

**HIGHLAND, ILLINOIS
MINUTES OF REGULAR SESSION
INDUSTRIAL DEVELOPMENT COMMISSION
CITY HALL, 1115 BROADWAY
WEDNESDAY, MARCH 5, 2014
12:00 PM**

Call to Order

The meeting of the Industrial Development Commission was called to order at 12:05 PM by Vice-Chairman Jon Greve.

Roll Call

Members present: Vice-Chairman Jon Greve, Eric Rehkemper, Diane Korte-Lindsey, Ryan Goodwin. and Ex-Officio Member Jami Jansen.

Members absent: Chairman Darell Bellm

Also present: City Manager Mark Latham, and Recording Secretary Lana Hediger.

Approval of Minutes

Eric Rehkemper made a motion to approve the minutes of the February 5, 2014 Regular Session meeting of the Industrial Development Commission; seconded by Diane Korte-Lindsey. All members voted aye; none voted no; the motion carried.

Reports:

Treasurer's Report – Ryan Goodwin

With one deposit to the account on February 07, 2014, the current balance in the account is \$10,438.17.

Update on other job inquiries – Mark Latham

Memory Care Facility: Mark reported that he has heard from San Gabriel that they agree with the incentive agreement offer. This board will look at the agreement at the next meeting, and then it will go to the City Council. The Combined Planning & Zoning Board will address the subject of their Special Use Permit at their meeting in April. The Special Use Permit is required because the property, which is situated just to the south of Legacy Place, is currently zoned residential. It will be a 38 unit, 20,000 square foot facility valued at \$2.5 million. They are anticipating a ground breaking in late April.

Stone Brewery: Mark reported that we are in the process of putting a proposal together for a development called Stone Brewery, the third largest brewery in the United States. They are looking to expand into the Midwest, east of the Mississippi. We believe Highland has everything they need. Lisa has been working with Rob Bowman. Commerce place should be able to accommodate them. We will be making a submittal to them.

Ruler Foods: City issued them a building permit. Mark anticipates there will be some activity at their new site soon.

Lisa has been working very closely with the two presidents of SWIC and Lindenwood. We're trying to put together a deal where you get a two-year degree through SWIC and turn it right over into a four year degree through Lindenwood. She and Mark have met with Mike Sutton to see if we could some assistance from the counselors at the high school in getting a survey out to the students. We will need to be able to prove that there is enough interest within the student body to support such an effort,. We are looking at utilizing the Tri-Onics building for this.

Mark was invited to be in a promotion video for the Illinois Century Network because Highland is the first gigabit connection to the ICN. Ryan asked if a link to that video would be provided for the City's website? Mark indicated that it would. There are less than 20 gigabit cities in the country.

Art Holliday of Channel 5 will be doing a story on the gigabit capabilities of Highland.

There was a brief discussion regarding advertising on Facebook.

Update on Highland Communication Services – Mark Latham

Mark reported that beginning on April 1, they will be working on Cabinet 11 which will take care of the south end of Poplar Street, from Willow Creek subdivision to 30th Street. Most of this will be underground. HCS's numbers continue to climb, partly due to Charter Communications. They are no longer offering a regular RF configuration. You will now need to have a set-top box. There are a lot of people calling. HCS is flooded with installations right now. We have had 60 sign-ups in this last month. Jon asked what the new customer count is. Mark reported that it is a little over 1200.

Ryan commented that 1200 was the break-even mark. Mark confirmed that according to the original marketing plan, that was true, but it assumed a \$124/customer/month rate. We are only realizing an average \$77/customer/month rate. This would put the break-even point around 1700 customers. Mark stated that once Cabinet 11 opens up, there is a potential for 400 new customers there.

Old Business:

Update on Highland Entrepreneurship Program and Venture Advisors Contract – Mark Latham

Mark reported that the last time the IDC met, they recommended the council approve the agreement with Venture Advisors. Lee Crocket did not accept the agreement. Mark paid him for February but Venture Advisors is no longer associated with Highland. Mark pondered the idea of whether or not the program could continue without a high level overseer. Lisa Peck spoke to Patrick McKeehan, the SIUE Small Business Development Coordinator and he put together a proposal whereby the city would hire a graduate student intern to do the administration portion of the program and oversee the mentees/mentors for \$500/month for 20 hours of time (\$6,000/year). If we want to have a Business Plan Competition, Patrick McKeehan would run it himself. A retail

district business survey would be performed for \$1,000. They are doing this survey for Collinsville right now. They would also perform 4-5 workshops similar to the ones that we have held in the past.

Mark indicated that Marilyn Frey has offered to help with the program oversight, but he is not sure yet to what degree she wants to be involved.

Jon Greve asked how many mentees there are currently. Mark reported that Sammies has completed the program. Charlie Dave's is still meeting. Tim Reaka just met with his mentors two weeks ago. He is going to be going into a different location than the old Koch Cleaners building. Mary Gutzler has dropped out of the program. Core Physicians were in the business plan competition. Lee was meeting with him one on one. So, Mark has no idea where they are on that one. Jon asked if Core Physicians has secured a contract with the St. Joseph's Hospital yet, or not. Mark does not know. Mark expressed disappointment that Lee Crocket did not turn over the files on all of the mentees.

Mark would like Lisa Peck to be more focused on bringing more jobs to Highland. He does not want her to be as heavily involved in the entrepreneurship program as Kathleen was. Mark does not believe that the council is on board with paying someone \$36,000/year to run the entrepreneurship program. Ryan pointed out that the real value of the program lies with the mentors. It is their experience and expertise that gives real substance to the program.

Mark said Rob Bowman hit on a good point, during his report to the Chamber of Commerce board, in that there weren't any notes taken during the mentoring sessions so that the mentee could be handed a to-do list at the end of the meeting for them to work on prior to their next meeting.

There was discussion about adding a follow-up aspect to the program.

A motion was made by Ryan Goodwin to recommend to the City Council that they approve the proposal submitted by SIUE Small Business Development with the caveat that preference be given to an SIUE student from Highland, if possible. The motion was seconded by Eric Rehkemper. Jon asked what would happen between now and June. Mark indicated that he would act as the point person until then. He will try to get a synopsis on each mentee. All members voted aye; none voted no. The motion carried.

Ryan pointed out that a ten point needs assessment from each mentee may be a good idea to bridge the gap. Jon Greve requested that the IDC be given a list of the program participants and who the point person for each mentor group is. Then, this information could be passed along to the new facilitator. Mark requested that Jon and Ryan put together a list of the questions they would like to see on the survey.

Diane asked for an update on the progress of the Iberg Road Construction. Mark reported that there have only been one or two days that they haven't worked due to weather. If the weather is good from here on out, Mark thinks we could be driving on the road by January of 2015.

Next Meeting:

The next meeting of the Industrial Development Commission is scheduled for Wednesday, April 2, 2014.

Adjournment

Ryan Goodwin made a motion to adjourn; seconded by Diane Lindsey-Korte. All members voted aye; none voted no. The motion carried and the meeting adjourned at 12:54 PM.