

COMMITTEE REPORT

COMMITTEE: Development & Planning
CHAIRPERSON: Vince Hasken
DATE/TIME: Monday, October 27, 2003. 7:00 p.m.

PRESENT:

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

Others: Janet Anderson, Economic Development
John Mazor, CVB

MINUTES

1. Minutes

Joanne Bielenda made a motion to approve the minutes of September 22, 2003. Dane Jackson seconded and the motion passed.

2. CVB

a. Renewal of Old Market House contract

John Mazor updated the committee on efforts to find a group to assume responsibilities for operating the Old Market House Visitors Center. The Galena Cultural Arts Alliance (GCAA) has expressed an interest in the facility. GCAA has developed a business plan and is awaiting a vote from their membership before making a commitment. Until GCAA makes a formal decision, the CVB proposes entering into a contact with the Illinois Historic Preservation Agency from December 1, 2003 to June 30, 2004. On a motion by Dane Jackson, 2nd by Joanne Bielenda, the committee recommends entering into a contract with the Illinois Historic Preservation Agency for operating the Old Market House Visitor Center from December 1, 2003 to June 30, 2004 with the provision that in the event the Galena Cultural Arts Alliance decides to assume responsibilities for the OMH, the contract would be amended to reflect an earlier termination date. Motion carried.

b. Consideration of proposal to replace copy machine (FY03)

The committee reviewed proposals from Midwest Business Products and RK Dixon Company for replacing the existing copy machine. On a motion from Joanne Bielenda, 2nd by Dick Alexander, the committee recommends the purchase of the package offered by Midwest Business Products for \$5995. Motion carried. (see attached)

c. Consideration of budget appropriation for the publishing of a self-guided Historic Walking Tour Map (FY03)

The committee was presented with an overview for a re-designed, self-guided walking tour map. The project includes the printing of 100,000 maps and 20,000 companion brochures. On a motion from Dick Alexander, 2nd by Dane Jackson,

the committee approved the allocation of up to \$20,000 for the printing, design, layout, etc. of a self-guided walking tour map as outlined in the written proposal. Motion carried. (see attached)

d. Triathlon/Duathlon sponsorship agreements

On a motion by Dane Jackson, 2nd by Ron Mapes, the committee recommended authorizing the CVB executive director to enter into sponsorship agreements with vendors for the 9th Annual Galena Triathlon/Duathlon using the agreement template presented. Motion carried. (see attached)

e. Amendment to the CVB FY2004 budget

Money budgeted in FY2003 for the development of an Internet based promotion will not be expensed until the early part of 2004. This requires an adjustment to the CVB's FY2004 budget. On a motion by Dick Alexander, 2nd by Joanne Bielenda the committee recommends to the Finance Committee increasing CVB FY2004 budget line item 720.10 by \$6,000. The committee did acknowledge that this increases expenses by \$6,000 and would be paid for out the CVB fund balance which will be \$6000 more than anticipated because an equal reduction in FY2003 expenses. Motion carried.

f. Consideration of 2004 CVB media schedule

John Mazor gave a brief review of the FY03 media strategy. He discussed how '03 measurements were used to prepare the FY04 media schedule. A detailed 12-month budget and media schedule were distributed. The total cost for the proposed media schedule and professional services is \$345,000. On a motion by Dick Alexander, 2nd by Ron Mapes, the committee recommended approval of the FY04 media plan budget of \$345,000 and that the CVB executive director is authorized to take all necessary action needed to implement the plan. Motion carried. (See attached)

g. 2004 Visitor's Planning Guide (FY04)

Following up to information provided during the August Development & Planning Committee meeting that outlined changes to the 2004 Basic Service Program, Mazor overviewed the 2004 Visitor's Planning Guide. On a motion from Dick Alexander, 2nd by Joanne Bielenda the committee recommended approving up to \$85,000 for the printing, design, layout, copy writing, etc. for the 2004 guide. Motion carried. (See attached)

3. Economic Development & Planning

a. New Information - Business New/Expansions/Relocations/Buyouts

The interest of Janet to form an independent Ventures Group to assist small business in the same capacity as that of a banker or funding agency was expressed by her. Although this would be a pooling of discretionary monies, she suggested that the while the terms and contingencies might be softened slightly, the legalities set in place would be appropriate to such a venture. The group would be bound to operate in a manner conducive to such a group and the prospective client

would, certainly, provide the necessary business plan and financials. Janet expressed the need for such a group by stating experiences she has had with those who wish to contribute to County/community economy but have some barriers to overcome should they not meet the standard criteria. She wishes to selectively recruit those of various backgrounds who have had professional success in their life and would support the benefit of such a group.

b. Community & County development

A meeting has been arranged with District Superintendents by Janet to present the newly approved Jo Daviess County Property Tax Abatement.

c. Marketing communities and County

- i. Several types of out of state businesses have been contacted via mail informing of business incentives and invitation to consider Jo Daviess County/communities as a potential business site.
- ii. An Export Business Forum is in the works for the County. The tentative month is December. Speakers will be those experienced in the field of 1) exportation of product for sales and 2) in the development of relationships between foreign entities and local manufacturers to produce components of the same product. It is well known that our manufacturers suffer the loss of contracts resulting in layoffs and some times business flight or closing. This is an effort to provide proactive methods to curb such occurrences. Exporting product increases market share and increases local revenue. Sharing work load with a foreign entity can provide stability to both the local manufacturer and curb the competition from abroad.

d. CEDS Committee

- i. As part of Strategy II, presentations are taking place by each telecommunication service provider before the CEDS Committee. The effort is to gather a complete understanding of the type of service each provides, in what areas and to what extent. At the completion of all presentations, the CEDS Committee will assess what measures need to be taken in order to advance their service to the fullest efficiency that will benefit community, business and potential entrepreneur. Janet will compile a business plan addressing the information gathered and the related cost of upgrading if necessary. The next step taken depends on the final analysis/business plan.
- ii. Copies of most current minutes and agendas were supplied to the Planning and Development Committee.

e. PROGRESS REPORT

- i. Business-New/Expansions/Relocations
 1. The information regarding the review of the Enterprise Zone paper work for Eagle's Landing by attorneys was not yet available.
 2. Enterprise Zone status is being considered by Elizabeth.

ii. **Incentive Programs**

Janet suggested that she send via mail some incentive measures that the Planning and Development Committee might consider for recruitment of business.

4. Building Permit Charts

Charts were included in packets for information. Vince had a question and will address it to Linda Delvaux.

5. Other Items

None.

Meeting adjourned.