

**HIGHLAND, ILLINOIS  
MINUTES OF REGULAR SESSION  
INDUSTRIAL DEVELOPMENT COMMISSION  
CITY HALL, 1115 BROADWAY  
WEDNESDAY, FEBRUARY 3, 2021  
12:00 PM**

**Call to Order:**

The February 3, 2021, meeting of the Industrial Development Commission was called to order at 12:03 PM by Chairman Jim Meridith. The meeting was held via telephone conference.

**Roll Call:**

Members present: Chairman Jim Meridith, Vice-Chairman Diane Korte-Lindsey, Josh Kloss, Jon Greve and Marshall Rinderer.

Also present: City Manager Chris Conrad, Economic Development Coordinator Mallord Hubbard, Deputy Clerk Lana Hediger, and Recording Secretary Megan Von Hatten.

**Approval of Minutes:**

Josh Kloss made a motion to approve the minutes of the January 6 2021, Regular Session meeting of the Industrial Development Commission; seconded by Marshall. All members voted aye; none voted no; the motion carried.

**Reports:**

**Treasurer's Report – Jon Greve**

Jon Greve sent the Treasurer report to members via E-mail. The financial report reflected that the balance in the IDC checking account as of January 31, 2021, is \$14,386.21. There is also a matured \$60,000 CD with interest to date of \$908.72 leaving the balance on the CD at \$60,908.72. The CD will be cashed and deposited into the general fund. Total assets for the IDC account is \$75,294.93

Mallord added that \$17,750.00 of the CD will be going to Harrison Edwards for marketing purposes.

**Updates on other job inquiries**

Chris Conrad reported:

- The Schlafly negotiations: Community Title is working on getting the closing process finished, no closing date at this time. Demolition has begun on the inside for some preliminary work.
- Mallord Reported: Trouw Nutrition negotiations are moving along, with another follow up tomorrow. The City's Public Works, The Korte Company and Trouw will be meeting to discuss some options on road improvements. Mallord stated they hoped to have everything come together by mid-march.

Chris continued with Trouw Nutrition negotiations explaining we have an existing agreement that is part of a grant to improve Executive Drive that goes along with their Economic Development package. Public Works Director Joe Gillespie located the original design plans of Executive Drive. If Executive Drive was built as it was

designed, the design would meet the standards to handle the truck traffic. Testing will be done to confirm the quality of the existing roadway with an engineering firm. In hopes the grant then would be transferred from Executive Drive to Matter Drive creating a horse shoe traffic pattern with their truck traffic. Everything is going as planned and moving forward.

- Josh Kloss reported: Kloss Furniture is going to be expanding their warehouse with hopes of the project finishing up by the end of the year. The addition will be added to the North side of the warehouse. A few approvals are going in front of Combined Planning and Zoning Board this evening, February 3, 2021. The plan is to get all of the furniture storage in one location and eliminate all other storage areas. This project will be creating numerous new job openings; all marketing will be moved in house, and they will be adding new drivers and new crew members.

Jim asked "What was going on with the old Pizza Hut?" Mallord responded and directed the board to look at the upcoming Combined Planning and Zoning Board agenda, an item listed as Frey Coffee, LLC is on the agenda. Mallord indicated that once they have more information he will update the board.

Marshall added he had just pulled up the agenda for the CPZB agenda and stated that Frey Coffee, LLC is requesting a variance for a drive thru coffee shop.

#### **Update on Highland Communication Services – Angela Imming**

No update was given.

#### **Update on Disaster Relief Initiatives – Mallord Hubbard**

Mallord reported that over the last few months we deployed a business survey. If you go to the City's website you will see we have now deployed a business registry of all the business who have already responded to the survey. We have also started to follow that up with retention meetings that will be on going through the rest of this year. With Covid it is important to stay on the forefront and hear true feedback from all businesses as to what they have experienced through this last year. We have already had a few retention follow up meetings that we plan to follow up with on.

#### **Harrison Edwards-Presentation**

Mallord reported, at the last meeting Harrison Edwards Public Relations Marketing gave a presentation on the new Economic Development Marketing Strategy they have been developing for the City of Highland and Highland Communication Services. Mallord stated following the presentation he had sent all the members a copy for their review. I will entertain any questions or feedback you may all have.

Diane stated that she will need more time to review the presentation but she felt the presentation was excellent. She did have some concerns and or wanted clarification on the process. Diane asked, "Will we be locked in stone, or can changes be made once we give the go ahead?"

Mallord responded that the presentation was a suggestion and everything can be amended as we go.

Breann also responded stating Mallord is correct. Anything can be amended on a rolling bases with the exception of anything going into an advertisement, those will be more finite with a larger fee to change. The ads will not include small details so we should be covered.

Josh mentioned that the presentation was really well done, it was really hard for me to find any holes in the presentation itself. The only thing is money and how much we really want to put in, but overall they did a fantastic job.

Jim stated he felt the presentation was well done, the only comment I have about it is the adjective small being used. We are a small town and we know that but we are not small mentally in leadership or in our businesses. I feel people actually think we are bigger than we are. I would like to promote that we are not a small community and maybe in ten to fifteen years we are closer to the 25,000 in population.

Mallord responded, from the perspective of this plan, it going to be implemented on hopefully not just the local level not even state wide level but marketing businesses from all over the country. We may be possibly competing against communities of 500,000 or 1,000,000 people.

Jim asked, "Is being small a positive or a negative? I agree. I know we are small but how does that help us?"

Josh responded, Jim I am not sure if you looking for an answer, but I have several employees in different states and they are looking to move to Highland because it is small. One of them is dealing with noise and shootings and looking for a community that is small.

Chris responded agreeing with Josh stating we are seeing kind of a fleeing in a sense of larger communities wanting to come to the smaller community feel. I feel it is to our benefit to play up on that. The big benefit to Harrison Edwards is having somebody in the room when we cannot be and talking to these larger players and selling us up on our behalf.

Mallord stated regarding the photos some of you addressed at the last meeting. The plan is for additional photos to be taken specifically for this plan. Angela has previously worked with a firm that has provided photos for Highland Communications advertising. The plan is to now focus more on the businesses to provide photo capital to support this marketing plan, those plans are still in progress.

Diane asked for clarity on where does this content go from here. "If we say this is a great plan, go with it. Where does it go now?"

Mallord responded that later on in the plan there is a road map they have given us on where we can implement these marketing strategies.

Diane Korte - Lindsey made a motion to approve the payment of \$17,750.00 to cover the cost of the Harrison Edwards Plan; seconded by Marshall. All members voted aye by roll call; none voted no; the motion carried.

**Next Meeting:**

The next regular meeting of the Industrial Development Commission is scheduled for Wednesday, March 3, 2021.

**Adjournment**

Marshall Rinderer made a motion to adjourn; seconded by Diane Korte-Lindsey. All members voted aye by roll call; none voted no. The motion carried and the meeting adjourned at 1:07 PM.