

MINUTES
FINANCE/ECONOMIC DEVELOPMENT COMMITTEE
MAY 18, 2020

The Economic Development/Finance Committee met via teleconference, on Monday, May 18, 2020, at 4:30 p.m. in the council chambers at city hall.

Present at the Meeting in the Council Chambers: Mayor White, Chairman Colwell, ED Director Beadles, Office Manager Passage, Alderman Sharp, Attorney Seghetti.

Present at the Meeting via teleconference: Alderman Connor, Alderman Braun, Alderman Hughes, Alderman Jenkins

The meeting was broadcasted to the public via Zoom.

Chairman Colwell called the meeting to order.

PUBLIC COMMENT

There was no public on the zoom call.

FINANCE

TIF Plaza Termination Process – Office Manager Passage stated that she is working with the Attorney to create a spread sheet to show the amount of revenue anticipated to receive and the amount of expenses that need to remain in TIF Plaza. This will give the committee the number they need to consider to move to TIF Business and to determine the amount of money that may go back to the taxing bodies. Once the spread sheet is complete it will be distributed to elected officials and will be discussed at the June Finance meeting. Chairman Colwell asked for questions: Alderman Connor asked if there was money in TIF Plaza for the welcome sign. Office Manager Passage stated that \$10,000.00 was placed in the spread sheet and was listed as the gateway sign. A discussion was held regarding putting up a new sign that would be a break away sign. Mayor White stated that he will try to obtain a cost by the June meeting. Alderman Jenkins stated that he would like to see money for a new flag pole and flag. Chairman Colwell stated that this will be a listed item on the next Finance/Economic Development meeting.

Appropriation Ordinance Draft – Office Manager Passage stated that she has received input for the appropriation ordinance from the supervisors and will be sending out the draft of the ordinance by the end of the week. She stated that the notice for the public hearing to pass the appropriation ordinance will need to go to the paper on May 26 and it needs to be determined if we will be able to hold an in person hearing or if we will still be under the executive order and will have to hold the hearing via zoom. Attorney Seghetti stated that he will be advising as we get closer to the publication date. Chairman Colwell stated that the appropriation ordinance will be an agenda item for the council meeting May 26 as a first reading.

EDC

Video Billboard Policy – Mayor White explained that the video billboard is close to be complete and we need to adopt a policy regarding the use of the video. Mayor White presented the following policy/procedure:

City-Owned Video Billboard Policy and Procedure
May, 2020

Policy:

City has applied for and received acceptance from the Illinois Department of Transportation for the installation and operation of the video billboard located on Route 29.

Conformance is according to IDOT's Document "Outdoor Advertising Rules and Regulations – April 2016" (I've attached).

By IDOT definition, the sign is categorized as a "Directional" sign that may contain directional information, owned or operated by Federal, State, or local governments, which are deemed to be in the of interest of the traveling public.

The installation of the video billboard conforms with the size and height regulations of the IDOT Rules and Regulations. "Directional" signs cannot exceed 150 square feet is area (not including supports), 25 feet in height, 25 feet in length.

Signs that project light cannot create glare or impair the driver of any motor vehicle and multiple messages cannot change more frequently than once every ten seconds.

Because Route 29 is designated as a "Scenic Byway", the video billboard shall provide general public messages and promote non-profit events only; it would not advertise any for-profit businesses. Other uses include time/date/temperature, welcome signs, service clubs, churches, and the like.

Procedure:

- The City will post general information and will invite non-profit organizations to submit promotional items including events.
- The posting of a message will not require a cost to a requesting party, including "artwork" design.
- A requesting party will contact the City's Economic Development Director (EDD) to obtain a request form; also posted on the City web site. The request must be made at least one month prior to the posting of a message to ensure its posting. The EDD will review the request and confirm that the requesting party, and the message, conforms with the Policy. The contents of the message and any desired "artwork", and date(s) and/or time frame(s) for the message will be reviewed. If the scheduling of messages requires, messages for requesting parties will be on a first-come-first serve basis.
- The EDD will design the message "artwork" and/or utilize the assistance of the billboard maintenance consultant.
- Once the message and any "artwork" is complete, the City will submit a proof to the requesting party for approval before posting. The message will then be posted by the billboard maintenance consultant.

Mayor White reviewed the policy/procedure with the committee. Chairman Colwell stated that he was in agreement that since we have the video billboard we do need to put in place a policy/procedure to follow. Chairman Colwell asked for any questions. This will be brought to council for approval.

Video Billboard Maintenance Agreement – Owens Design Group - Mayor White stated that Owens Design Group would be our Consultant to maintain the Video Billboard. The fee would be \$100.00 a month. He stated that he would like to start with Owens Design Group on a month by month fee of \$100.00 per month until it is determined that the Economic Development Director can manage the video billboard. Chairman Colwell asked for input.

Alderman Westerman questioned why the fee is \$100.00 a month with \$65.00 for art work. Mayor White explained that the cost for artwork would only be needed should Owens Design not currently have the artwork. He stated the fee would on a month by month basis until we determine if the maintenance can be done in-house.

Alderman Hughes responded that he agreed to go with using Owens Design until training is obtained.

Chairman Colwell stated that he agreed to go with Owens Design for a period of time.

Chairman Colwell stated that he would bring the agreement to the council for approval.

Mayor White stated that going along with the Video Billboard he proposed a new Healthier Than Ever Temporary Rebranding Campaign. He stated that Owens Design would do the design. The campaign would be in three phases. 1. Curbside, 2. Open by Appointment, 3. We are Open and it would involve the Chillicothe Park District and Pearce Community Center. Owens Design proposal was \$5,500.00. The Mayor stated that he would like that as a not to exceed amount, as there are a few items that may not be done, such as the chamber billboard. He stated that he would like the campaign to begin May 29. Chairman Colwell asked for input.

Alderman Connor questioned how long the program would last. The mayor responded approximately 6 months.

Alderman Connor questioned if we could promote private business. The mayor responded that the video billboard could not promote private business. He explained that the promotions can be generic to promote recovering from the pandemic.

Alderman Jenkins stated he was o.k. with the campaign.

Alderman Hughes stated he was all for it.

Chairman Colwell stated that he would bring the request to the council for approval.

Façade Application Update – ED Director, Beadles stated that on page four of the Façade application the follow statement is made: Only if they are facing and visible from the main street adjacent to the property. She explained that this is a rule that should be also stated in the rule section of the application and advised the committee that she would update the application. Alderman Colwell asked if there were any objections. There were none stated.

Eagle Landing Platform – Mayor White stated that the Eagle Landing Platform is a project that will be financed through the TIF Central Business District. He stated that he has a sketch of a proposed platform and would like the project to be discussed and brought forward in the Cemetery & Parks Committee. He stated the reason to move the project to the cemetery & parks committee as the location is at Eagle Landing and is park area. He stated that the cemetery & parks committee would be meeting on Tuesday, May 19, 2020. Alderman Colwell asked if there were any objects of having the cemetery & parks committee oversee the project. There were no objections.

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OLD BUSINESS

There was no old business.

SUMMARY

Chairman Action – Nothing to report

Council Agenda Items: Appropriation Ordinance First Reading

Video Billboard Policy/Procedure

Video Billboard Maintenance Agreement – Owens Design Group

Healthier Than Ever Campaign – Owens Design Group

There being no further business the meeting adjourned at 5:27 p.m.

Respectfully,

Danny Colwell
Chairman