**Mt. Pulaski Economic Development and Planning Board**

*The mission of the Mt. Pulaski Economic Development and Planning Board is to improve the quality of life and create a shared prosperity in our community by retaining, sustaining, and enhancing existing businesses and community organizations, attracting and developing new businesses, and improving and upgrading infrastructure.*

**Date: October 3, 2020**

**Meeting Location: 124 South Washington Street, Mt. Pulaski, IL 62548**

**Meeting type: Business meeting**

**Meeting Minutes**

**1) Call to order**

Deron Powell called to order the regular meeting of the Mt. Pulaski Economic Development and Planning Board at 9:00am on October 3rd, 2020 at the Economic Development Planning Board Office.

**2) Roll call**

Lorah Hoe conducted roll call. The following persons were present: Deron Powell, Hillary Cherry, Tyler White, Jim Birge, Tom Martin, Erin Wyss and Andrew Meister (arrived at 9:15am). Lorah Hoe (Administrative Aide).

Guests: Steph Mazanowski, Michelle Hagenbuch, Renee Martin, Marla Blair, Jeff Hake, Katie Funk, and Doug Johnson

Absent: Matt Bobell

**3) Introduction of guests**

**Steph Mazanowski, Michelle Hagenbuch, and Renee Martin** were present to give an update on the Marketing project.

**Jeff Hake and Katie Funk** were present to give an update on the Food Hub project.

**Doug Johnson** was present to give an update on the Shopping Center project, the relocation of Johnson’s True Value.

**Marla Blair** was present for the Salt Creek Journal.

**4) Approval of September 5th Minutes**

Minutes of the September 5th meeting were presented by Lorah Hoe. **Tyler White motioned to approve the meeting minutes, seconded by Hillary Cherry, all in favor, and motion passed.**

**5) Treasurer’s Report**

Please see attached report, Appendix A, p.8-14. **Tom Martin motioned to approve the treasurer’s report, seconded by Erin Wyss, all in favor, and motion passed.**

Deron is going to ask the Farmers Bank about our CD renewal. And also ask Rick if the EDPB is expected to pick up the Courthouse Foundation’s remaining rent for this year.

Two bills were presented. The first bill was from Top Quality Roofing Company for the Mt. Pulaski Historical Museum grant to repair an exterior wall for $1,000.00 to be paid from the Business District Fund. The second bill was from Johnsons True Value for Office Supplies for $51.76 to be paid from the Community Donation Fund.

**Roll call vote: Deron Powell-Yea, Hillary Cherry-Yea, Tom Martin-Yea, Andrew Meister-Absent, Erin Wyss- Yea, Tyler White- Yea, and Jim Birge-Yea. Motion Passes.**

**Old Business**

**6) Desired Outcomes**

Project Updates

Improve and upgrade infrastructure

-Town Square Revitalization- Tom spoke with Justin from Farnsworth and he is hopeful that the grant applications for the Rebuild IL Public Infrastructure grants will be reviewed within a month. There is no update on the CEDS grant from the Greater Peoria Economic Development Council currently.

-Building Demolition Report- The EDPB and City of Mt. Pulaski has made an offer of $30,000.00 for the building on 104 South Washington St. The building owner has yet to respond to this offer.

Retain, sustain, and enhance our existing businesses and community organizations

Attract and develop new businesses

-Grant Programs Update- Third quarter grant review.

1) Mt. Pulaski Township Historical Museum is asking for $1,000.00 for roof repairs to be paid from the Business District Tax. The repair of the roof is a continuation of the project for the repair of the exterior wall of the building. The roof issue is what caused the issues with the exterior wall of the building. **Tyler White made a motion to appropriate $1,000.00 to the Mt. Pulaski Township Historical Museum to be paid from the Business District Tax Fund. Seconded by Hillary Cherry. Roll Call vote: Deron Powell-Yea, Tyler White- Yea, Hillary Cherry- Yea, Jim Birge-Yea, Tom Martin- Yea, Erin Wyss- Yea, and Andrew Meister- Absent. Motion Passes.**

2) Marketing Committee- Steph Mazanowski is asking for $23,000.00 for a mural to be done by Ashley Montague. **Tyler White made a motion to table this grant until the EDPB has had a chance to meet and further discuss the marketing plan for the City of Mt. Pulaski. Seconded by Tom Martin. Roll Call Vote: Deron Powell- Yea, Tyler White- Yea, Hillary Cherry- Yea, Jim Birge- Yea, Tom Martin- Yea, Erin Wyss- Yea, Andrew Meister- Absent.** The board wants to hold on to this project. A marketing plan is the priority, and once that budget is set, then they will take another look at this project. Other business could potentially chip in for the cost of this project.

-Shopping Center Update- Please see handout provided by Doug Johnson. Doug Johnson gave an update on the relocation of Johnson’s True Value. The renovation is on schedule, the roof is done, demolition is done, and soffit and trim are to be completed soon. Today’s invoices come total $7,906.22. Electrical and plumbing are next on schedule. Local contractors have been used when possible. True Value employee payroll has gone up by $10,000.00 due to additional hours being put in. The new store location is double the size of the old store. The isles will be moved from 3 to 4 feet wide. Inventory is going to double. They are aiming for an opening early 2021. Doug has turned in $20,906.22 of the $45,000.00 allocated to this project, half to be paid from the Business District Fund and Half to be paid from the Community Donation Fund. The EDPB will allow for more invoices to be turned in for this project up to a total of $45,000.00.

Attract and develop new businesses

-Community Grocery Store- No update currently.

-Day Care Steering Committee- The committee met with Gilbert at Stahl’s furniture to look at the building as a possibility for a community daycare. About 10 committee members were there to discuss how the YMCA partnership with a Community Daycare in Mt. Pulaski would work. Deron, Tom, and Lorah will meet with Gilbert in the next few weeks to discuss this partnership in greater detail.

-Food Hub Update- Please refer to Handout provided by Jeff Hake and Katie Funk. Local Foods, Local Places helped to determine that there is a need for this type of business in our area. The concept of the Food Hub is to grow fresh, local food, process the food by flash freezing it, and the providing this food to this region. The pandemic has affected their timeline on this project. Jeff Hake and Katie Funk have been working with Kyle Reed as Project Managers for the Food Hub Project. They have also been working with Sean Park from WIU to create a business plan for this Food Hub Project. This project is meant to get fresh, local foods to those that need it the most, children and senior citizens. The current food system is set up for highly processed foods. This means that this project has been paving the way for a new, healthier, food system to be put in our region. Local producers would provide retails buyers like Vonderleith, ALMH, and school districts with locally grown and processed goods all year around. The Food Hub would start out small, with a few foods and then expand when possible to provide many foods.

The value of this project includes economic growth through new job opportunities, job training, and an increase in tax revenues.

The project is still needing to determine the costs associated with rent for a building and some equipment. Sean Park is going to assist with these things. The business structure is most likely to be a cooperative model. The startup funds could potentially be from the EDPB. Funding after the business plan is established could come from banks.

The EDPB will expect the Food Hub to turn in a final business plan by November 30th. This final business plan will be presented at the December meeting on December 5th. Checks will be written for their time and expertise in completing the business plan in October and November pending the presentation on December 5th. **Tom Martin made a motion to appropriate up to $3,500.00 for a business plan of complete value added Food Hub Project. Seconded by Tyler White. Roll Call vote: Tyler White- Yea, Hillary Cherry-Yea, Tom Martin- Yea, Erin Wyss- Yea, Jim Birge- Yea, Deron Powell- Absent, and Andrew Meister- Absent. Motion Passes.**

-Stahl’s Building Update- Tom has asked Loui Stahl to put together a sales packet for Stahl’s building on McDonald’s St. The Food Hub and Daycare committees are interested in renting from the building. The Food Hub would want to rent about 7,000 sq ft. The Daycare committee would want to rent about 10,000 sq ft. The remaining 23,000 sq ft could be developed into a new business as well. Stahl’s entire property is not for sale. He is not selling the tower.

-Marketing Committee Update- Renee Martin created a committee to determine the need for a marketing plan for Mt. Pulaski as a whole. Steph Mazanowski gave a presentation for a market plan based on what the marketing committee came up with. The plan includes establishing a target market for specific events held in Mt. Pulaski, and how to reach those target audiences. The committee also created a logo for the City of Mt. Pulaski and a hashtag. She is estimating $30,000 a year for a marketing budget for the City of Mt. Pulaski ‘s events that are held by various organizations in town. The dollar amount for each event, and a break down for where the funds are doing to be spent has been provided by Steph. Money will be focused on Social media ads, magazine articles, and talk radio ads that will promote events held in Mt. Pulaski.

A marketing manager to carry out this marketing plan would cost around $40,000.00.

The board discussed working with other organizations and possibly helping to fund half of the marketing costs for events instead of all the cost. Involvement from the EDPB and City of Mt. Pulaski would help to create a consistent brand across the board for our community.

An overall Marketing Campaign for the City of Mt. Pulaski could include signage, brochures, fridge magnets, event save-the-dates, etc. Search Engine Optimization is also something that could be a worthwhile investment to the community.

A business bootcamp project would cost around $5,700.00 a year in professional fees. This program will help entrepreneurs learn skills to run a successful business. The EDPB would have a 6-week course and have professionals from different fields train entrepreneurs in areas such as management, marketing, finance, and legal counsel. At the end of the course, businesses would present their business plans and the EDPB could award a grant to the winner to help with start up costs, such as rent in a building on the square. The EDPB would have to create this program to fit their specific need. The Marketing committee has already started this process by conducting a town-wide survey to determine what businesses the community wants to have within our community. The EDPB would use this information as well as a trade summary report to determine the kinds of businesses that would be the most needed for this community.

Steph would need someone to help her get started on the plan. A timeline would be created, resources would be shared, as well as contacts. The EDPB wants time to look at a long-term budget. And they will set up a meeting with the Marketing Committee to determine the next steps forward. The marketing plan should retain and sustain current businesses. The goal right now is to keep and be supportive of our current businesses.

**New Business**

**7) Mural Proposal**

Steph Mazanowski gave a presentation on the proposed mural project. She is asking for $23,000.00 to cover the mural being painted and travel expenses for the artist. This does not include preparing a wall for painting. A wall has not yet been determined for this project. This mural would bring in a younger crowd or demographic due to the artist’s large following on social media. The artist, Kelsey Montague is known all over the world and is famous for her interactive murals. The mural would be looked at as an investment, the return on investment would be seen in increases in tax revenues, and an increased presence on social media. This mural would be a complement to the work that Scott Lindley does in town and would hopefully gain him some recognition as well. The board will vote on this mural project with the other third quarter grant review session.

**8) Discussion On Protocols For Interacting With The Public**

The EDPB would like to have communication with the public to be done through the Administrator. The Administrator will have approval from the Chairman before making public comments on behalf of the EDPB. This will be written into the bylaws as a policy.

**9) Hartman Report**

The EDPB would like to have more information on the status of the City Water situation before any official stance may be given by the EDPB.

**10) Budget for Office Upgrades and Internet Service**

Please refer the Handout for options on equipment purchases, Appendix B p.15-16.

Printer Options: **Tom Martin made a motion to approve printer option 1 for $229.89 to be paid for by the Community Donation Fund. Seconded by Erin Wyss. Roll Call Vote: Deron Powell- Yea, Tyler White- Yea, Hillary Cherry- Yea, Tom Martin- Yea, Erin Wyss- Yea, Jim Birge- Yea, and Andrew Meister- Absent.**

Lockable Filing Cabinet Options: **Hillary Cherry made a motion to approve lockable filing cabinet option 1 for $259.99 to be paid for by the Community Donation Fund. Seconded by Deron Powell. Roll Call Vote: Deron Powell- Yea, Tyler White- Yea, Hillary Cherry- Yea, Tom Martin- Yea, Erin Wyss- Yea, Jim Birge- Yea, and Andrew Meister- Absent.**

Conference Options: **Jim Birg made a motion to approve conference option 2 for up to $2,542.96 to be paid for by the Community Donation Fund. Seconded by Tyler White. Roll Call Vote: Deron Powell- Yea, Tyler White- Yea, Hillary Cherry- Yea, Tom Martin- Yea, Erin Wyss- Yea, Jim Birge- Yea, and Andrew Meister- Absent.**

**11) Executive Session**

The EDPB entered executive session at 11:22am to discuss personnel. The EDPB exited executive session at 11:33am. The EDPB will give their recommendation to the City Council for approval.

**12) Next Meeting November 7th, 2020**

**Adjournment**

**Tyler White made a motion to adjourn at 14:41am, seconded by Hillary Cherry, all in favor and motion passed.**

**Appendix A**

**Economic Development Planning Board Treasurer’s Report**

**Business District Account**

**October 3, 2020 Board Meeting**

Beginning Balance as of 08/31/2020: $170,898.33

**Deposits:**

Deposit from State of IL. Tax Distribution $9,393.34

**Expenses**

Business District Grant- Hilltop Club Awning- Down Payment ($2,263.95)

Business District Grant- Hilltop Club Awning- Final Payment ($2,463.95)

Pharis Excavation- Johnson’s Ture Value Project ½ Share ($6,500.00)

Ending Balance as of 09/30/2020: $169,063.77

**Economic Development Planning Board Treasurer’s Report**

**General Fund Account**

**October 3, 2020 Board Meeting**

Beginning Balance as of 08/31/2020: $166,596.96

**Deposits:**

Business District Grant- Hilltop Club Awning- Down Payment $2,263.95

Business District Grant- Hilltop Club Awning- Final Payment $2,463.95

Pharis Excavation- Johnson’s Ture Value Project ½ Share $6,500.00

**Expenses:**

Check #1105 Lorah Hoe- Norton Security for Laptop ($106.24)

Check #1106 Farnsworth Group, Inc. – Rebuild IL Public Infrastructure Grant ($2,862.50)

Check #1107 MMLP Ltd. – Preliminary Review of 104 S Washington St. Property ($974.00)

Check #1108 Hilltop Club- Awning Grant- Down Payment ($2,263.95)

Check #1109 Shade Solutions, Inc. – Hilltop Awning Grant- Final Payment ($2,463.95)

Check #1110 Pharis Excavation – Johnson True Value Project – ½ Business, ½ Community ($13,000.00)

Check #1111 Jeff Hake – Food Hub Project Manager ($1,333.32)

Check #1112 Kyle Reed- Food Hub Project Manager (333.33)

Ending Balance as of 08/31/2020: $154,487.57

**Balance of Certificate of Deposits:**

CD #15772 at Farmer’s Bank- Maturity Date 12/12/2020 $200,000.00

**Working Budget as of October 3rd, 2020**

**Business District Sales Tax Fund**

Fiscal Year Budget 2021 (ending May 31, 2021)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Income Budget** | **Last Year’s Income** | **Funds Received** | **Remaining funds to be received** |
| Estimated Beginning Balance | $140,000.00 |  | $182,626.80 | ($42,626.80) |
| 1% Sales Tax Revenue (estimated) | $85,000.00 | $107,164.81 | $28,554.36 | $56,445.64 |
| **TOTAL AVAIALBLE FUDNS FY2021** | **$225,000.00** |  | **$154,072.44** | **$28,300.76** |
|  |  |  |  |  |
| **Proposed Appropriations for FY2021:** | **Expenses Budget** | **Remaining Allocations from Previous Years** | **Allocated Funds** | **Remaining Funds** |
| Professional Services | $8,000.00 | $12,750.00 | $0.00 | $8,000.00 |
| Economic Development and Business Retention | $60,000.00 | $26,556.00 | $25,068.00 | $34,932.00 |
| Business District Grants | $20,000.00 | $19,183.10 | $23,000.00 | ($3,000.00) |
| **TOTAL APPROPRIATED SPENDING** | **$88,000.00** |  | **$45,500.00** | **$42,500.00** |
|  |  |  |  |  |
| *Remaining Balance* | $137,000.00 | $58,489.10 |  |  |

**Business District Tax Itemized List of Income**

**2020 Fiscal Year Revenue**

**IL Tax Deposits $28,554.36**

**Business District Tax Itemized List of Allocated Funds:**

**Economic Development and Retention**

**Johnson’s True Value $22,500.00**

**Wifi installation on the Square $2,568.00**

**Business District Grants**

**Mount Pulaski Township Historical Museum $1,000.00**

**Hilltop Club- Fall Festival $5,000.00**

**Guruji 62, LLC – BP $10,000.00**

**Bill Cavestani – Roof Replacement $3,500.00**

**D’Tails Dog Grooming $3,500.00**

**Working Budget as of October 3rd, 2020**

**Community Donation Fund**

**Fiscal Year Budget 2021 (ending May 31, 2021)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Income Budget** | **Last Year’s Income** | **Funds Received** | **Remaining Funds to be received** |
| Estimated Beginning Balance | $100,000.00 |  | $192,187.18 | (92,187.18) |
| Farmer’s Bank CD, Initial Investment | $200,000.00 |  | $200,000.00 |  |
|  |  |  |  |  |
| **REVENUE** |  |  |  |  |
| Windfarm Donation | $115.000.00 | $201,250.00 | $0.00 | $115,000.00 |
| Interest from $200K CD | $4,000.00 |  | $0.00 | $4,000.00 |
| **TOTAL AVAILABLE FUNDS FY 2021** | **$419,000.00** |  | **$392,187.18** | **$26,812.82** |
|  |  |  |  |  |
| **Proposed Appropriations for FY2021:** | **Expense Budget** | **Remaining Allocations from Previous Years** | **Allocated Funds** | **Remaining Funds** |
| EDPB Operational Costs | $5,000.00 |  | $182.84 | $4,817.16 |
| Professional Services | $10,000.00 | ($7,683.76) | $2,448.09 | $7,551.91 |
| Economic Development & Planning Partnerships | $90,000.00 | ($8,100.00) | $27,500.00 | $62,500.00 |
| Community Partnership Grants | $10,000.00 | $10,250.00 | $4,500.00 | $5,500.00 |
| Community Organization Grants | $10.000.00 | $8,000.00 | $0.00 | $10,000.00 |
| Community Township Grants | $2,000.00 | ($59,000.00) | $0.00 | $2,000.00 |
| **TOTAL APPROPRIATIONED SPENDING** | **$127,000.00** |  | **$34,630.93** | **$92,369.07** |
|  |  |  |  |  |
| *Remaining Balance* | $292,000.00 | ($36,682.76) |  |  |

**Community Donation Fund: Itemized List of Allocated Funds**

**EDPB Operational Costs-**

**Lorah Hoe – Microsoft Office yearly subscription for Laptop $74.36**

**Lorah Hoe – Norton Security yearly subscription for Laptop $106.24**

**Johnsons True Value- Key Copy $2.24**

**Professional Services- Allocated Funds Breakdown**

**Lorah Hoe $1,474.09**

**MMLP Ltd. – Preliminary Estimate on 104 S. Washington $974.00**

**Economic Development and Planning Partnerships**

**Johnson’s True Value $22,500.00**

**Market On The Hill $5,000.00**

**Community Partnership Grants- Allocated Funds Breakdown**

**May and Burch Conservation $3,500.00**

**Land of Lincoln CEO Program $1,000.00**

**Appendix B**

**Office Equipment Proposal**

At least two options are provided below for the proposed office upgrades.

**Printer Option 1**

HP Office Jet Pro 9015 All-in-one Wireless Printer, with Smart Home Office Productivity: $229.89

Replacement Ink cartridges: $40 on average.

<https://www.amazon.com/HP-OfficeJet-9015-Wireless-Productivity/dp/B07N1DF9VV/ref=sr_1_2?crid=2MDV6B3VXMBF4&dchild=1&keywords=office%2Bprinter&qid=1598968205&refinements=p_n_feature_five_browse-bin%3A10719423011%2Cp_36%3A1253554011%2Cp_n_feature_six_browse-bin%3A5662334011&rnid=5662333011&s=office-electronics&sprefix=office%2Bprinter%2Caps%2C175&sr=1-2&th=1>

**Printer Option 2**

HP Office Jet 3830 All-in-one Wireless Printer, HP Instant Ink: $99.89

Replacement Ink cartridges: $ $25 on average.

<https://www.amazon.com/HP-OfficeJet-Wireless-Replenishment-K7V40A/dp/B013SKI4EM/ref=psdc_172646_t2_B083ZZMLQS>

**Lockable Filing Cabinet Option 1**

Lateral File Cabinet, Rockjame 2 Drawer metal lockable Filing Cabinet for commercial Grade: $259.99

<https://www.amazon.com/Lateral-Cabinet-Rockjame-Lockable-Commercial/dp/B08BNL6XN4/ref=sr_1_11?dchild=1&keywords=locking%2Bfiling%2Bcabinet%2Blateral&qid=1598970301&s=office-products&sr=1-11&th=1>

**Lockable Filing Cabinet Option 2**

2 Drawer White Lateral File Cabinet Lockable Heavy-Duty Metal: $219.99

<https://www.amazon.com/Drawer-Lateral-Cabinet-Lockable-Drawers/dp/B07RK398RF/ref=psdc_490877011_t3_B08BNL6XN4>

**Conference Option 1**

CCA Quote: $3,080.88 (Please See attached document MPEDPB-Quote.pdf)

* Includes 48 Inch TV monitor, Laptop, Webcam, Microphone, Speaker, Wireless Keyboard, Wireless Mouse, and Labor.

**Conference Option 2**

Total: $2,542.96

Includes

* Sony X800H 49 Inch TV: 4K Ultra HD Smart LED TV: $649.99

<https://www.amazon.com/Sony-X800H-43-pulgadas-compatibilidad/dp/B083R2VJSP/ref=sr_1_1_sspa?dchild=1&keywords=48%2Binch%2Bled%2Btv&qid=1598971613&s=electronics&sr=1-1-spons&spLa=ZW5jcnlwdGVkUXVhbGlmaWVyPUExRTRJU1VOSThaODRNJmVuY3J5cHRlZElkPUEwMTUwMjAwMkwySzJCUTZZSlAyNyZlbmNyeXB0ZWRBZElkPUEwOTI0ODYzVVhKOEdPQzhUWUYwJndpZGdldE5hbWU9c3BfYXRmJmFjdGlvbj1jbGlja1JlZGlyZWN0JmRvTm90TG9nQ2xpY2s9dHJ1ZQ&th=1>

* HP 2020 Premium 17.3” HD+ Laptop Notebook Computer: $849.99

<https://www.amazon.com/HP-Notebook-i5-1035G1-Bluetooth-Accessories/dp/B089K5Y3CG/ref=sr_1_1_sspa?crid=QZSEI06VGT4B&dchild=1&keywords=notebook+laptop&qid=1598972246&s=electronics&sprefix=notebook+%2Celectronics%2C222&sr=1-1-spons&psc=1&spLa=ZW5jcnlwdGVkUXVhbGlmaWVyPUE0VU1ERzlKMzVaOVEmZW5jcnlwdGVkSWQ9QTAzNjQwMDgzQlBFN1JDREZOQTJMJmVuY3J5cHRlZEFkSWQ9QTAxODY0NzU3MktEMU8zVlozUzgmd2lkZ2V0TmFtZT1zcF9hdGYmYWN0aW9uPWNsaWNrUmVkaXJlY3QmZG9Ob3RMb2dDbGljaz10cnVl>

* Meeting Owl Pro- Camera, Microphone, and Speaker: $999.00

<https://www.amazon.com/dp/B07WNK4PHW/ref=emc_b_5_i>

* Logitech MK 270 Wireless Keyboard and Mouse Combo: $29.99

<https://www.amazon.com/Logitech-MK270-Wireless-Keyboard-Mouse/dp/B079JLY5M5/ref=sr_1_3?dchild=1&keywords=wireless+keyboard+and+mouse&qid=1598971805&s=electronics&sr=1-3>

* 4K 60HZ HDMI Cable 6.6FT: $13.99

<https://www.amazon.com/Highwings-Braided-Cord-Supports-ARC-Compatible-Ethernet/dp/B07TDH11BJ/ref=sr_1_2_sspa?crid=2XCAVXSJZFJ6A&dchild=1&keywords=hdmi+cables+for+monitors&qid=1598971939&s=electronics&sprefix=HDMI+cables%2Celectronics%2C425&sr=1-2-spons&psc=1&spLa=ZW5jcnlwdGVkUXVhbGlmaWVyPUExQVFCRlM2UTg0VUJLJmVuY3J5cHRlZElkPUEwODk2MTA5M01XSDFLM01FV0I4RyZlbmNyeXB0ZWRBZElkPUExMDQ1MzA4Mlg2QjE0NVQ3MFZMNCZ3aWRnZXROYW1lPXNwX2F0ZiZhY3Rpb249Y2xpY2tSZWRpcmVjdCZkb05vdExvZ0NsaWNrPXRydWU=>