



**REGULAR ECONOMIC DEVELOPMENT ADVISORY COMMITTEE MEETING
MONDAY, OCTOBER 13, 2025
12:00 PM**

1. Pledge of Allegiance

2. Call to Order

3. Approve Agenda

4. Approval of Minutes

4.1. Minutes of the EDAC Meeting on August 11, 2025

5. Public Input

6. Consent Agenda

6.1. Monthly Staff Report

6.2. Greater Peoria EDAC Updates

6.3. Quarterly Strategic Plan Scorecard

7. New Business

7.1. Marketing Update

7.2. Small Business Support

7.3. Lutticken Development - Small Opportunities

7.4. Riverway Business Park Subdivision

7.5. Pekin Airport Development

8. Any Other Business to Come Before the Commission

9. Adjourn



**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, AUGUST 11, 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 Drew Leman.

Attendee Name	Organization	Title	Status	Arrived
John Campbell	Economic Development Advisory Committee	Member	Present	Noon
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	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
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	Present via Phone	Noon
Caty Campbell	Economic Development Advisory Committee	Member	Present	Noon

Approve Agenda

D. Owens motioned to approve the agenda for today's meeting as presented, with a second by B. Hanley. The motion passed by voice vote.

Approval of Minutes

3.1. Minutes of the Regular EDAC Meeting on July 14, 2025

D. Owens motioned to approve the meeting minutes from July 14, 2025, with a second by B. Hanley. The motion passed by voice vote.

Public Input

None

Reports

5.1. Monthly Staff Report

Mr. Wray reviewed the monthly staff report included in the meeting packet and provided follow-up information on Court Street, as previously requested. The plan is for the street to be fully open during the off season. There were no questions or further discussion from the Committee.

5.2. Greater Peoria EDC Reports

Mr. Setti from GPEDC was not present to provide a detailed update, but the report was included in the packet for the Committee's review.

Unfinished Business

6.1. Marketing Plan - Rebranding Initiative

McDaniels Marketing presented a condensed packet of logo and tagline options and shared data collected from an unbiased control group used to gather feedback.

R. Bockler shared comments about the existing logo, noting its depiction of the river and connection to agriculture, and questioned the need for a change.

B. Hanley made a motion to recommend a logo and tagline—identified by the committee as their preferred choice—to City Council, with a second by D. Owens. Mr. Wray will include the alternate logo design as backup, per McDaniels Marketing's suggestion.

R. Bockler also asked whether Retail Strategies and McDaniels Marketing are working together or separately on marketing efforts. Mr. Wray clarified that Retail Strategies focuses on specific properties and infrastructure for targeted site selectors and development representatives, while McDaniels Marketing's work has a broader community focus. Retail Strategies will have access to the materials produced by McDaniels Marketing.

McDaniels shared an example of the first profile video they developed as part of the City's rebranding effort.

New Business

7.1. Discussion on Vacant Buildings

R. Bockler expressed concerns about the safety of vacant buildings around the city, noting that some have been empty for more than 20 years. He asked what the City's plan is for addressing these properties and whether owners can be required to carry insurance.

Director of Building and Development, Nic Maquet, was in attendance, and he said there is already an ordinance in place for vacant or foreclosed buildings and that the City is working on creating a registry of these properties. He noted that ownership information is public and available through Tazewell County. While the City can issue citations and use the adjudication process for enforcement, it cannot require property owners to insure their buildings.

Any Other Business to Come Before the Commission

Mr. Wray shared feedback from City Council regarding the TIF Renovation Program that the committee had recommended at the last Council meeting. The item was tabled at Council's request and will return for a vote on August 25. All applications, except one, will be brought back to Council at that time.

Adjourn

Motion to adjourn the meeting by A. McCoy at 12:50 P.M., with a second by D. Owens. The motion passed by voice vote.

The next regular meeting is scheduled for Monday, September 8, 2025 at Noon in the City Council Chambers.



REQUEST FOR COUNCIL ACTION

Agenda Date: October 13, 2025
To: Members of the Economic Development Advisory Committee
From: Joshua Wray, Economic Development Director

AGENDA ITEM: Monthly Staff Report

DESCRIPTION:

Commercial

- The City celebrated several grand openings / ribbon cuttings including Chipotle, Marshall's, Ross Dress for Less, Better Benefits Group, and Go Vino Bar & Grill.
- Retail Strategies presented staff their completed recruitment strategy. They are active in discussions with two retailers for Pekin sites.
- The City sold the 1-acre stormwater site in front of Menards to JPG Commercial Realty who has plans for 2-3 retail tenants. The stormwater infrastructure will be modified appropriately to move the detention pond across Court Street.
- JPG Commercial Realty is also looking at several other sites along Court Street for retail development.
- The Center for Prevention of Abuse has shown staff preliminary plans for construction. They expect to break ground in the spring.
- City Council awarded TIF grants recommended by EDAC to Potties Place, Phat Jax Custom Cycle, and TCRC. Sangallis Steakhouse rescinded their grant application in favor of applying for a forgivable loan based on sales tax generated, which was approved by City Council.

Industrial

- Staff met with a small, local business interested in expanding their operation and leaning into their manufacturing side. They are potentially going to purchase the 5-acre property near the water tower in the Riverway Business Park.
- Staff met with Canadian National Railway to discuss options for extending rail service to an existing business in the Riverway Business Park.
- Excalibur Seasoning has broken ground on their new R&D facility.
- Epic Medical visited Pekin at the end of September. They have hired a general contractor out of St. Louis as well as an architect and engineer. They hope to start grading the site this fall. Site plans for phase 1 are supposed to be submitted in October.

Residential

- A third residential developer has inquired about building in the Luticken property. Staff plans

to connect with them again in November to discuss ideas.

Other

- The City has retained Giffin Reese Engineering as a full-time, outsourced engineering firm to replace the internal city engineer and asst. city engineer positions.
- Mr. Wray volunteered at the 9th annual CareerSpark event hosted by Greater Peoria EDC and Junior Achievement of Central Illinois.
- The CEDS committee met and reviewed the SWOT analysis for the region.
- The Big Table community input event for the CEDS will be held Friday, October 17, 8am-5pm at Four Points Sheridan Peoria. There are also rural sessions in El Paso on October 28, in Havana on November 13, and in Tremont on December 10. [Registration](#) closes October 15.
- The City attended the Illinois Municipal League conference in Chicago. Five staff members, the Mayor, and three City Council members were present. Mr. Wray attended session regarding legal issues in development and retail growth. City Council members attended sessions on administering TIF districts.
- Mr. Wray serves on the Illinois Fermentation and Agricultural Biomanufacturing Hub's strategy council and its infrastructure council. Both councils had meetings in September to discuss organizational planning and to identify infrastructure needs for the region to support this industry.
- Council members Fletcher and Nutter met with Mr. Wray to inquire about staff approval of some TIF agreements. Currently, all TIF agreements with private entities are sent to City Council for review and approval. Their idea is to give staff the authority to approve small agreements within budget so they don't all have to go through the entire Council process. Staff is investigating if this is allowable under the TIF Act.



REQUEST FOR COUNCIL ACTION

Agenda Date: October 13, 2025
To: Members of the Economic Development Advisory Committee
From:

AGENDA ITEM: Greater Peoria EDAC Updates

DESCRIPTION:

- [Greater Peoria EDC Weekly Update, 9/12/25](#)
- [Greater Peoria EDC Weekly Update, 9/19/25](#)
- [Greater Peoria EDC Weekly Update, 9/26/25](#)
- [Greater Peoria EDC Weekly Update, 10/3/25](#)
- [Greater Peoria EDC Weekly Update, 10/10/25](#)

Pekin Economic Development Strategic Plan Scorecard - October 10, 2025

	Plan ID	Objective	Baseline	Goal / Deliverable	Target Date	Status
2025	G2 S3 O3	Finish reorganization of Riverway Business Park regulations.	Land covenants in place	Record covenant removal	Q1 2025	Complete
	G1 S2 O1	Identify target industries.	None	Industry list	Q2 2025	None
	G1 S2 O2	Fund at least \$40,000 annually for multi-year economic development marketing plan.	-	\$40,000 in budget	Q2 2025	Complete
	G1 S2 O4	Identify and perform retention visits with top 10 employers and top 10 tax revenue generating businesses.	-	All visits complete	Q2 2025	Businesses identified
	G2 S1 O1	Maintain memberships with regional and national economic development organizations.	Pekin Chamber; GPEDC, PACVB	Chamber, GPEDC, PACVB, IEDA, APA	Q2 2025	All but APA
	G2 S2 O3	Spend at least \$5 million annually for infrastructure improvements.	-	End of FY Review	Q2 2025	Court St reconstruction underway
	G3 S1 O3	Create user-friendly website for available properties, incentives, and workforce info.	Pages for incentives, RWBP, and Luticken	Website live	Q2 2025	Webiste to go live in October
	G2 S1 O4	Stand-up cooperative with neighboring cities and taxing bodies regarding the Luticken Property development.	None	First meeting report	Q3 2025	None
	G3 S1 O1	Publish small business resource webpage.	Webpage with list of resource links	Final webpage live	Q3 2025	Webiste to go live in October
	G3 S3 O2	Full staff development related positions.	Vacancies in engineering and building	All positions filled	Q3 2025	Engineering filled; vacancy in building
	G1 S1 O6	Create multiyear tourism strategy.	None	Strategy adoption	Q4 2025	Complete
	G1 S2 O2	Attend 2 regional or national trade shows per year.	-	2+ shows/events	Q4 2025	0
	G2 S3 O1	Maintain building code updated to one of most recent two code cycles.	2015 ed.	2021 ed.	Q4 2025	2015 ed.
	G3 S1 O2	Host town hall regarding business / development topics.	-	Townhall event	Q4 2025	planned for 10/23
	G3 S3 O1	Send development staff to professional development training at least annually.	-	Training completion	Q4 2025	Complete for 2025
	G3 S3 O3	Retain outsourced engineering and law firms to handle spikes in development activity.	Law firm retained	Agreements approved	Q4 2025	Complete
2026	G2 S2 O4	Identify opportunities for improvements to railroad, airport, and river transportation systems.	-	Opportunity list	Q1 2026	Discussing with Alto, Port District, Pekin Airport, and CN Rail
	G1 S1 O5	Create entrepreneurship program.	Sponsor to SmartStart	Program kick-off	Q4 2026	Sponsor to SmartStart
	G2 S2 O2	Complete proactive engineering studies for available sites of 10+ acres.	None	All studies complete	Q4 2026	None
	G3 S2 O1	Publish commercial/residential development guides to create centralized sources for development regulations.	-	Guides published	Q4 2026	Waiting for building code update
	G3 S2 O2	Consolidate permitting and licensing systems.	Three separate systems	System launch	Q4 2026	Three separate systems
2027	G2 S2 O1	Complete a new comprehensive land use plan.	-	Plan adoption	Q4 2027	Need to plan funding for FY27
2028	G2 S3 O2	Perform holistic review of zoning code and make recommendations for changes to modern regulations.	-	ZBA recommendation	Q4 2028	-
2023	G1 S1 O1	Net 100 additional homes including 20 multifamily units.	-	100	Q4 2030	6
	G1 S1 O2	Net \$18 million increase in industrial EAV.	\$12,078,077	\$30,078,077	Q4 2030	reported annually
	G1 S1 O3	Reduce retail trade gap by 20%.	\$51,560,963	\$41,248,770	Q4 2030	reported annually
	G1 S1 O4	Net 100 additional jobs.	10,729	10,829	Q4 2030	reported annually
ongoing	G2 S1 O2	Participate in creation of Comprehensive Economic Development Strategy with Greater Peoria EDC	-	CEDS update	ongoing	Attended October mtg
	G2 S1 O3	Attend regional economic development meetings or events at least monthly.	-	Event info in monthly report	ongoing	2 in September

- Completed / On Pace for Completion
- Behind Pace for Completion
- Incomplete
- Not Started

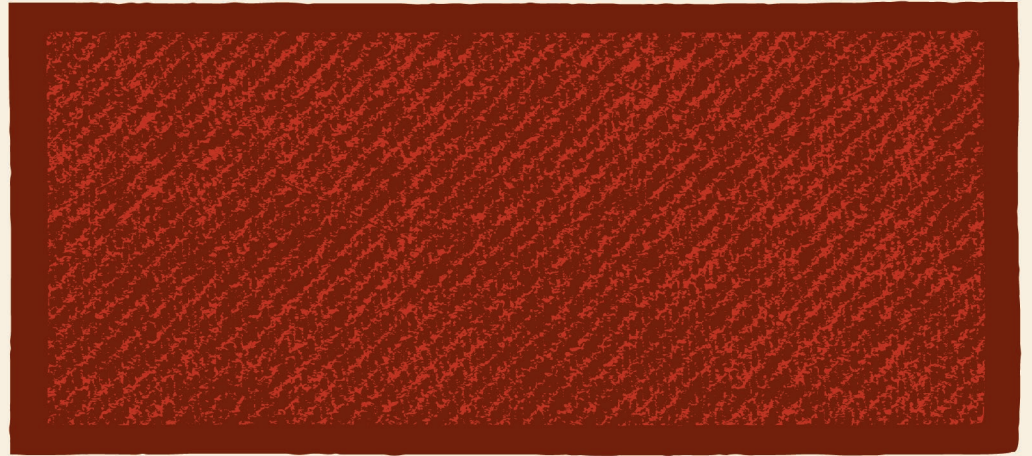


REQUEST FOR COUNCIL ACTION

Agenda Date: October 13, 2025
To: Members of the Economic Development Advisory Committee
From: Joshua Wray, Economic Development Director

AGENDA ITEM: Marketing Update

DESCRIPTION: The City Council adopted the brand concept recommended by EDAC. McDaniels has prepared the attached brand standards manual that will be up for final approval by City Council. The Tourism Committee and Beautification Committee have begun looking at new city welcome signs, and the new website to be launched this month will incorporate the new branding. Staff will also send this to Retail Strategies to be incorporated in their materials for Pekin.



BRAND GUIDELINES

The Brand Promise

PEKIN PROUD

When you live in a place you love, it's hard to hide your sense of pride. Whether it's the homes that house us, what our manufacturers make, or the trusted teachers that train tomorrow's talent, we are truly proud of the many places and spaces and even greater faces that make Pekin, Illinois, great. From the time our town was first settled in 1824, Pekin propelled itself into a powerhouse of agriculture, manufacturing, and insurance. Always evolving. Always changing. Always thriving. Located near the center of Illinois, Pekin is all at once near everything while being like nowhere else. Surrounded by bountiful farms and bordered by the banks of the Illinois River, our urban spaces blend beautifully with natural places, including preserves and flower-filled parks, earning us the title of Marigold City. And whether your place in Pekin has been a journey of generations or experienced as a new neighbor or a gracious guest, we welcome all and encourage all to be Pekin Proud.



01

VISUAL IDENTITY

THE LOGO

LOGO VARIATIONS

CLEAR SPACE

INCORRECT USAGE

DEPARTMENT LOGOS

BRAND COLORS

TYPOGRAPHY

BRAND ELEMENTS

Logo Variations

The logo can be used in a variety of colors and sizes as well as in (1) badge and (2) horizontal variations. There is also a (3) social icon variation. Both the badge and horizontal logo variations include versions with the tagline. When choosing which version of the logo to use, take into account the other images and colors that will be used in conjunction with the logo and choose the option that works best.

1. BADGE LOGO



2. HORIZONTAL LOGO



3. SOCIAL ICON LOGO





Logo Size & Clear Space

To ensure readability, never reproduce the City of Pekin logo smaller than 1.5" wide for the horizontal logo or 1" tall for the badge logo. Always maintain a clear space around the logo. This prevents text, illustrations, photos, or other elements from interfering with the logo's legibility. More space is generally preferred. For the logo, the height of the first two petals of the marigold flower graphic should be used as a measure to determine the minimum amount of space required between the logo and other elements and text.

CLEAR SPACE



MINIMUM SIZE



Incorrect Logo Usage

Following are some examples of how NOT to apply the City of Pekin logo. A good rule to follow is to only use an approved version of the logo and never modify it.



Do not squeeze, stretch, pinch, or distort the logo.



Do not change or alter colors in any way.



Do not change the font or typesetting in the logo.



Do not alter the logo, add, or remove any elements.



Do not apply the logo to a colored background that is not in the brand colors.



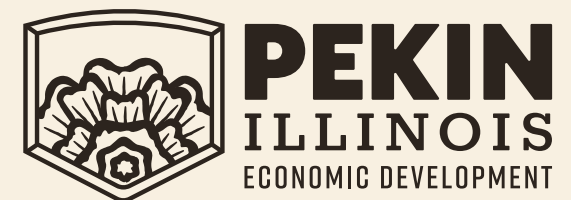
Do not apply the logo to a busy photo background.

Department Logos

Also included in the logo package are logo variations for the following entities.

1. Public Works Department
2. Police Department
3. Fire Department
4. Municipal Airport
5. Community Development
6. Economic Development

Each logo contains a badge and horizontal version set in a variety of colors. All visual identity rules and guidelines apply.



BRAND COLORS

Brick Road Maroon

CMYK: 23 90 99 50
RGB: 114 32 12
HEX#: 72200C

Marigold Red

CMYK: 8 93 100 1
RGB: 219 56 38
HEX#: DB3826

Cornstalk Yellow

CMYK: 0 42 92 0
RGB: 250 162 47
HEX#: FAA22F

Historic Off-White

CMYK: 2 4 11 0
RGB: 248 240 225
HEX#: F8F0E1

Riverway Blue

CMYK: 50 29 31 1
RGB: 134 158 163
HEX#: 869EA3

Lagoon Dark Blue

CMYK: 88 69 54 55
RGB: 25 47 59
HEX#: 192F3B

Midwest Tan

CMYK: 20 34 57 0
RGB: 206 167 122
HEX#: CEA77A

Coal Mine Black

CMYK: 64 66 70 71
RGB: 44 36 31
HEX#: 2C241F

Typography

The right typeface, used consistently, creates an effective presence and provides a sense of familiarity for the audience. It will also provide a consistent look and feel throughout all communications.

HEADLINE FONT

AA BB CC

NEXA RUST SANS BLACK

AA BB CC DD EE FF GG HH II
JJ KK LL MM NN OO PP QQ RR
SS TT UU VV WW XX YY ZZ
0 1 2 3 4 5 6 7 8 9

SUB-HEADLINE FONT

Aa Bb Cc

ROKKITT MEDIUM

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

ACCENT FONT

Aa Bb Cc

Adult Skate

*Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9*

ACCENT FONT

AA BB CC

RIFT MEDIUM

AA BB CC DD EE FF GG HH II
JJ KK LL MM NN OO PP QQ
RR SS TT UU VV WW XX YY ZZ
0 1 2 3 4 5 6 7 8 9

BODY COPY

Aa Bb Cc

GAMAY BOOK

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

The font Adult Skate can be used for accent sentences or call-out words. This font can also be paired with the headline font. Can be used in yellow, red, or off-white.

The font Nea Rust Sans can be used for headlines in red or off-white.

The font Rokkitt in the weight "medium", in regular case can be used for sub-heads. Can be used in maroon for light backgrounds or in tan and off-white for dark backgrounds.

For body copy, use the font Gamay in the weight "book" in either off-white or off-black. For highlighted words or for contrast issues, use the weight "medium".

The font Rift in the weight "medium" can be used for lists, captions, quotes, or small special callouts.

For accent copy use Adult Skate.

**USE NEXA RUST
SANS IN RED FOR
THE HEADLINE.**

**For subhead copy, use Rokkitt
medium in maroon or tan.**

The font Gamay in the weight "book" can be used for body copy. Setting the body copy size no smaller than 9 pt in either off-white or off-black creates a cohesive look.

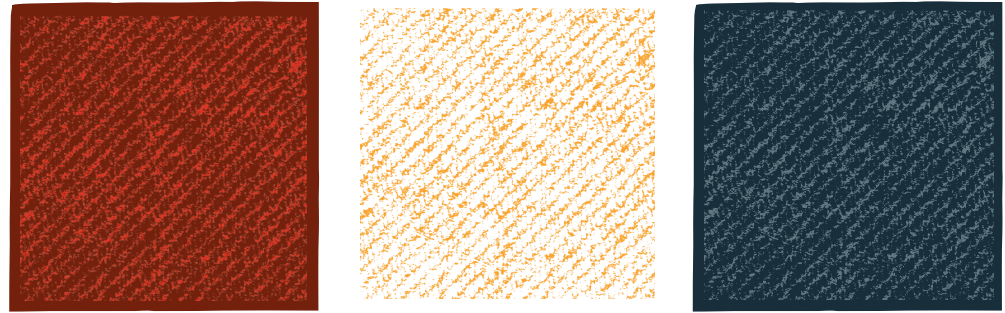
Example: Ariste doluptius, ommolot ad qui quate nis maio blaut platem exces estiis ut unt. Uciisum assint facium quis eum faceptum facit aliqui to occatur? Liquodis nihil molorenduci dolorecti od et adit voluptas et liberfe rumqui quam volorumquae plique lictur, aturibus diam rem nus eatempo ritaqua sperferibus doluptur, nam faceritatur.

- USE RIFT IN MEDIUM FOR LISTS, CAPTIONS, OR QUOTES.
- LISTS OR CAPTIONS CAN BE USED IN ANY DARK BLUE, MAROON, OR IN OFF-WHITE ON A DARKER BACKGROUND.
- NEAT, TIDY, AND ORDERED – THIS IS HOW A LIST COULD LOOK!

Brand Elements

TEXTURE

The brand texture can be used as a repeated brand element on print, digital, and merchandise. The texture is drawn from the pattern of denim jeans to represent the blue collar industry. The texture can be used in multiple colors. The texture can be used on top of a branded color area color or over white.



PATTERN

The brand pattern can be used on merchandise and in medium to large printed design pieces. This pattern contains elements that represent Pekin; a bass for the Illinois River, columns for the courthouse and high school, a corn pattern for the agriculture industry, and a tree to represent the amazing parks. The pattern can also be split into individual square icons to be used on the website or other elements.



BRAND GRAPHIC

The Marigold City graphic can be used on merchandise or in printed materials as a design element. The graphic typography can be used in multiple colors but the marigold icon should always stay in its original colors.



02

THE BRAND IN USE

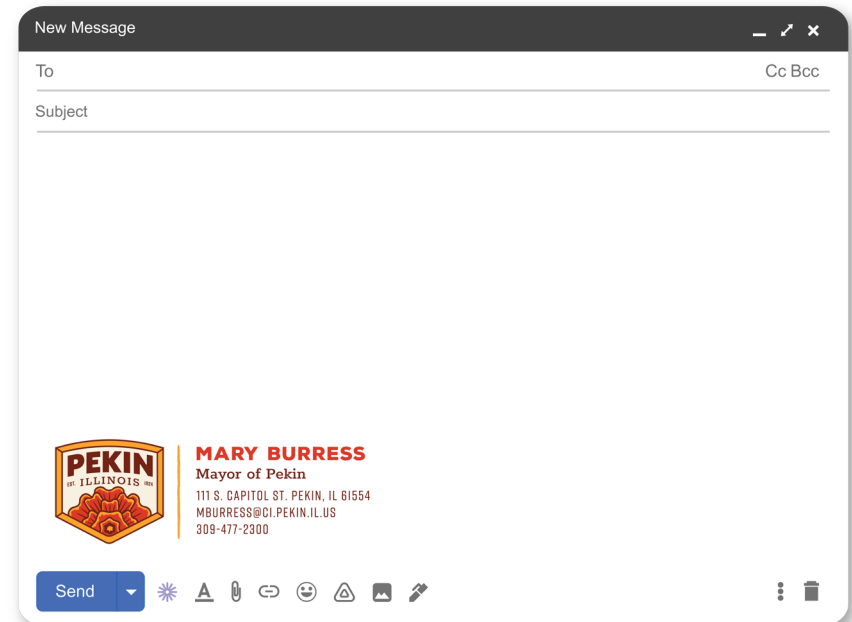
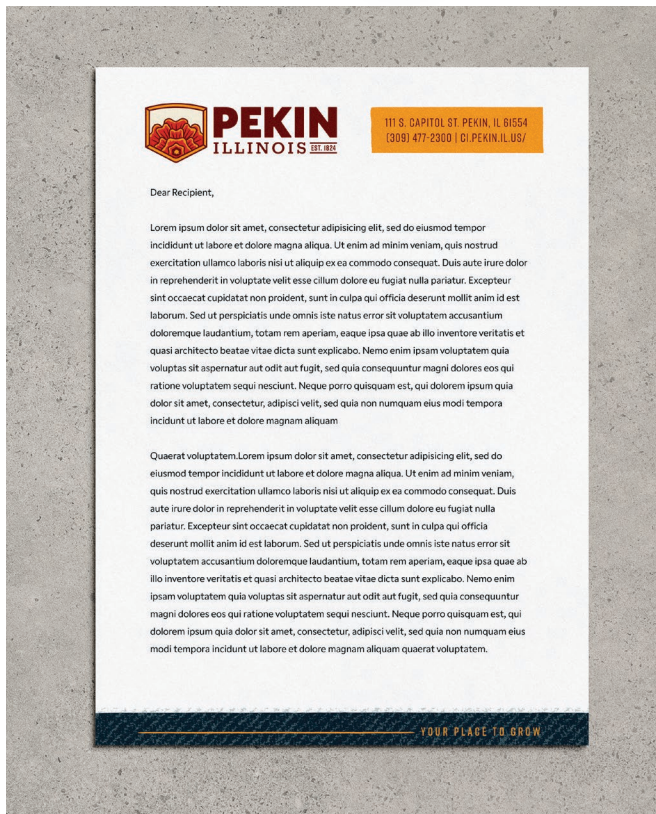
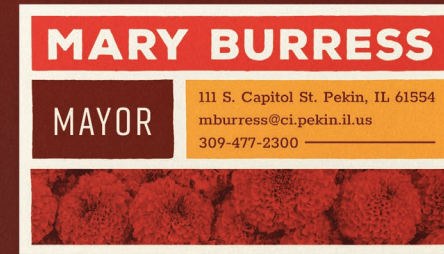
STATIONERY

SIGNAGE

APPAREL &
MERCHANDISE

Stationery

The stationery kit includes letterhead and business card designs. The business card sample is 3.5" x 2" and the letterhead should be printed on 8.5" x 11" paper. An email signature design can be used as well. Custom pens are also a good way to advertise your brand to reach multiple audiences.



Signage

The City of Pekin brand identity can be used in signage that creates eye-catching advertisements for the city such as pole banner design, downtown wayfinding signage, vinyl decals on vehicles and windows, and structural welcome signs at all entrances to the City of Pekin.



Apparel & Merchandise

The largest category for promotional products is apparel such as hoodies, shirts, jackets, and hats. Each item should feature a City of Pekin logo version that fits best. Promotional merchandise and products branded with the City of Pekin logo can be distributed to employees and visitors to promote the City of Pekin. Such products are often called "swag" and can also be distributed as handouts at trade shows, during sales calls and presentations, and at events.





McD REMARKABLY
UNCOMMON.

Brand guidelines developed
for the City of Pekin
by McDaniels Marketing.

Questions? Contact:
info@mcdmarketing.com
or call 309-346-4230.

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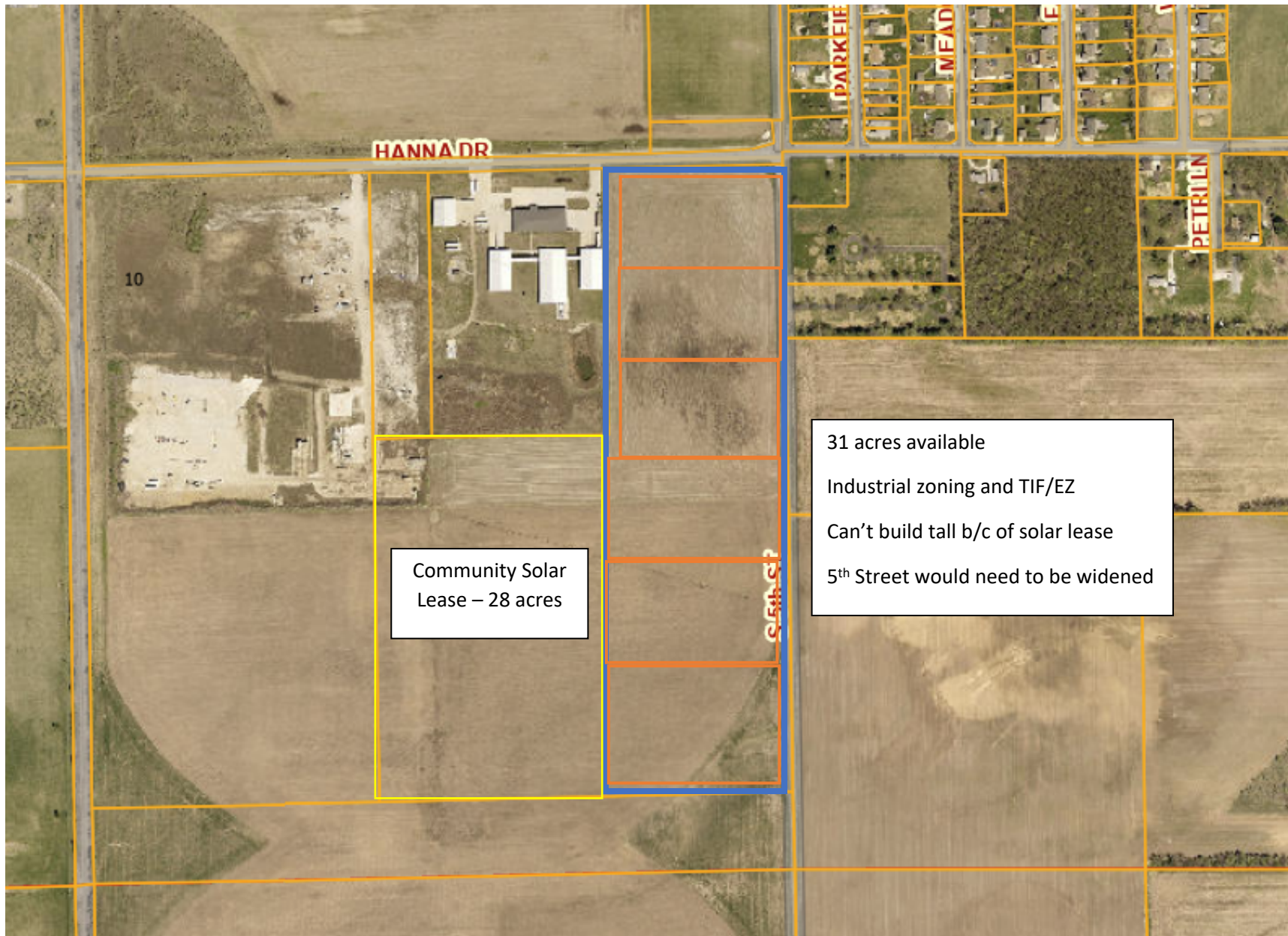


REQUEST FOR COUNCIL ACTION

Agenda Date: October 13, 2025
To: Members of the Economic Development Advisory Committee
From: Joshua Wray, Economic Development Director

AGENDA ITEM: Small Business Support

DESCRIPTION: The Mayor would like the Committee to brainstorm ideas for initiatives, policies, etc. to support small business in Pekin. Current programs include the annual commercial building improvement grants funded by TIFs as well as the City-sponsored SmartStart Pekin program that provides educational and networking opportunities for entrepreneurs and small business owners.



HANNA DR

10

Community Solar
Lease - 28 acres

31 acres available
Industrial zoning and TIF/EZ
Can't build tall b/c of solar lease
5th Street would need to be widened

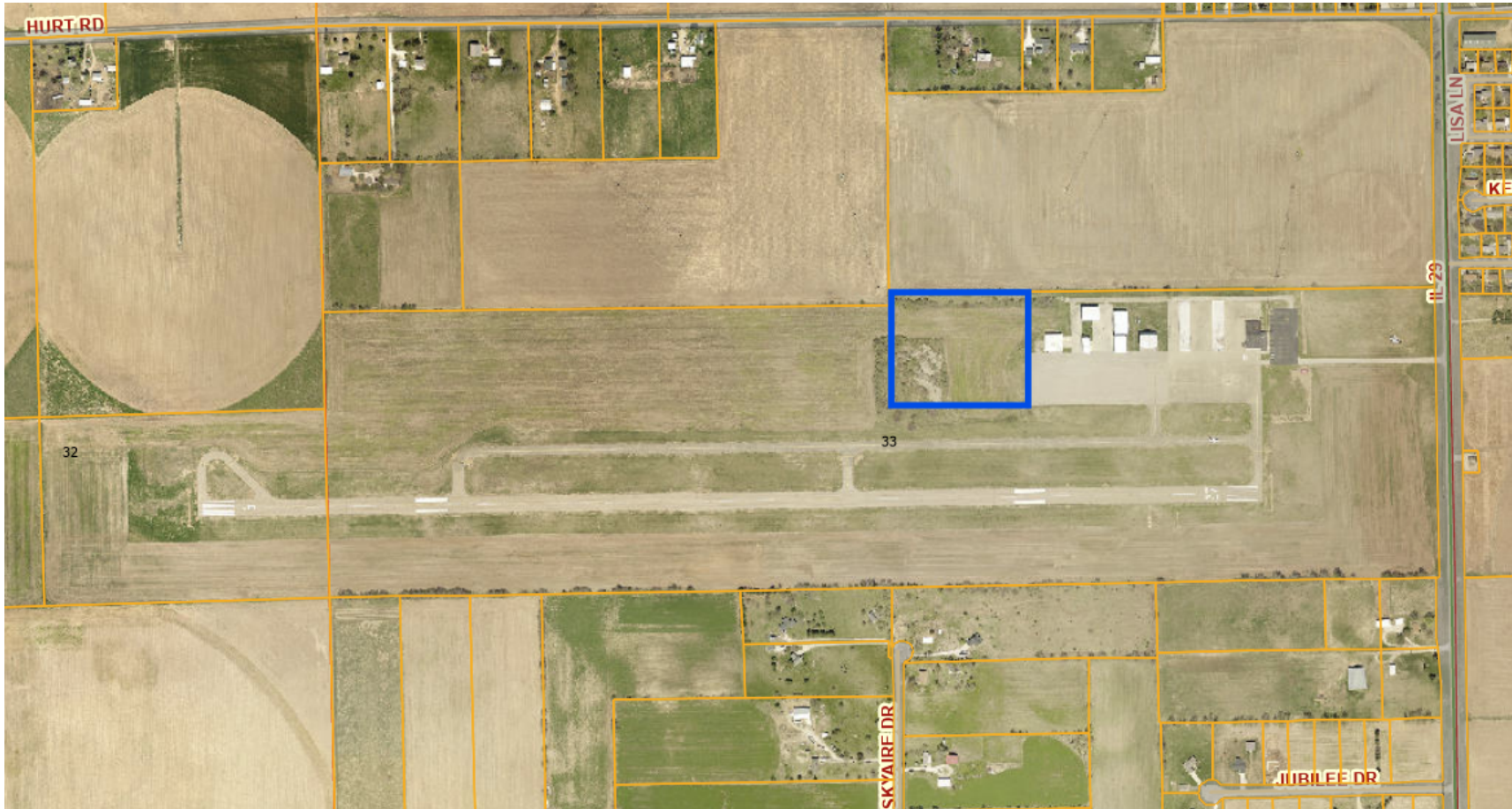
5th St

PARKEE

MEAD

PETRI LN

North



South