

COMMITTEE REPORT

COMMITTEE: County Development & Planning
CHAIRPERSON: Vince Hasken
DATE/TIME: November 25, 2002 7:00 P.M.

PRESENT: Berlage Lyons Schubert
 Bielenda Montelius Sisler
 Breckenridge Potter Stoffregen
 Carroll Powers Toepfer
 Creighton Rosenthal Zillig
 Hasken Rutherford

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

- 1. Approval of Minutes.** The Committee reviewed minutes for the Committee meetings on October 28, 2002. It was pointed out that there was an error in section 5.d. This section should read as follows:

d. Business Listing Categories and Accommodations Attribute Grid. John Mazor presented an outline (attached) of the categories of business that will be use in the Directory of Business and accommodation grid attributes. As a part of the new Basic Services Program, Jo Daviess County businesses will be allowed one free listing in the Directory of Businesses. Jo Daviess County businesses seeking additional category listing would be assessed a \$200 fee. Accommodation listings are limited to one per hotel/motel tax filing. On a motion by Merri Berlage, 2nd by Joanne Bielenda, the Committee approved recommending that for each additional category listing for a Jo Daviess County business be charged \$200 for each such listing.

On a motion by Larry Lyons, 2nd by Joanne Bielenda, the minutes were approved as corrected.

- 2. Economic Development.** Janet Anderson reported on various items of information about economic development related subjects including:

- a. **Business prospect (new & existing) activity.** Janet Anderson briefed the Planning and Development committee of two projects currently in process. One project is the expansion of a current local community business. The expansion would create a more diversified offering of services to consumers increasing sales. The other project is the attempt to retain a local established business that is considering termination of their business.
- b. **Rehabilitation program proposal.** Janet addressed a new project that will be called "Project Renew" (Refer to Attachment A). This project is an attempt to make better use of vacant land and depressed buildings throughout Jo Daviess County. The plan is to gain accessibility of the property and or building by several methods. A type of business by way of community input and feasibility studies will be determined. The business will be matched with a qualified professional who will own and operate the business under the constraints of contracts for a period of time. This is an abbreviated version of the

many steps that must take place in the process. Already several funding sources, as well as other parties that would be a part of this project have been contacted. The response is good.

- c. **Training program proposal.** Janet discussed the second project underway called “Project Employ” (Refer to Attachment B). While discussing the current and future issues affecting several companies in the area, one of the issues was a shortage of manpower either because of lack of skill, lack of necessary education or lack of required ethnic employees. “Project Employ” will attempt to provide these organizations with the needed manpower through employment/training programs by means of funding sources if possible. Securing employment for individuals and providing employees for businesses circulate the earnings and revenue throughout Jo Daviess County affording each a better Quality of Life.
- d. **Seminars & workshops:** The next two functions are the following as per Janet. A “Jo Daviess Communication Infrastructure Forum” will take place on Wednesday, January 15, 2003 at 7:00pm at the Galena Middle School. Speaker will be from: Ameritech, Internet Express, Mediacom, Verizon and PCC of Galena. A “Jo Daviess Tax Seminar” will be held on Thursday, January 9, 2003 at 6:00pm. These two functions will be for everyone who is conducting business in Jo Daviess County. Additional details will be forthcoming. She also discussed what the Rotary is planning. The Annual Rotary Roundtable is set for January 22, 2003. Economic Development is their subject matter.
- e. **Progress Report:** Additional information in the form of a progress report was reviewed by Janet. Some to those topics were about the Affordable Housing workshop, the Savanna Depot and the Senior Focus Group. She displayed the “Jo Daviess County Portfolio” and the “Jo Daviess County Statistical Report”. The Portfolio an ongoing process is for the distribution to solicit and market businesses into Jo Daviess County. The Stats Report is and will be an ongoing compilation of current and historical statistical data on Jo Daviess County and its communities from profiles to traffic counts to building permits to tax reports and etc.

3. CVB. John Mazor presented the following items:

- a. **Consideration of 2003 CVB Media Schedule.** John Mazor gave a brief review of the FY02 July-November promotional strategy. He discussed how’02 measurements were used to prepare the FY2003 advertising plan. A detailed 12-month budget and media schedule were distributed. The total cost for the proposed media placements and professional services is \$290,373. On a motion by Joanne Bielenda, 2nd by Sally Toepfer, the committee recommended the approval of the FY03 advertising plan budget of \$290,373 and that the CVB Executive Director be authorized to take all necessary action needed to implement the plan.
- b. **Consideration of Jo Daviess County Community Attitude Survey.** The committee continued to discuss the value of assessing Jo Daviess County residents’ attitudes regarding tourism. The 10 to 12 question survey will solicit the opinion of approximately 200 randomly selected county residents. A draft of survey questions will be presented at the next Development and Planning Committee meeting.
- c. **Discussion of Visitor Services Program.** John Mazor updated the committee on the current status of the Visitor Services program. To better manage visitor center staffing costs, a reduction in staff at the Old Market House Visitor Center is planned. No changes will occur with respect to restroom access. The restrooms will remain open 7 days a week. The OMH visitor center will be staffed Friday through Monday from 9:00

a.m. to 5:00 p.m. The center will not be staffed on Tuesdays, Wednesdays and Thursdays during the winter months, with the exception of holiday weeks. Midweek traffic during the winter months traditionally has been low.

In addition, Mazor updated the committee on the request to renew the lease with the Galena Area Chamber of Commerce for use of the Old Train Depot Visitor Center. The lease expires on April 30, 2003. No decision has been reached at this time.

There being no further business, the meeting adjourned.