

**HIGHLAND, ILLINOIS
MINUTES OF REGULAR SESSION
INDUSTRIAL DEVELOPMENT COMMISSION
CITY HALL, 1115 BROADWAY
WEDNESDAY, JUNE 3, 2020
12:00 PM**

This meeting was held telephonically, due to the city's COVID-19 response.

Call to Order:

The June 3, 2020, meeting of the Industrial Development Commission was called to order at 12:01 PM by Chairman Meridith. The meeting was held via telephone conference due to the city's COVID-19 response.

Roll Call:

Members present via telephone: Chairman Jim Meridith, Vice-Chairman Diane Korte-Lindsey, Treasurer Jon Greve, and Marshall Rinderer.

Members absent: Bill Napper resigned his position on May 20, 2020. No replacement has been appointed.

Also present via telephone: Director of Community Development Breann Speraneo; Director of Technology & Innovation Angela Imming; Economic Development Coordinator Mallord Hubbard; and, Recording Secretary Lana Hediger.

Approval of Minutes:

Diane Korte-Lindsay made a motion to approve the minutes of the May 12, 2020, Special Session meeting of the Industrial Development Commission; seconded by Jon Greve. All members voted aye; none voted no; the motion carried.

Reports:

Treasurer's Report

Jon Greve reported that the IDC has a balance of \$17,886.21 in their account. They also maintain the \$60,000 CD with a one-year term. There have been no transactions in the last three months. Diane Korte-Lindsay made a motion to accept the Treasurer's Report as presented; seconded by Marshall Rinderer. All members voted aye, via a roll call vote. The motion carried.

Updates on other job inquiries

Mallord Hubbard reported that we are continuing to make good progress on the Highland Brewery/Schlafly project. They have submitted a proposal, which is being reviewed, regarding a community space that we are partnering with them on. We will be meeting with them to work out the details of that.

Trouw Nutrition is working on their plans for their company expansion.

Korte Meats is beginning the process of moving their business to a new facility to be built on Janet Beth Way.

The Broadway Resurfacing project is almost complete.

Mallord reported that he was informed by Madison County that Highland meets the initial qualifications for a headquarters for a new military installation. We meet the criteria, will be submitting support letters, and will hopefully be considered. They will be working with our representatives, and we will be doing what we can to enhance our chances.

Director Speraneo reported that the Building & Zoning Department issued eight one- and two-family home permits since January and have another five pending. These are higher numbers than in the past year.

Wal-Mart is adding a grocery pick-up area along with a couple of other remodel items. Wal-Mart headquarters has this project on hold until after the COVID-19 response is over.

The new Powers Advisory facility is finished and it looks great. Phase one of the Plaza Drive Self-Storage is complete and a Certificate of Occupancy has been issued.

The Fire House #1 renovation is going well. The new garage doors are installed and we anticipate completion of that project in a couple of months.

The Flax Meadows project is on schedule. All of the buildings are under roof and they are in the process of constructing the finishing touches.

The Highland Villas is on track. We haven't had any issues with the exception of working with a couple of neighbors on some drainage issues. That project is going smoothly and we anticipate it will be completed in early Fall.

Update on Highland Communication Services

Director Imming reported \$220,000 revenue in May which is \$6,000 over best month so far. Since COVID-19 shutdowns, customers have been upgrading their speed. We currently have 2,415 customers. Both the Flax Drive apartments and the Highland Villas are exclusively HCS customers, which is a potential of about 100 customers between the two. Highland Hope United Methodist Church is being connected to HCS. We are moving toward our new internet only TV solution, called VTV (Victory TV). Rather than set-top boxes and wires, you turn your television into a smart TV and then can access your HCS television just like you would Netflix. After completing the legal work on the content side, the first group of users is expected to be up the second week of July.

Director Imming has received a request for pricing for a 10 gigabit circuit to a data center in St. Louis at 900 Walnut. We have partnered with Bluebird, and the request came through them. It will require council approval.

Update on Disaster Relief Initiatives

Mallord reported that two businesses have applied for the newly established E-Commerce Grants and have been accepted into the program. Another one has inquired about it. We will begin reaching out to potential candidates.

The city is allowing bars and restaurants to have temporary outdoor seating, in order to expand their capacity to the outdoors during the COVID-19 response time, via a Temporary Outdoor Space Permit application.

Mallord reported that we continue to host virtual meetings and do the one-on-one consultations. He and Director Speraneo take calls every day from businesses.

Mallord is working with the Chamber of Commerce, the Highland Area Community Foundation, and the city attorney, on the best way that we can potentially help businesses during Phase 5 of COVID-19. Several businesses in town will not be able to return to normal business until we reach Phase 5 (businesses that operate based on large gatherings of people; i.e. caterers, event space hosts, etc.) Jon Greve asked if the State has given any information about when we might reach Phase 5. Mallord indicated that information has not been stated yet. Director Speraneo indicated that the city monitors information disseminated by the IL Dept. of Public Health and the IL Municipal League.

FEMA Map Update – Mallord Hu

No report was given.

New Business:

Renew Functional Medicine and Anti-Aging – Grant Award

Mallord reported that Keri Douglas of Renew Functional Medicine and Anti-Aging was the first participant in the Technology and Innovation Program. She was able to meet with the mentors on an on-going basis over the past year. Mallord is asking that the IDC to award her \$2,000 to put behind the solutions that have been recommended for her. He offered to share the document with the IDC once it has been finalized so they can see what was recommended and how the mentors were able to guide her through the process. Director Imming reported that Keri has a really good talent but she needs some streamlining in her management processes. The team of mentors met with her three times, on-site to watch her processes and figure out where the bottlenecks were. The points that have been recommended for her include:

- To bolster her EMR (the data she has on customers)/medical records system, which is estimated to cost ~\$1,000; and
- TIP mentors have agreed to spend an afternoon to help her develop utilization of Google analytics; and
- Integration of Google analytics with your FaceBook posts; and
- Allow your EMR to act as a tickler file to establish reminders to contact customers at key times; and

- To develop an on-line knowledge base to educate potential clients about her products and services; and
- Integrating that with her individual clients' backgrounds so that they can access their own case record and have access to the knowledge base; and
- Creating business relationships with field-related businesses to potentially increase customer counts; and
- To change her pricing model.
- The other thing that the mentors don't have time to help her with, is to help her with her website and integrate it with her social media, her pillar advertisement, and her EMR solution, in addition to an awareness campaign (professional videos), all estimated to cost about \$1,000.

She currently works in an urgent care to supplement her income. Her business is located behind KFC, near Kleinhoffer's office.

The IDC members asked what was being requested of them. Mallord stated that the original intent was that the IDC would offer some sort of funding to the clients of the Technology and Innovation Program to help implement the solutions recommended by the mentors. It was stated that Keri Douglas has not requested this funding. There was some confusion among the members between the TIF (Tax Increment Financing) and the TIP (Technology and Innovation) programs, and some concern about setting a precedent and having all such funding awards being fair and equitable to all applicants. The IDC members discussed this briefly, but, as stewards of the IDC funds, were hesitant to award \$2,000 without any documentation.

Director Imming indicated that the request for funding wouldn't come from the client, it comes from the mentor team, and that if some assistance is not offered now, this client would likely drop out of the program.

In order to maintain a positive relationship and to encourage the business owner, Jon Greve made a motion to award a \$500 grant now, and to consider an additional \$1,500 next month, after receiving proper documentation; seconded by Diane Korte-Lindsay. The vote was taken by roll call, with Diane Korte-Lindsay, Jon Greve, Marshall Rinderer, and Chairman Meridith voting aye; none voting no. The motion carried.

The mentor team consists of Angela Imming, Mallord Hubbard, Matt Caminetti, Hugh Choe, Bas Slats, and two interns as long as they were available.

Next Meeting:

The next regular meeting of the Industrial Development Commission is scheduled for Wednesday, July 1, 2020.

Adjournment

John Greve made a motion to adjourn; seconded by Marshall Rinderer. All members voted aye; none voted no. The motion carried and the meeting adjourned at 12:55 PM.