

VILLAGE OF PEOTONE
ADMINISTRATIVE OVERSIGHT COMMITTEE MINUTES
Minutes of November 29, 2023

CALL TO ORDER, ROLL CALL

THE ADMINISTRATIVE OVERSIGHT COMMITTEE MEETING WAS CALLED TO ORDER AT 10:00 AM AT THE MUNICIPAL COMPLEX HALL, 208 E. MAIN STREET, PEOTONE, ILLINOIS, BY THE VILLAGE ADMINISTRATOR, AIMEE INGALLS. IN ATTENDANCE WERE TRUSTEE HUDSON, TRUSTEE RICHARDS AND TRUSTEE SLUIS.

MINUTES

MOTION BY SLUIS, SECOND BY RICHARDS TO APPROVE THE ADMINISTRATIVE OVERSIGHT COMMITTEE MINUTES FROM OCTOBER 17, 2023. ALL VOTING YES; MOTION CARRIED.

PUBLIC COMMENT - NONE

REVIEW RETAIL COACH PROPOSAL

AARON FARMER FROM RETAIL COACH WAS PRESENT VIA A CONFERENCE CALL, HE HAD VISITED AND PUT TOGETHER A PROPOSAL 7-10 YEARS AGO. THEY HELP MUNICIPALITIES IDENTIFY WHAT OPPORTUNITIES ARE THERE AND THEN ACTIVELY RECRUIT RETAIL AND RESTAURANTS AND THEN COACH ON LONG TERM SUCCESS. THEY WORK IN 42 STATES AND ILLINOIS AND TEXAS ARE THE TWO STATES THEY DO MOST WORK IN. BEEN IN BUSINESS FOR 23 YEARS, HE HAS BEEN WITH COMPANY FOR 16 YEARS. HE PROPOSED A COMPLETE RETAIL RECRUITMENT AND DEVELOPMENT STRATEGY. PEOTONE HAS A STRONG AMOUNT OF RETAIL TRADE AREA POPULATION AND TRAFFIC FROM THE INTERSTATE. THEY WOULD USE A CELL PHONE ANALYSIS TO GET DATA FOR ECONOMIC DEVELOPMENT. THE RETAIL TRADE AREA IS MUCH LARGER THAN THE VILLAGE LIMITS. THEY WOULD DEVELOP DATA AND MARKETING RESEARCH AND DETERMINE AVAILABLE PROPERTY SITES AND WORK WITH THE PROPERTY AND LAND OWNERS. THEY WOULD DO A HIGHEST AND BEST USE ANALYSIS IN THE COMMUNITY AND MAJOR CORRIDORS AND IDENTIFY RETAILERS AND RESTAURANTS THAT SHOULD BE IN OUR MARKET AND DO A RELATIVE FIT SCORE TO IDENTIFY RETAILERS OR RESTAURANTS PROSPECTS AND START RECRUITMENT. THE VILLAGE WOULD HAVE ACCESS TO STATUS, FEEDBACK FROM PROSPECTS AND THEY WILL UPDATE ON A REGULAR BASIS. THEY WILL ATTEND TRADE SHOWS AND ICSC CONFERENCES TO REPRESENT CLIENTS. THEY PROPOSE A 12 MONTH PARTNERSHIP INITIALLY WITH THE OPPORTUNITY TO RENEW, THE PRICING IS THE SAME AS 7 YEARS AGO WHEN THEY TRIED TO WORK WITH THE VILLAGE. THE COST WOULD BE \$36,000 FOR A FULL YEAR AND AN ADDITIONAL EXPENSE FOR TRAVEL THAT WOULD NOT EXCEED \$2,500. THE VILLAGE COULD EXPECT AN INITIAL LIST OF APPROXIMATELY 30 PROSPECTS TO START WITH CONSISTING OF A HEALTHY MIX OF LOCAL, REGIONAL AND NATIONAL PROSPECTS. THE INITIAL PROCESS WOULD INCLUDE STAKEHOLDER DISCUSSIONS, LOCAL REAL ESTATE AND PROPERTY OWNER DISCUSSIONS, DATA AND MARKET ANALYSIS AND THEN THEY WOULD START RECRUITMENT. THEY WOULD COME AND IDENTIFY SITES AND MAKE RECOMMENDATIONS ON MOST MARKETABLE SITES FOR RETAIL AND DEVELOPMENT AND MEET WITH LAND OWNERS/PROPERTY OWNERS DIRECTLY. FOCUS WOULD BE ON RETAIL, NOT COMMERCIAL OR WAREHOUSE.

AFTER THE PROPOSAL PRESENTATION THE COMMITTEE HAD DISCUSSION. THEY FELT IT WAS A WELL THOUGHT OUT PROCESS AND THAT IT WAS A BIG COMPANY. THE ADMIN HAD TALKED TO THE MAYOR OF FLOSSMOOR WHO WAS VERY POSITIVE ABOUT THEIR WORK WITH THIS COMPANY AND THE ADMIN OFFERED TO CONTACT LOCKPORT WHO HAS ALSO USED THEM. THE EXPENSE WOULD HAVE TO BE

BUDGETED FOR, IT WOULD BE \$12,000 UPON EXECUTION, \$12,000 DUE AFTER 90 DAYS AND THE REMAINING \$12,000 DUE AFTER 180 DAYS. THE BUDGET PROCESS WILL BE STARTING AND THERE WILL BE A REPORT BY LINE ITEM. THERE WAS SOME DISCUSSION ABOUT GRANTS, INCLUDING USDA, AND WHETHER TIF FUNDS COULD BE USED. THE COMMITTEE FELT THE VILLAGE NEEDS A PROFESSIONAL SERVICE AND THAT PREVIOUSLY A LOT OF VILLAGE TIME WAS SPENT ON RECRUITMENT, WHICH THIS COMPANY WOULD HANDLE DIRECTLY. TRUSTEE RICHARDS WILL REACH OUT DIRECTLY TO THE RETAIL COACH TO REQUEST AN EXAMPLE OF COMMUNITY SUCCESS STORIES WITH A COMMUNITY OF SIMILAR POPULATION AND REPORT BACK.

DISCUSS ECONOMIC DEVELOPMENT STRATEGY NEEDS FOR FUTURE GROWTH

NO DISCUSSION AT THIS TIME, WILL BE A FUTURE DISCUSSION ITEM.

GENERAL DISCUSSION –

THERE WAS DISCUSSION ON IMPLEMENTING A FOOD AND BEVERAGE TAX FOR PREPARED FOOD AND DRINKS SOLD AT RETAIL FOR IMMEDIATE CONSUMPTION. A DRAFT ORDINANCE WILL BE BROUGHT TO THE BOARD FOR APPROVAL PROPOSING A 1% TAX, THE ADMIN PRESENTED SAMPLES FROM OTHER NON HOME RULE COMMUNITIES. ONCE APPROVED, LETTERS WOULD BE SENT OUT TO INFORM BUSINESSES PRIOR TO IT GOING INTO EFFECT.

THE PAID LEAVE FOR ALL WORKERS ACT MANDATED BY THE STATE WILL BE GOING INTO EFFECT JANUARY 1, 2024, THE ADMIN IS WORKING WITH THE ATTORNEYS TO MODIFY THE CURRENT POLCY, AN ORDINANCE WILL BE BROUGHT TO THE BOARD FOR APPROVAL AND THE PERSONNEL POLICY WILL BE UPDATED.

TRUSTEE SLUIS TALKED TO A PARK DISTRICT BOARD MEMBER AND THERE IS THE POSSIBILITY OF A PARK DISTRICT REFORENDUM, THERE WAS MENTION OF THE PARK DISTRICT BEING GIVEN TO THE VILLAGE. FUNDING, INTENSIVE CAPITAL AND TAX CAP AS A MUNICIPALITY ARE ALL CONCERNS. TRUSTEE HUDSON MENTIONED MANTENO IS COMBINED AND HAS A LARGE SURPLUS FROM SOCCER PROGRAMS.

ADJOURNMENT-MOTION BY SLUIS, SECOND BY RICHARDS TO ADJOURN THE ADMINISTRATIVE OVERSIGHT COMMITTEE MEETING AT 11:15 AM. ALL VOTING YES; MOTION CARRIED.