



**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.