

**HIGHLAND, ILLINOIS
MINUTES OF REGULAR SESSION
INDUSTRIAL DEVELOPMENT COMMISSION
CITY HALL, 1115 BROADWAY
WEDNESDAY, APRIL 7, 2021
12:00 PM**

Call to Order:

The April 7, 2021, meeting of the Industrial Development Commission was called to order at 12:02 PM by Chairman Meridith.

Roll Call:

Members present: Chairman Jim Meridith; Treasurer Jon Greve; Marshall Rinderer and Josh Kloss.

Members absent: Vice-Chairman Diane Korte-Lindsey

Also present: Newly Appointed Mayor Kevin B. Hemann; Economic Development Coordinator Mallord Hubbard; SIUE Intern Matt Kundrat; Deputy City Clerk Lana Hediger; and, Recording Secretary Megan Von Hatten.

Present via phone: Director of Community Development Breann Speraneo and Director Angela Imming.

Approval of Minutes:

Marshall Rinderer made a motion to approve the minutes of the March 3, 2021, Regular 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

Treasurer Jon Greve reported that balance in the IDC account at First Mid as of March 1, 2021, was \$75,294.93. There were no transactions reported for the month so, the balance as of March 31, 2021 remains \$75,294.93.

Update on job inquiries – Mallord

- Trow Nutrition - Mallord stated Joe Gillespie and the Public Works department received results of road tests. The improvements will be done on Matter Drive rather than Executive Drive. Oates and Associates is doing additional testing and will be helping with the amendments on the application for funding to IDOT. Then we will be bringing an Economic, development, and TIF agreements to city council at their next meeting in May.
- Brew Pub – Mallord reported the anticipated opening date is now July. This project has a lot of moving parts and July is a more realistic date.
- Mallord reported that he had received a call a couple of weeks ago for a new tenant going into the old CD Meals location. He stated he has little information at this time besides the tenant is a retailer originally from Collinsville and is happy to be coming to Highland.

- Woodcrest Small Engines – Mallord announced their grand opening was this past month. They have made a significant investment in Highland. We are glad for the investments they have made into their building and being a downtown business.
- Public Safety Building – Mallord reported the building is coming along, everything is on target and ongoing with the construction of the building.
- Façade Program - Mallord gave the board a heads up on a new program that staff will be rolling out. A façade program for all businesses in the city but was crafted with the downtown businesses in mind. This should help to improve their storefronts.

Mallord made the board members aware that the City is in this month's edition of Illinois Business Journal. They do a year in review on communities in this area. He anticipates them to spot light all the new development going on in Highland.

Mallord asked the board for any questions at this time?

Jon Greve asked, "What's the status of the coffee shop?" Mallord replied that it will be a Scooters and it should open this fall. Jon Greve asked will they be utilizing the existing building. Mallord reported that they will be utilizing the cooler.

Update on Highland Communication Services – Angela Imming

Director Imming reported that HCS revenue last month was \$ 236,000. That is \$4,000.00 up from February and \$30,000 up from March of 2020. HCS now has 2,601 Customers.

MobiTV the developer for our Victory TV package has filed for bankruptcy. Mid April the company will go up for auction and we will know more at that time. This has been devastating to HCS as they have been working for 1 ½ years on this product.

Angela reported that any new TV customers will be going to VTV from now on. We will then be migrating all existing customers to VTV. This will be putting a lot of stress on our team near term but it will alleviate and make us far more efficient long term. Angela asked for any feedback from the members.

Josh asked how many TV customers there are. Angela replied HCS has between 900 and 1,000 TV Customers. A lot more internet subscribers than TV subscribers. Angela made a comment stating how do we retain our internet customers if TV is not going to pan out.

Josh asked if we are required to offer TV. Angela noted that many customers may not want to have separate providers for their TV and internet.

Kevin Hemann noted that this might be more of a customer education issue.

Angela thinks that offering to help customers set up their Firestick for TV may be enough to keep them from going to another provider.

Angela reported that they have made an agreement with the IBEW, Local #309, where the service technicians will get more pay for doing work in the next higher classification. They are helping to bring fiber to Carbay Crest which will save the city \$30,000. We will still need to bring in an outside fiber splicer because we can't afford to have our own on staff.

Josh asked if the President's new infrastructure program will enable the city to get fiber to some of the outlying areas. Angela says that so far we have not been eligible for these type of grants as we are not considered underserved. She is working for some USDA funding. We are not allowed to service outside areas until the service is available to everyone within the city limits.

Update on COVID-19 Disaster Initiatives – Mallord Hubbard

Mallord reported that we have started to transition from an information sharing posture to information gathering posture. We are trying to learn what the businesses have experienced over the last year and what they need going forward. In addition to the survey we have begun to visit with the businesses in person again.

Mallord stated that quality of life is important to businesses, as well as our infrastructure; electric and fiber.

Mallord gave Kudos to Matt Kundrat for being so involved in communications with the local businesses.

Discussion of IDC budget goals for FY 2021-2022

Mallord asked the board what initiatives they would like to see in the coming year and made himself available by phone or via e-mail if anyone wished to address him.

New Business:

Commitments for Reappointment to IDC for 2021-2022

Jim Meridith	Yes
Jon Greve	Yes
Marshall Rinderer	Yes
Josh Kloss	Yes
Diane-Korte Lindsey	Lana will contact her

Mayor Hemann thanked the members for their service and expressed kudos to them for their work so far. He offered to attend the in-person meetings with existing businesses. Mallord assured him that his presence would be very valuable and appreciated as the best ambassador for Highland.

Status Update on Harrison Edwards contract

Angela reported that we have talked to them about sharpening their pencils on the graphic for the new logo. They cannot do it for any less cost. She reached out to a local company to come up with some options and Harrison Edwards will be asked to review them to see which one they think would be most appropriate.

Mallord reported they will be providing some printed materials for marketing. The material will be highlighting Highland and why we are perfect to attract new

manufactures to come to our community. Harrison and Edwards will be providing some press and getting that in front of the right eyes. There are several areas in the Harrison Edwards marketing strategies that we want to include the Industrial Development Commission in the planning and marketing.

Jon Greve believes that we are poised to do some of the things that he is suggesting, but we should be mindful of following up on them and try to quantify the results as much as possible, in an effort to be responsible with the limited resources available to us.

Next Meeting:

The next meeting of the Industrial Development Commission is scheduled for Wednesday, May 5, 2021.

Adjournment

Marshall Rinderer made a motion to adjourn; seconded by Jon Greve. All members voted aye; none voted no. The motion carried and the meeting adjourned at 1:01 PM.