

**HIGHLAND, ILLINOIS
MINUTES OF REGULAR SESSION
INDUSTRIAL DEVELOPMENT COMMISSION
CITY HALL, 1115 BROADWAY
WEDNESDAY, MAY 1, 2013
12:00 PM**

Call to Order

The meeting of the Industrial Development Commission was called to order at 11:59 am by Chairman Bellm.

Roll Call

Members present: Darell Bellm, Eric Rehkemper, Jon Greve, and Rick Frey.

Members absent: Ryan Goodwin.

Also present: City Manager Latham, Business Retention and Recruitment Coordinator Kathleen Mulcrone, Ex-Officio Member Jami Jansen, and Deputy Clerk Lana Hediger.

Approval of Minutes

Eric Rehkemper made a motion to approve the minutes of the April 3, 2013, Regular Session meeting of the Industrial Development Commission; seconded by Jon Greve. All members voted aye; none voted no; the motion carried.

Reports:

Update on other job inquiries – Mark Latham

Mark reported that he and Kathleen met with a young lady who wants to open a beauty salon. She is looking for 1200 square feet near the square. Dr. Hellige may have a tenant moving out and may be able to offer her a space.

Kathleen and Lee toured the fourth floor of the US Bank building at Broadway and Washington, looking for a call center location. She got a cost per square foot which seems high. Mark doesn't understand why they won't come down on their price. So, they are looking at other options. Darell indicated that the roof has not yet been fixed since the last tenant was there. Mark indicated that there are a lot of call centers in the St. Louis area, and many of them are looking to move to Illinois. Rick asked if the Trionics building would be available for a call center. Kathleen stated that it would be too big. Mark stated that they have been offered the Whittedge Flower Shop bldg.

The Lory Theater is raising money for the projector on the second floor. To date they have raised \$54,000. Their fund-raising campaign ends this Saturday night.

Gliks has requested if they are zoned for a grocery store because Kroger is interested. Eric had heard that the Kroger chain had success in the south and east. Rick mentioned that there is a Kroger in Effingham and Jon added that there is one in Nashville, IL, too. Mark stated that he has encouraged Mr. Glik to utilize some of the parking lot space at Northtown for new construction.

Rick stated that Tim Reaka's commercial office building on Broadway is ready to lease. He wondered if the young lady looking for salon space would be interested in that. Both Mark and Kathleen indicated that it is better suited to commercial office space.

Eric asked if the radio station is still operating. Several members offered that they may have moved in with another station and are sharing offices.

Update on Highland Entrepreneurship Program – Kathleen Mulcrone

Kathleen reported that the Start-Up Seminar will be from 9:00 AM to 4:00 PM on June 1, at The Korte Company. We have encouraged anyone who wants to register for the Entrepreneurship Program to attend. According to Lee Crockett, several people have registered and we have only just started advertising it.

Monday, May 6, is the last day for students to turn in applications for the Youth Entrepreneurship Program. From there we will see if we want to continue the program this summer. Kathleen has spoken to three parents and she has heard that the high school has been contacted by several parents, but right now only two applications have been turned in.

Update on Highland Communication Services – Mark Latham

Mark reported that there will be some change in management at HCS. The director, Dan Kennedy, has resigned. We will be going through some reorganization. We still have consistent, loyal customers. We have only penetrated the commercial customers at 23%. So, that's what we really want to focus on. We will be working through restructuring and moving forward.

Update on Micro-Loan Fund – Mark Latham

Mark indicated that we have invited all the banks in Highland to lunch to discuss the loan fund so that we can ask for their participation. He will bring a recommendation back from that session. The IDC can't put \$50,000 aside and the City can't do it, so we are trying to get some help through the banks on that. A member of the Justine Peterson and Lee Crockett will be there to make a presentation. We still feel that this is a good avenue for the small business owners who need some capital and would be helpful for start-up companies, too.

Discussion on top 5 action plans for the Strategic Plan – Mark Latham

Mark stated that there are eleven initiatives. He asked the members to indicate which five they believe should be emphasized. It was consensus of the Commission to keep all eleven initiatives in the plan, but to put more emphasis on certain ones. After much discussion Eric Rehkemper made a motion to combine **(#1) Business Retention and Expansion Program** and **(#11) Entrepreneurship**, and give priority to **(#2) Economic Development Funding**, **(#3) Industrial Development**, **(#4) Marketing**, and **(#8) Capital Facility Plan** and **(#9) Workforce Development**, and prioritize accordingly, seconded by Jon Greve. All voted in favor; none were opposed; motion carried.

Endorsement of Kolbe Co. – Mark Latham

Kathleen has spoken to this marketing firm from St. Louis several times. They are doing a lot of research on Highland. They are really doing their homework to determine what the citizens, officials, and key business people want for Highland and then to market accordingly. She likes

that they want the marketing message for Highland to be very clear and simple and keep it that way. Kathleen asked for an endorsement of this firm by the IDC.

Darell stated that he is starting to have concerns about spending a lot of tax dollars to have someone come in and tell us what we should be doing. They don't actually do anything. Eric asked if this firm would be doing research in the marketplace, or are they just going to brainstorm and give us things to try. Kathleen indicated that they will be doing the actual work. Their research would be just to get a feel for how we should brand, and then they would be doing the actual branding. Mark stated that he is looking to the IDC to tell him how to market Highland. There was some discussion about past companies that have been hired to market Highland.

Mark asked if we need to focus on marketing the community. The consensus of the commission is that we do. Mark asked how the commission would like him to move forward with marketing. Darell expressed some concern about not realizing any benefit for marketing dollars spent in the past.

No endorsement was given on Kolbe Company at this time. Jon Greve asked to revisit this at the next meeting.

Old Business:

Update on enterprise zones – Mark Latham

Mark received an e-mail from Keith Moran who was on his way to Springfield for a seminar on enterprise zones but hasn't received a follow up on that seminar yet.

Update on purchase of lumber yard property---Mark Latham

Mr. Linenfelter called and indicated that he had received another offer on his property that was more than the city had offered.

Darell asked if anything has happened with the software developer from Aviston. Kathleen reported that he was looking for start-up money to move his business. We have not heard back from him.

Next Meeting:

Next meeting of the Industrial Development Commission is scheduled for Wednesday, June 5, 2013.

Mark mentioned that we are looking for someone to take Rick Frey's place since he was elected to the City Council. Chairman Bellm congratulated Rick and thanked him for being a very productive member of the Industrial Development Commission.

Adjournment

Rick Frey made a motion to adjourn; seconded by Eric Rehkemper. All members voted aye; none voted no. The motion carried and the meeting adjourned at 1:04 PM.