

Economic Development Committee

October 11, 2023

4:00pm - City Hall Council Chambers

Chairman Ptak Called the Meeting to order at 4:00pm

ROLL CALL

Present: Chairman Ptak, Aldermen Lavieri, Jeppson, Crane

Excused Absence: Alderman Thompson

Others Present: Economic Development Director Curt Bedei, Deputy Clerk Brent Bader

A quorum was present.

Chairman Ptak opened the discussion from the previous meeting starting with Retail Strategies. Chairman Ptak said this was the pricier proposal and Alderman Lavieri reminded the Committee it did not previously result in development. Alderman Jeppson wanted to hold off due to the City's geography and limited parcels. He would prefer to focus on small business, things for families to do and local tourism. Alderman Jeppson sees that being profitable in the future. Alderman Lavieri said he hears businesses are still holding off on expansion and it may not be a great time to seek out larger industries. Alderman Crane said he agreed with the other aldermen and he received an update prior to the meeting about the conversation from the prior meeting. Alderman Jeppson asked if Economic Development Director Bedei had preferences of proposals. Bedei referred to his comments from the last meeting regarding the difference in proposals in analytics and connections to various industries. Placer would give Director Bedei analytics information, but he doesn't have the relationships previously built with industries which would leave Bedei to cold call the businesses. Bedei said these proposals, and possibly others, can still be considered later. Chairman Ptak asked the Committee for their thoughts on the Retail Strategies proposal. Alderman Jeppson said that money could go towards other projects. Alderman Lavieri agreed on passing on the proposal. No motion was made to recommend the proposal.

Chairman Ptak said he felt the same way regarding the Placer proposal. He said he views the proposals as linked and if the Committee is uninterested at Retail Strategies at this time, there is not a need for the Placer proposal. Alderman Lavieri agreed. No further comments were made and no motion was made to recommend the proposal.

Alderman Lavieri said he believed the City should belong to the Heritage Corridor Destinations partnership. Lavieri said with the Canal Visitors Center it makes sense for them to belong. Chairman Ptak was uncertain what benefit the City would receive for \$9,000 annually. Alderman Lavieri asked what ads are already going into the magazine. Director Bedei said any La Salle business being marketed through the campaign are doing so on their own. Alderman Jeppson said local businesses advertising shows an interest from the community already to be part of it. Chairman Ptak said if the businesses are already participating then the City may already be receiving the benefit. He was uncertain what the City itself would advertise beyond the canal. Bedei said the advertising with them for city

events such as the Celebration of Lights could be upwards of \$10,000 more without a membership. Alderman Lavieri asked if the WGN advertising is tied into this and Director Bedei confirmed that the advertising rates through that station and others is cheaper through the partnership as the Heritage Corridor can negotiate better prices. Director Bedei said the City needs to market itself outside of the region if it wants to attract additional attention.

Moved by Alderman Lavieri and seconded by Alderman Jeppson to approve the recommendation regarding a partnership with Heritage Corridor Destinations.

ROLL CALL

AYE: Chairman Ptak, Aldermen Lavieri, Jeppson, Crane

NAY: None **Absent:** Alderman Thompson **Abstain:** None

MOTION CARRIED: 4-0

Alderman Jeppson said his perspective on the Flyerview proposal comes down to the City's geography and limited parcels. He said if someone is interested in a parcel, they will find it in their search for new locations and will work to acquire it. Director Bedei reiterated comments from the prior meeting describing the software. Chairman Ptak agreed with Alderman Jeppson's comments and said it would go hand-in-hand with the prior proposals from Retail Strategies and Placer, which the Committee did not recommend. No motion was made to recommend the proposal.

The Committee returned to its earlier conversation and reviewed packages to advertise on WGN through Heritage Corridor Destination and they determined the pricing is still too high at this time.

The Committee reiterated their support for the DCEO Housing Rehab grant from the prior meeting. Alderman Lavieri asked for additional information on what a \$20,000 commitment would provide. Director Bedei said each owner-occupied house had the opportunity for roughly \$50,000 to \$60,000 worth of work completed. He said the Public Hear for the meeting will be on November 6, 2023. Bedei said the City will have to communicate not everyone will qualify for this. Alderman Jeppson asked about a contractor and Director Bedei said they will handle that process and they will have to work with specific contractors. Director Bedei said even though specific homes were targeted, the contractor will walk the area and approach homeowners. The grant will cover interior work as well.

Moved by Alderman Jeppson and seconded by Alderman Lavieri to approve the recommendation regarding a commitment of \$20,000 to the DCEO Housing Rehab grant.

ROLL CALL

AYE: Chairman Ptak, Aldermen Lavieri, Jeppson, Crane

NAY: None **Absent:** Alderman Thompson **Abstain:** None

MOTION CARRIED: 4-0

There were no more questions or comments from the public.

Moved by Alderman Crane and seconded by Alderman Jeppson

Voice vote, all ayes. Motion carried.

Chairman Ptak adjourned the meeting at 4:28pm

A handwritten signature in black ink that reads "Amy Quinn". The signature is written in a cursive, flowing style.

Amy Quinn, City Clerk