

**CITY OF MASCOUTAH  
ECONOMIC DEVELOPMENT COMMISSION**

**JULY 27, 2021  
6:00 p.m.**

The minutes of the Regular Combined (In-Person and Virtual) Meeting of the Economic Development Commission of the City of Mascoutah.

**CALL TO ORDER**

Chairperson Donna Mae Schlueter called the meeting to start at 6:00 p.m.

**ROLL CALL**

*Present:* Donna Mae Schlueter, Bill Millikin, Tony Sax, Keith Cook, Charles Jefferson, Tim Boyce, and Brent Berheger.

*Absent:* None

*Other Staff Present:* City Manager Brad Myers, Assistant City Manager Kari Speir, Executive Assistant Tiffany Barrows, and Councilman Nick Seibert in audience.

There was a quorum of commission members.

**MINUTES**

The minutes of the June 29, 2021 Economic Development Commission meeting were presented and approved as amended.

**BOARD BUSINESS**

Email from Mayor McMahan requested a vote for commission chair. Donna Mae Schlueter asked a question about the Municode to Assistant City Manager. City Manager provided the updated codes to the board. Brent Berheger, Bill Millikin, Tony Sax, Keith Cook, and Tim Boyce all requested to be removed from the ballot because they do not have interest in becoming the next commission chair. Unanimous ballot vote was conducted by Assistant City Manager and the results were: Donna Mae Schlueter, 5 votes and Charles Jefferson, 2 votes. Therefore, Donna Mae Schlueter was re-elected to remain the Economic Development Commission chair.

Current Review of Business

City Manager Update:

Brent Berheger's building currently has an auto detailing business that does not want to be publicized because it is not prepared to handle inventory at this time. They are expecting 30-90 days to get inventory in order for a soft opening. Berheger stated that there are a couple of individuals that are interested in the front of the building but nothing concrete at the moment.

Tony Sax asked for update on neighboring building. City Manager stated that it was Mercy's Door church offices going through a remodel.

Sax updated the group that Joe's Pizza is breaking ground.

Schlueter revealed the Nite Deposit is officially for sale according to the family. Schlueter stated that a photographer is interested in opening a studio in town and is currently working on starting her business plan.

Assistant City Manager Update:

Scooter's Coffee is interested in the old Jefferson's building site. Scooter's is a drive thru only chain. They are based out of Nebraska and are branching into Illinois. They have already started engineering and soil sampling. The plans will need to modify the entrance and if everything goes through, they would like to submit plans in August so that they can be reviewed by the Planning Commission in September. Sax noted that it is outside of the TIF district. Assistant City Manager stated that Scooters has not reported hours of operation but suggested that the board review their website for additional information of what their service, locations, menu, etc. Bergheger asked if it was a franchise or if it was a local business person. Cook was interested to know how Scooters found out about and what drew them to Mascoutah. Assistant City Manager stated that the meeting with them was so fast paced that there was no room to ask that type of question but will do so in future meetings with them. Cook also mentioned that he would be interested in knowing what kind of research O'Reilly's did as well. The market research would be inciteful to the economic development board.

Schlueter asked if the board agreed with her response to the mayor. She then asked City Manager about the park board. The park board gives approval for MIA type projects, per City Manager.

Planters feedback was positive and negative. Overall more pros than cons. Placement adjustments are needed and have been communicated/planned. Garden club did a great job. Steve Beimfohr told Tony Sax and City Manager that the watering trailer should be completed within a week or two.

Boyce reported that the Herald will report residents and business that were selected this coming week. The program will continue for a year dependent on interest. The Herald agreed to feature these recognitions. The program is to promote yard and business improvements. There is no signing up. To be selected or considered, a yard or business must be nominated.

Darryl Stein's Main St project progress reported. The stage will be ready for Fall Fest. All the board members agree that the project looks wonderful and it is a nice addition to the town square. There have been several parties interested in the old Main Street steakhouse location.

In regards to the incubator project, Charles Jefferson reported that he hoped to get survey finalized before next meeting. He will distribute it to the board members to review and get board approval before distributing to the public. Gateway will be doing the research because they have more resources.

Schlueter reported that Dawson and Mayor McMahan are in discussions regarding airport tax revenue opportunity.

Incentive package, homework for Assistant City Manager to look into other community's incentive packages to see what they do to draw new businesses. Schlueter also requested the board members to present incentive package ideas at the next meeting. Sax suggested the possibility for a small business break from utility as a chance for them to build equity. It could be a basic service fee not the usage. Cook brought up three different industries came without any incentives. Schlueter stated there are a lot of people probably looking that we don't even know about and will do a study before they reach out to anyone. Cook asked for an actual market analysis to find out what the town actually needs. Board members are interested in a full DMA to find what the new businesses gathered and make a comparison to neighboring towns. The board would like to come up with a strategy to make Mascoutah a more attractive place to raise a family, etc. Comparing the findings will help assist in building strategic plan to draw larger businesses and find out the strengths. Assistant City Manager stated that one was completed in 2008. Assistant City Manager will look into how much the cost would be to get a full DMA. City Manager suggested that since it is not budgeted currently, he could reach out to a SIUE contact to see if classes can complete one as a project study. Cook stated that the group's view might not be as vivid as those in the marketing industry. Boyce suggested that it might be hard to quantify. Millikin presented the possibility to speak with the Barber Murphy office because they most likely have access to such data. The analysis would benefit Barber Murphy if Mascoutah benefits. We need an outside perspective to franchise data. Boyce brought up the Freeburg office park and stated that we need to figure out a way to have such sites available. Schlueter pointed out all the brick and mortar standing empty throughout communities. A suggestion was made that Barber Murphy has insight and should come to a meeting. City Manager stated Barber Murphy contacted the city about warehouse project by pilot.

Board members had inquiries about Boeing project. City Manager gave updates and some project information. The official announcement is expected to be held sometime at the end of August. The lowering of the water main is scheduled. They expect it to be a 3-day project.

Schlueter expects another hotel coming due to Boeing. City Manager answered that there is hotel interest and that Barry Hayden has submitted an updated plan for a townhome/apartment complex.

Schlueter updated the board that there is an ATA Sparta event that is bringing in a large crowd. She reports ATA is having a hard time finding lodging.

Millikin stated to Councilman Seibert that he was in favor of the council reworking the gaming ordinance. He believes the ordinance will handicap a current gas station business. Boyce believes that the current version might hinder a business from being able to sell. Millikin suggested that the council consider grandfathering the property not the owner. He is going to email the council. Sax expressed that Mascoutah has too many gaming businesses. Millikin stated that he will read and review the ordinance and send ideas and comments to council. Board agrees that the council's goal is a great idea but doesn't want it to hinder the current businesses.

The next regular meeting will be on August 31, 2021 at 6 p.m.

**PUBLIC COMMENTS**

None.

**MISCELLANEOUS**

None.

**ADJOURNMENT**

Motion to adjourn at 7:08 p.m. All were in favor.

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Tiffany Barrows, Executive Assistant