

HIGHLAND, ILLINOIS
MINUTES OF REGULAR SESSION
INDUSTRIAL DEVELOPMENT COMMISSION
CITY HALL, 1115 BROADWAY
WEDNESDAY, FEBRUARY 1, 2012
12:00 PM

Call to Order

The meeting of the Industrial Development Commission was called to order at 12:04 pm by Chairman Bellm.

Roll Call

Members present: Darell Bellm, Jon Greve, Ryan Goodwin, and Eric Rehkemper.

Members absent: Rick Frey.

Also present: City Manager Mark Latham, Ex-Officio Member Jami Jansen, and Deputy Clerk Lana Hediger.

Approval of Minutes

Jon Greve made a motion to approve the minutes of the January 4, 2012 Industrial Development Commission meeting; seconded by Eric Rehkemper. All members voted in favor; the motion carried.

Reports

Update on Lory Theatre:

City Manager Latham reported that 1) AMC has lowered the cost from \$460,000 to \$100,000. and, 2) Justin McLaughlin the potential buyer is using Barbara Sugg to write up an official offer. Mark is still hopeful that this sale will happen.

Chairman Bellm inquired about the other interested party. Mark indicated that there were three theatres that he was trying to purchase: Highland, Jerseyville and Taylorville. The Lory will be the one that costs the most to renovate. He has purchased the theater in Jerseyville. He offered \$50,000 for the Lory. AMC hired a firm from Chicago that has never seen Highland and have no idea what's down here. Dave Kunkel is trying to convey to them that the Lory isn't worth what they think it is.

Jon Greve indicated that he has spoken to another individual that has expressed interest in purchasing the Lory. He has purchased other AMC facilities before. Jon encouraged him to contact Mark Latham. So far, he has not.

Update on Enterprise Zones:

Information gathered on Enterprise Zones was distributed to the members. The Enterprise Zone Administrator and the Enterprise Zone Contact for our area is John Herzog. There are currently three Enterprise Zones in Madison County. A memo from City Attorney John Long outlines his belief that it is not likely that we will be able to establish an Enterprise Zone based on a finding by the Governor in 2002, which

amended the statutes regarding Enterprise Zones essentially limiting the number of Enterprise Zones that could be established.

Mark suggested that we open a dialogue with John Herzog to see how far we get with that. Chairman Bellm asked if prospective new businesses/industries ask if we are in an Enterprise Zone when they are considering moving here. Ryan Goodwin asked whether or not an established but unsuccessful Enterprise Zone could be reassigned. Chairman Bellm indicated that one could be expanded, Mark concurred but added that you have to also annex the property. There is no incentive for another community to bring us into their Enterprise Zone. It was the consensus of commission members to pursue it. Chairman Bellm asked Mark Latham to invite John Herzog, Paul Evans and Kyle McCarter to attend the next meeting.

Update on Taylor Studios:

Mark reported that the public meeting last week introduced the interpretive plan to about 25 members of the public. They went through the plan and talked about what an interpretive plan is. They wanted to make sure that the historical information they had is correct. It's a 20-year plan. They have identified what areas of the community to tell a story in. One of the key things we are looking at doing for the 175th celebration is having an informational kiosk at the cemetery. It will have information about the founders of Highland and it will have maps for a walking tour of the cemetery. After that we hope to revive the bus tours of Highland and establish a bike tour once the trail is built. The plan is on target for completion in April this year.

Update on Hospital:

Mark indicated that we are close to having a redevelopment agreement with the hospital. Part of that agreement will be to reconstruct Troxler Avenue between SR 160 and US Hwy 40 as three-lane with curb and gutter and sidewalks. That's about an \$800,000 job. We received a \$250,000 grant from IDOT (Safe Route to Schools) before the hospital was even considering moving out there. The sidewalks will go to the intersection of Troxler and 160 and the signals will have push buttons to help the kids cross from Augusta Estates to the schools.

Update on NEQ:

Mark indicated that out of the \$7.2 million that it is estimated to cost to build the NE quadrant of the peripheral route, the City is trying to get almost \$6,000,000 from other sources. We have to get commitments from those sources. We received a letter this week from IDOT that they are going to fund \$900,000 for the intersection improvements where the new road comes in at Troxler and 40, which includes signalization. We also met with a lady from Springfield about EDC money. It is based on jobs generated by the hospital. They committed \$2 million at that meeting. We are anticipating that the rest will come from the ICC. As soon as we get a letter confirming the EDC funds, we can take that to the ICC and request our \$2.6 million for the bridge. If we can get that, we will likely be able to start that project this summer. We received some funding from the county to build a lake and a nice park on Shimer's old property.

New Business

Discussion regarding potential new commercial development:

Mark reported that there have been some inquiries by Jeff Forbes on that property at Troxler and 143 regarding tap-on fees and building permit fees for new construction. Mark believes he is looking to build for a chain-type restaurant. Mark indicated that Mr. Forbes has also spoken with a small sporting goods store (Hibbett Sports), a women's shoe store, and a women's dress store, but the main focus there will be the restaurant. Mark will be meeting with him later in the month to see where he is with it. He was very much interested in what the hospital was doing and what kind of traffic that might create for other commercial entities. These contacts were initially made by Andrea Enright and Rebecca when they went to Chicago.

Chairman Bellm asked if Hardee's had changed ownership. Mark indicated that it had. Somebody bought it for \$1M. Mark saw it in the Madison County Record.

Discussion regarding the Highland Entrepreneurship Program:

First meeting with a mentee was last night. Lee Crocket has lined up three more teams and is still looking for some more mentors. We now have 16 mentees to work with. Mark distributed a list of current and potential mentors.

Discussion regarding filling Business Retention and Recruitment Coordinator position:

Interviewed 10 applicants, narrowed the field to three, had another interview with those three, selected one candidate and made a job offer. This person wanted way too much money for what that position should pay. Mark made a final offer but hasn't heard back yet.

Mark believes that young people coming out of college with Master's Degrees are far too arrogant. One individual focused on changing the job title in his first interview. This position makes \$42,500 to start out. Mark believes that should appeal to someone just out of college. Mark is looking for someone that has enough experience that he won't have to hold their hand very much to begin.

He had a meeting recently with a company called Black Twig. They are very exciting when you talk about marketing Highland. They were giving Mark ideas about marketing Highland. They claim to be able to make \$5 for every \$1 spent with them. They are large firm with offices in Las Vegas, St. Louis, and New York. They know cable companies and all the big players in site selections. They indicated to Mark that Highland would be perfect for some sort of bio-med type business. Mark indicated that he will conduct one more interview of an individual but may end up using this company to market Highland and HCS. If hired, Black Twig would like to see five outcomes, to be accomplished in the first year, listed in the contract. For example: one outcome is that we want to have 1200 services of HCS in a year. Another outcome could be that we want to bring in a high-tech data center.

Another idea they were talking about was doing marketing just for housing. Highland hasn't really been marketed as a great place for quality of life. Mark indicated that his thought on this is that we could spend a lot of time with someone on staff trying to market or use someone who already has those contacts and has those networks and knows where we need to be marketing from that aspect. That's what Mark is going to recommend to the City Council.

One of Black Twig's biggest client's is the State of Missouri. The focus of their firm is on Economic Development. One of their ideas was to bring in 20 or 25 commercial developers and show them around to see what's available to give them a feel for the community.

Chairman Bellm asked if Black Twig would replace Ady Voltedge. Mark would like to bring Black Twig to one of the next IDC meetings. Darell Bellm asked if they would be capable of dealing with the website, the concern being overlap of responsibilities. Black Twig's focus is on Economic Development.

Mark has been talking to St. Patrick's Center about starting a rotating kitchen. They are out of space at St. Patrick's Center and are looking for an interim kitchen for the ones that need to move to the next step before opening a full-blown restaurant. Mark has been talking to Gail Frey about using the old Devtron building about this.

The BEA is losing their focus. Mark spoke with Gordon Smith. They are interested in developing a program at the HHS which would bring a junior/senior in to observe the Highland Entrepreneurship Program process.

Next Meeting

The next meeting of the Industrial Development Commission is scheduled for Wednesday, March 7, 2012 at 12:00 pm at City Hall.

Adjournment

Ryan Goodwin made a motion to adjourn the meeting; seconded by Eric Rehkemper. All members voted aye, none nay; the meeting adjourned at 12:55 p.m.