



**REGULAR ECONOMIC DEVELOPMENT ADVISORY COMMITTEE MEETING
MONDAY, NOVEMBER 10, 2025
12:00 PM**

1. Call to Order

2. Approve Agenda

3. Approval of Minutes

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

4. Public Input

5. Consent Agenda

5.1. Monthly Staff Report

5.2. Greater Peoria EDAC Updates

6. Unfinished Business

7. New Business

7.1. Marketing Update

7.2. Tazewell County Grant Opportunity

7.3. FY2027 Budget

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: November 10, 2025
To: Members of the Economic Development Advisory Committee
From: Joshua Wray, Economic Development Director

AGENDA ITEM: Monthly Staff Report

DESCRIPTION:

Commercial

- The City sold the 1-acre stormwater site in front of Menards to JPG Commercial Real Estate who has plans for 2-3 retail tenants. The stormwater infrastructure will be modified appropriately to move the detention pond across Court Street. The incentive agreement for this development is on the next City Council agenda.
- JPG is also under contract for another site along Court Street and is inquiring about a third site, all for retail development.
- The Center for Prevention of Abuse has their site plan review on the Zoning Board meeting on November 12. They expect to break ground in the spring.
- City Council awarded TIF grants recommended by EDAC to Pottsies 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.
- Winpak has begun discussing details of a 300,000 sf expansion.
- Epic Medical has their site plan review on the Zoning Board meeting on November 12.

Residential

- Staff had a virtual call with the Chicagoland developer interested in masterplanning the Luttkicken property. We discussed conceptual plans including land use, product types, public services/sites, and roadways. The developer has a professional design group working on a bubble plan this fall.
- Staff met with a third residential developer interested in building in Pekin. We discussed the Luttkicken property as well as other areas where a subdivision could be built.

Other

- There are two more opportunities to participate in the CEDS community input in Havana on November 13, and in Tremont on December 10. City personnel will be attending the session in Tremont.
- Staff and the Mayor attended the Corn Belt Ports Summit in Peoria. The event was held over three days and included topics such as sustainable marine development, grant opportunities for ports, marine workforce development, international marine transportation, and more.
- 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: November 10, 2025
To: Members of the Economic Development Advisory Committee
From:

AGENDA ITEM: Greater Peoria EDAC Updates

DESCRIPTION:

[Greater Peoria EDC Weekly Update, October 10](#)

[Greater Peoria EDC Weekly Update, October 24](#)

[Greater Peoria EDC Weekly Update, October 31](#)

[Greater Peoria EDC Weekly Update, November 7](#)

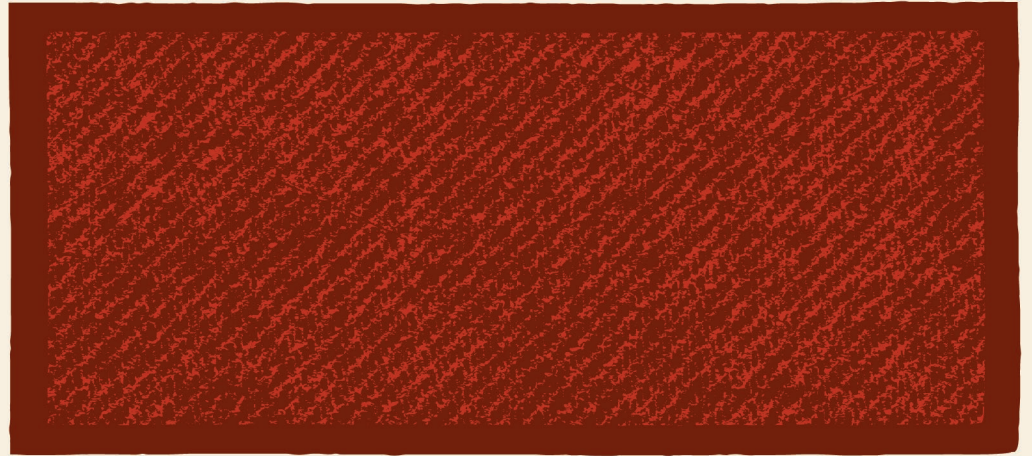


REQUEST FOR COUNCIL ACTION

Agenda Date: November 10, 2025
To: Members of the Economic Development Advisory Committee
From:

AGENDA ITEM: Marketing Update

DESCRIPTION: The City Council adopted the brand concept recommended by EDAC, and McDaniels prepared the attached brand standards manual that was also approved by City Council. However, upon moving forward with renderings for new City welcome signs, there was some reconsideration from Council members about the main logo, so City Council will be discussing again on Monday night. McDaniels has prepared some modified brand ideas for their consideration, which will be available Monday.



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.



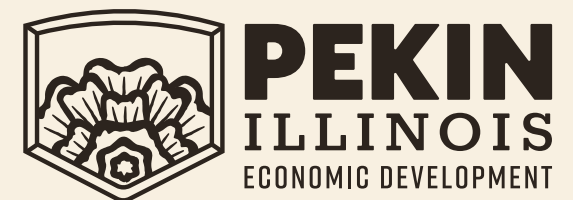
Do not apply the logo to a busy photo background.

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.

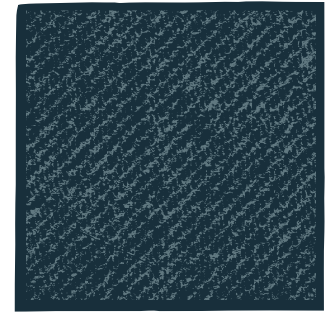
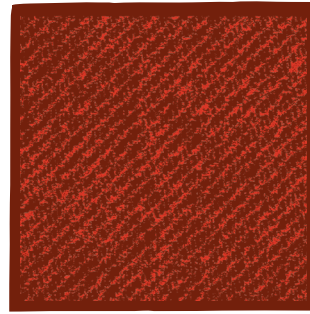
Example: Ariste doluptius, ommolot ad qui quate nis maio blaut platem exces estiis ut unt. Uciisum assint facium quis eum faceptum facit aliqui to occatur? Liquodis nihil molorenduci dolorecti od et adit voluptas et liberfe rumqui quam volorumquae plique lictur, aturibus diam rem nus eatempo ritaqua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

- USE RIFT IN MEDIUM FOR LISTS, CAPIONS, OR QUOTES.
- LISTS OR CAPIONS 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

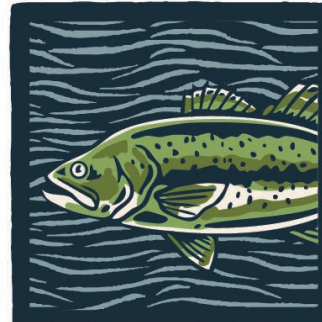
TEXTURE

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.



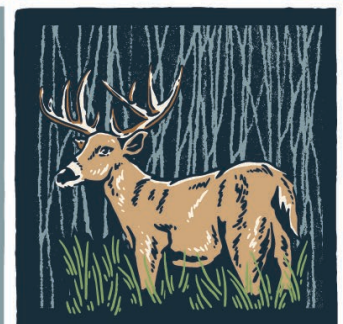
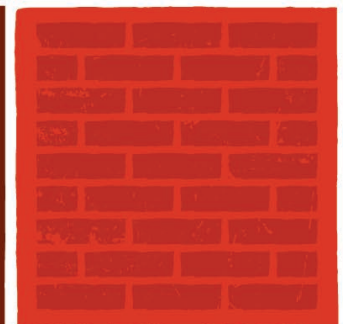
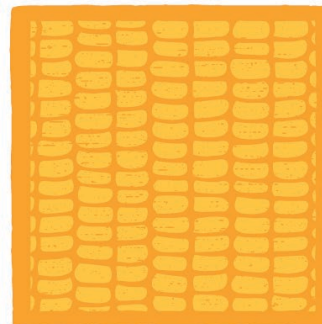
PATTERN

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

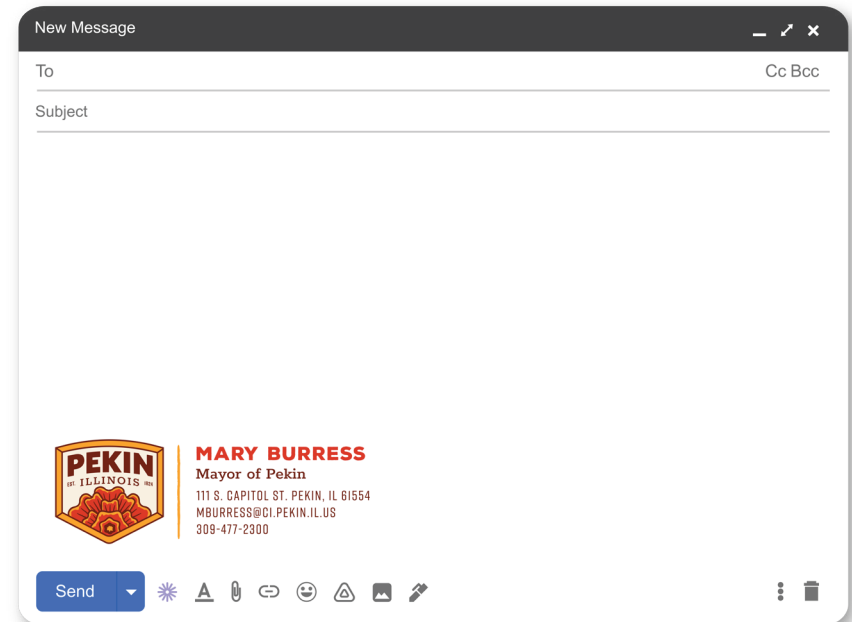
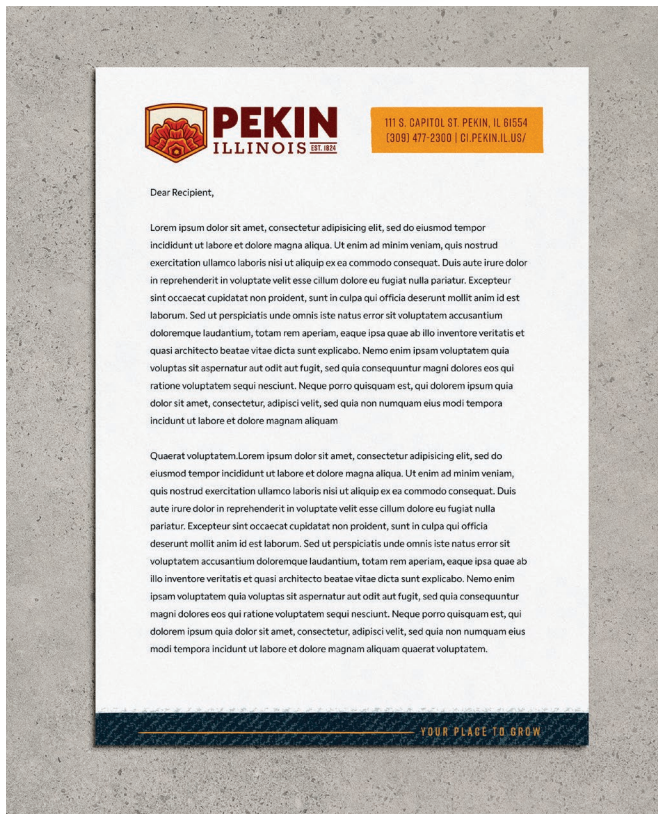
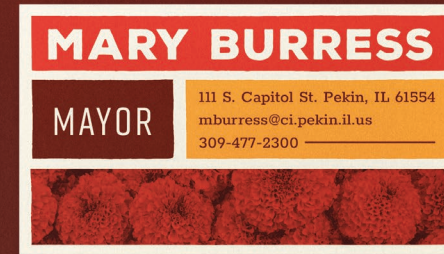
STATIONERY

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: November 10, 2025
To: Members of the Economic Development Advisory Committee
From: Joshua Wray, Economic Development Director

AGENDA ITEM: Tazewell County Grant Opportunity

DESCRIPTION: Tazewell County has been selected to receive an Energy Transition Community Grant (ETCG) for 2025 from the Illinois Department of Commerce and Economic Opportunity (IDCEO). They are currently in Phase 1, receiving a funding allocation of \$303,609. Phase 2 of the program requires a stakeholder engagement process to gather community input, prompting this outreach to communities. Energy Transition Community Grant funds are intended to plan for or address the economic or social impacts on communities affected by plant or mine retirements or transitions. They are seeking input on potential uses for these funds. Eligible project areas include:

- Public infrastructure investments
- Site cleanup and environmental remediation
- Energy efficiency and renewable clean energy initiatives
- Public health initiatives
- Workforce development
- Investment in economic development and business opportunities
- Broadband feasibility studies
- Affordable housing initiatives

The anticipated start date for awarded projects is Spring 2026, with a performance period of 1–3 years. Tazewell County is especially interested in ideas that promote community resilience and help minimize disruption to the local economy following the coal plant retirement.

We would intend to work with the Pekin Area Chamber on an application to show impact to a greater area than just Pekin, and we anticipate on seeking up to \$100,000 for a project. Potential projects discussed between staff and the Chamber are:

- Partnership with Distillery Labs for entrepreneurship education/support
- Grants for start-up costs for new or expanding small businesses
- Partnership with Bradley SBDC to have a staff person in Pekin



REQUEST FOR COUNCIL ACTION

Agenda Date: November 10, 2025
To: Members of the Economic Development Advisory Committee
From: Joshua Wray, Economic Development Director

AGENDA ITEM: FY2027 Budget

DESCRIPTION: Staff is beginning to prepare the FY27 budget detail and would like the Committee's feedback on where the economic development funds should be focused. Staff will provide additional information at the meeting, and further discussion may be held at future Committee meetings.