

**HIGHLAND, ILLINOIS
MINUTES OF REGULAR SESSION
INDUSTRIAL DEVELOPMENT COMMISSION
CITY HALL, 1115 BROADWAY
WEDNESDAY, March 3, 2021
12:00 PM**

Call to Order:

The March 3, 2021, meeting of the Industrial Development Commission was called to order at 12:03 PM by Diane Korte-Lindsey. The meeting was held via phone conference.

Roll Call:

Members present: Vice-Chairman Diane Korte-Lindsey, Josh Kloss, Jon Greve and Marshall Rinderer.

Members absent: Jim Meridith

Also present: City Manager Chris Conrad, Director of Community Development Breann Speraneo, Economic Development Coordinator Mallord Hubbard, Director Angela Imming, Deputy Clerk Lana Hediger, and Recording Secretary Megan Von Hatten.

Approval of Minutes:

Marshall Rinderer made a motion to approve the minutes of the February 3 2021, Regular Session meeting of the Industrial Development Commission; seconded by Josh Kloss. All members voted aye; none voted no; the motion carried.

Reports:

Treasurer's Report – Jon Greve

Jon Greve sent the Treasurer report to members via E-mail. The financial report reflected that the balance in the IDC checking account as of February 28, 2021, is \$14,386.21. There is also a \$60,000 CD with interest to date of \$908.72 leaving the balance on the CD at \$60,908.72. Total assets for the IDC account is \$75,294.93

Update on Highland Communication Services – Angela Imming

Angela reported HCS had another record breaking month with \$231,000 in revenue, that is about \$10,000 a month above where HCS was four months ago. HCS now has 2,566 Customers. HCS's budget will be presented to the Council at their meeting on March 15, which will include changes that will help offset the cost for the programmers. HCS has not made any changes to customer rates in five years, so it is time for an increase in rates.

Jon asked what the time line is for the rollout of VITV programming and does VITV include DVR?

Angela responded that this is a cost savings for HCS, no equipment is needed locally. This service will include a DVR in the Cloud. HCS equipment budget will go down maybe \$290,000 a year possibly \$450,000 in two years. The first round of installs will be volunteers who have an Amazon account with a Fire Stick and are comfortable doing the install over the phone. We project to have the first round finished at the end of May possibly the beginning of June. At that point anyone who does not have a Fire stick or is uncomfortable doing the self-install, we hope to have those customers installed by July. Unfortunately with being in a pandemic

we have the potential to be looking at August or September time frame. The set top boxes will no longer be supported at that time.

Updates on other job inquiries

- Trow Nutrition – Mallord stated we are continuing to await the next steps for this project. The City's Public Works department is performing testing on the roads that we are going to be improving for the support of transportation. At the next IDC meeting Mallord believes he will have concrete information to provide to the members on the next steps of the Trow Nutrition project.
- Brew Pub - Breann reported that the City is in the process of combing two lots that have been purchased from the brew pub. This area is going to be a public park place and putting in new City restrooms. The previous restrooms have already been demolished and the project is already underway. The new restroom will be delivered this summer. The Brew Pub is moving forward with construction and they are expected to get their permit in this week.
- Breann reported all 10 incentives for single family homes platted prior to May 1, 2018 have been taken. 10 out of 15 incentives for single family homes platted on or after May 1, 2018 have been taken.
- HSHS St Joseph Hospital – Chris reported the City received an e-mail awhile back stating the intention to end the occupational medicine practice at the Highland Hospital. This change will have a minor impact on the City as we use the hospital for physicals and drug screenings. The more substantial impact will be with the manufactures that require a Department of Transportation (DOT) physical. We are working with the manufactures and some of our local providers to find a solution locally that will work long term.

Update on Disaster Relief Initiatives – Mallord Hubbard

Mallord reported the continued effort to track and update our business on any programs that are coming down from the state. The department of Commerce and Economic Opportunity has recently announced a new program for shuttered venue operators. We are hearing more chatter that more funding is to come from the federal government. That too will continue to be tracked and updated accordingly for our businesses. The visits with our businesses are still being done on the retention basis. Mallord stated in one of the retention visits a business owner wanted me to ask the IDC members if they would potentially open up the E-Commerce grant to businesses who have invested more into their E-Commerce presence over the last year, but did already have a shopping cart prior to the pandemic but additional investments have been made to better position themselves in the environment we find ourselves in now. Mallord asked for thoughts from the members of the IDC. Diane requested this topic to be discussed under the next agenda item, budget goals for the FY 21-22, all members agreed.

Budget Goals for FY 21-22

Jon reported the IDC has a current commitment of \$17,750 to Harrison Edward for economic development consulting. Jon asked if there are any other things the IDC has committed to fund. Mallord replied, stating no, besides the potential for the additional E-commerce grant. Jon stated that leaves 6 additional grants left at \$500.

A discussion was conducted pertaining to opening up the E-commerce grant to businesses who have invested more into their E-Commerce presence over the last year. The consensus

of the members was that they will not be issuing any grants retroactively. However, if someone does not have an E-commerce solution they can apply.

Mallard asked the members if they would be interested in deploying a second logo in a part of the Harrison Edwards agreement. Mallard also stated that within the next year Harrison Edwards will be working on producing brochures for the businesses on the square. This will provide a formalized referral for any shoppers coming downtown to have that information in their hands. They are also hoping to do something in a similar fashion for our bars for anyone coming into town for an event. They will know where all the night time hangouts will be.

Breann added that they are working on four key programs right now, one being the supplementary logo from Harrison Edwards. She added this will not be replacing the shields but a supplementary logo to the shields. Harrison Edwards has priced \$4,500 to create the supplementary logo.

Another program we are looking at is tourism options, credit was given to Chris for coming up with this idea while visiting Hermann, MO., and they have a great business referral system. Our intern is working on some interactive mapping now. Breann referred to Mallard stating she would also like to mention Nextsite. Nextsite will require a small retainer that is minimal, then moving forward the way they get paid is by if they are able to bring something into the community that stimulates the economy.

Jon mentioned, while we are talking budget I want to bring to the table that we have the 60,000 from the CD we need to discuss how long we want that money to last. Jon stated as far as he can remember the IDC does not have any way to replenish the money. A mechanism for funding needs to be in place for us to continue.

Mallard replied the original funding the IDC holds now is proceeds from the reimbursement of the Lory Theater project. The city had no tools available to them to make a direct loan to get the project going. The city found a way to make that loan and that was through the IDC to provide that funding.

Breann added that the IDC is an advisory commission, the other advisory commissions do not have a budget. This one lump sum was derived from the Lory Theater so question now is where do you want to spend the funds, what impact would you like it to have on the community? When and if we ever get a project like the Lory Theater then we can talk about reallocating funds then.

Mallard stated that City Council is requesting an update regarding the supplementary logo from Harris and Edwards. He also stated that the other topics discussed today should be discussed at our next meeting to have a better formalized budget discussion.

Jon asked if Harris and Edwards gave us a dollar amount for the logo.

Breann responded that Harris and Edwards gave them an exact quote of \$4,500.

A discussion was conducted pertaining to the Harris and Edwards supplemental logo quote.

The consensus of the members was that they are interested in a supplement logo, but would like Angela to go back to Harris and Edwards for a more reasonable price, or they will be considering a local alternative.

Next Meeting:

The next regular meeting of the Industrial Development Commission is scheduled for Wednesday, April 7, 2021.

Adjournment

Josh Kloss made a motion to adjourn; seconded by Marshall Rinderer. All members voted aye by roll call; none voted no. The motion carried and the meeting adjourned at 1:07 PM.