

COMMITTEE REPORT

COMMITTEE: **Development & Planning**
CHAIRPERSON: **Vince Hasken**
DATE/TIME: **Monday, July 28, 2003 7:00 p.m.**

PRESENT:

<input type="checkbox"/> Alexander	<input checked="" type="checkbox"/> Hasken	<input checked="" type="checkbox"/> Schultz
<input type="checkbox"/> Berlage	<input checked="" type="checkbox"/> Jackson	
<input checked="" type="checkbox"/> Bielenda	<input checked="" type="checkbox"/> Mapes	

Others: Duane Olivier, County Administrator
 Janet Anderson, Economic Development & Planning
 John Mazor, CVB Executive Director

MINUTES

1. **Minutes**

Dane Jackson made a motion to approve the minutes of June 23, 2003 and July 8, 2003. The motion was seconded by Joanne Bielenda and approved.

2. **Building Code Board of Appeals**

A memorandum from Linda Delvaux (attached) requesting consideration of approval of a \$30.00 per diem and mileage payment to the members of the Building Code Board of Appeals was reviewed and discussed. The Building Code Board of Appeals was originally created when the Uniform Building Code was adopted in 1994, but members were not appointed to it until three years ago. The Board has not met until recently when the first appeal was made it under the Building Code. Although this Board performs the same function under the Building Code as the Planning Commission/Zoning Board of Appeals does under the Zoning Ordinance, it is not anticipated that the Building Code Board of Appeals will meet on a regular basis as does the Planning Commission/Zoning Board of Appeals. On a motion by Joanne Bielenda, 2nd by Marv Schultz, the Committee recommended approval of a \$30.00 per diem and mileage payment to the Building Code Board of Appeals.

3. **Economic Development**

a. **Business New/Expansions/Relocations/Buyouts**

Janet has made contact with a couple of anchor facilities and a developer. Each is investigating Jo Daviess as a potential business site.

b. **Community & County Economic Development**

Continuous efforts are made to inform each community that some of their basic needs infrastructure, telecommunications, sewer and water and other issues that challenge their community might be approached in a planned effort by assessing their problems and defining their needs. Janet teaming with the community and the experts (service providers) may be able to put a plan in motion to move forward.

Janet spoke of a Dr. Cohill, computer architect, who is experienced in assessing communities' current services as to limitations and potential. Since, this is an area of much concern, she requested that if all approved, she would pull together a quick workshop on August 7, 2003, because of Dr. Cohill's time constraints, for community leaders, County Board committee and others in order that they may hear directly from him about his services, his experience and associated fees. Vince approved the workshop. (Because of current County budget constraints, Janet suggested it be postponed to another time.)

c. Marketing Communities and County.

Contacts with local businesses continue in order to inform each that the County is committed to economic development and in that regard, I am available to assist them where needed. Daily recruitment efforts are made to outside firms.

d. Incentive Programs

i) Tax abatement

The Committee reviewed the most recent draft of the proposed tax abatement policy. Copies of the proposed policy had been previously distributed to County Board members for review and comment. On a motion by Ron Mapes, 2nd by Dane Jackson, the Committee recommended approval of the proposed tax abatement policy as presented.

ii) Draft tax abatement agreement

In regard to other types of incentive programs to increase the potential for new business development by locals and those out of town, Janet suggested 2 more of several. She recommended that perhaps a special meeting with the County Development and Planning Committee might be scheduled to speak specifically of some programs that might better help compete with other communities. Vince suggested we wait on this; we needed to get the tax abatement approved by the County Board. Vince spoke of other communities that were doing better. Janet agreed, and mentioned that she is aware of communities that have half the population, but their incentives are extensive. In fact, some communities give their land away to encourage business.

She said that she had been doing some research on this matter. She was comparing what type of economic development recruitment had taken place in Jo Daviess for the last five years and found that many were not recruited; they were familiar with certain areas of the County and self-developed their own business.

3. CVB

a) **Review of Current Program Measures**

In response to several recent questions regarding CVB tracking and accountability, John Mazor reviewed the bureau's monthly reporting procedure. He highlighted a variety of different measurements and comparison. The monthly report contains the measurable objective for each program as well as the year-to-date performance for the current year and prior year.

Also introduced were the results of the recently completed tracking survey and summer intercept survey. Each item serves as a performance measure for bureau programs. With respect to the tracking survey, 49% of visitors requesting a Visitor Planning Guide actually came to the destination within an 18 month period; a strong rate of visitation. The survey also confirmed visitor profile and demographic information.

b) **Consideration of Old Market House Staffing Contract**

The committee reviewed a proposed agreement between the Illinois Historic Preservation Agency and Jo Daviess County to staff the Old Market House Visitors Center from July 1, 2003 to November 30, 2003. (Attached.) In return for providing staffing 7 days a week through November 4, 2003 and 4 days a week thereafter, the state agrees to pay \$7,083.33. On a motion by Joanne Bielenda, 2nd by Ron Mapes, the committee recommends entering into the agreement with the Illinois Historic Preservation Agency for staffing the Old Market House Visitors Center. Motion Passed.

c) **Review of Web Site/E-Marketing Requests for Proposals**

Using information from the surveys mentioned during the program measures discussion, John Mazor sighted the importance of a strong and aggressive Internet program. Currently two requests for proposals (RFP) are "on the street." (Excerpts attached.) Based on the specification in the RFP, contractors are to propose a plan of work, timeline and cost estimate. Mazor also invited any interested board member to participate in the review process. Proposals are due by the end of July.

d) **Consideration of Funding Commitment for the National Scenic Byways Program Grant**

The Federal Highway Administration through the Illinois Department of Transportation is accepting grant applications for projects that complement the Great River Road National Scenic Byway master plan. Qualified projects are eligible to receive an 80% match to local dollars.

The Bureau is proposing the first phase of a project that would design site plans, develop site location options and acquire land for a CVB facility. The facility would serve as the welcome center for the northernmost entry point of

the Great River Road and house the administrative offices of the CVB. Specifically phase one would:

- 1) Space Plan- Assess the needs for services offered to various types of visitors and identify potential stakeholders and community partners in the facility. The expected outcomes from this part of the project include a detailed architectural footprint of the facility and surrounding parking area.
- 2) Location Assessment- Identify a series of site options and provide an overview of the positive and negative aspects for each location. This information is critical for determining the final location and will assist the county board in making a final decision.
- 3) Land/Property Acquisition- The purchase of land/property for the approved facility.

The total cost for the first phase is \$359,000. Under the terms of the grant, the Federal Highway Administration would pay \$287,200, which would be matched by \$71,800 in local dollars. The committee discussed several sources for the local match including the CVB's capital development fund (balance at end of FY03 of \$125,000) or the county's Illinois DNR Community Planning Allowance grant (\$84,511). No decision on the source of the local grant is required at this time. However, a general commitment to the match is necessary. On a motion from Dane Jackson, 2nd by Joanne Bielenda, the committee recommended committing up to \$71,800 as a 20% match to a Federal Highway Administration National Scenic Byway Program grant to begin planning and acquiring land for the Great River Road in Illinois Gateway Visitors Center. Motion carried.

e) Planning Retreat Update

Mazor updated the committee on several activities that were a follow-up to the May Advisory Board retreat. The CVB is working on slight modifications to the existing Local Promotional Grant that would clarify several "gray" areas and strengthen the program results of encouraging and nurturing event that attract overnight visitors. In addition, Mazor reported on discussions with the ad agency that resulted in a reduction of rates for services provided in FY04.

4. Building Permit Charts (Attached)

Meeting adjourned.