

**HIGHLAND, ILLINOIS
MINUTES OF SPECIAL SESSION
INDUSTRIAL DEVELOPMENT COMMISSION
CITY HALL, 1115 BROADWAY
WEDNESDAY, MAY 12, 2020
12:00 PM**

This meeting was held telephonically, due to the city's COVID-19 response.

Call to Order:

The May 12, 2020, meeting of the Industrial Development Commission was called to order at 12:04 PM by Chairman Meridith. The meeting was held via telephone conference due to the city's COVID-19 response.

Roll Call:

Members present via telephone: Chairman Jim Meridith, Vice-Chairman Diane Korte-Lindsey, Bill Napper and Marshall Rinderer.

Members absent: Treasurer Jon Greve.

Also present via telephone: City Manager Mark Latham; Director of Technology & Innovation Angela Imming; Economic Development Coordinator Mallord Hubbard; and, Recording Secretary Lana Hediger.

Approval of Minutes:

Marshall Rinderer made a motion to approve the minutes of the April 1, 2020, Regular Session meeting of the Industrial Development Commission; seconded by Bill Napper. All members voted aye; none voted no; the motion carried.

New Business:

Approve E-Commerce Grant Program for Local Businesses

Mallord introduced the E-Commerce Grant as a way to help local businesses established an online sales presence. In a survey commissioned by HCS some time ago, the respondents in Highland who did not already have an e-commerce presence identified a couple of reasons as fiscally prohibitive and technologically challenging. The COVID-19 Pandemic shutdowns have made online sales much more important than ever. This grant will help with the expense of setting up online sales. At the same time, the city is partnering with the Chamber of Commerce who will be assisting the businesses with guidance on the technical aspect of it.

The proposed structure of the grant program is that the IDC would offer up to ten \$500 grants. Applications would be received by HCS. Angela Imming would determine up front that they have no online sales capabilities. They would take steps to establish online sales. Angela would then verify that they indeed have the ability to transact sales using online tools only, and then recommend to the IDC that the grant funds be paid out.

Angela added that applicants would have to be a current Highland business. They may or may not have a website or a Facebook page.

It would be advertised to the city's contacts through the website and Facebook, as well as through the Chamber of Commerce and The Pioneer. There will be a phone conference meeting conducted on Friday at 10:00 a.m. to get information out to the local businesses, and information on this grant will be shared at that time.

Angela indicated that if an applicant didn't already have a working website, they would have to establish their website and add the online sales component in order to receive the grant funds.

Diane Korte-Lindsay made a motion to establish the E-Commerce Grant Program, for \$500 grants to be awarded, up to a maximum of \$5,000, funded by the Industrial Development Commission; seconded by Marshall Rinderer. All members voted aye by roll call; none voted no. The motion carried.

Next Meeting:

The next regular meeting of the Industrial Development Commission is scheduled for Wednesday, June 3, 2020.

Adjournment

Bill Napper made a motion to adjourn; seconded by Diane Korte-Lindsey. All members voted aye; none voted no. The motion carried and the meeting adjourned at 12:26 PM.