrial, agricultural, and hard-working nature, but the Committee wanted to keep an element of classiness as well.

R. Bockler spoke in favor of having a more regional brand.

J. Steger would like to see a focus on younger families.

There was additional discussion for approximately 30 minutes.

McDaniels will generally pursue theme 1 and present several different options for logo style, coloring, typeface, etc.

New Business

7.1. Feedback on Proposed Policy to Create a Deadline for TIF/BDD Incentive Applications

Mr. Wray presented the draft policy to create deadlines for TIF/BDD funding applications.

J. Steger suggested changing the deadline for new residential builds from the date of certificate of occupancy to the closing date, noting that spec houses might be built and ready for occupancy before they are sold. Mr. Wray will incorporate that into the policy before taking to Council.

Any Other Business to Come Before the Committee

R. Bocker noted that a few unfinished business items have been left off the agenda. He would also like to see something down about downtown safety and outdoor dining. He also asked if there are insurance requirements for vacant buildings. Mayor Burress noted that Council recently approved a vacant building registry, and Pekin Main Street has been contacting building owners, encouraging them to get tenants, sell, etc.

Adjourn

D. Owens moved to adjourn at 1:20 P.M., seconded by J. Steger. Motion approved by voice vote.

