

**CITY OF MASCOUTAH  
ECONOMIC DEVELOPMENT COMMISSION**

**MARCH 2, 2021**

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 6:11 p.m.

**ROLL CALL**

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

*Absent:* None.

*Other Staff Present:* City Manager Brad Myers, Assistant City Manager Kari Speir, and Mayor Jerry Daugherty.

There was a quorum of commission members.

**MINUTES**

The minutes of the February 2, 2021 Economic Development Commission meeting were presented and approved as presented.

**BOARD BUSINESS**

Schlueter stated that the old Fred's Hardware has been sold. She also stated there has been work inside of the old service station building next to Bergheger's building. City Manager stated there has been work in front of the building as well, however there is no timeline on it. Schlueter reaffirmed that Kokomo Joe's has opened. City Manager stated there is no limit on the number of gaming parlors in the City. Schlueter stated that the J&J's building might be going up for sale as the owners are retiring. City Manager stated the plans have all been approved for Joe's Pizza; it will be going in next to Bee Hollow on Main Street. City Manager has been in contact with a burger restaurant called BurgerFI. They are one of the fastest growing burger chains. The partner that City Manager spoke to is interested and may be in touch in the upcoming month after sending out some interest on social media. Millikin asked if the City has a demographic study of the City that he could send out. City Manager stated that he does not have one, but Millikin has one as he receives a new one every few years through Ace Hardware. Millikin stated he would ask if he could share the study with the Commission.

Schlueter thanked Millikin for putting together the survey for the commission goals. Millikin stated he distributed a list of recommended goals to the Commission and asked for the

Commission to rate the goals in order of priority. He received eight responses and discussed making the top three ideas as a priority.

The top three are:

- Implement a project from the Great Streets Initiative 12-24 month time frame recommendation
- Development of an EDC Grants & Initiative Summary Program
- First Impressions Initiative: Create an incentive program for properties along our main corridors to be at their best at all times

Millikin stated that there were no bad ideas, but he asked for the members to vote on the projects that they felt would make the most impact as quickly as possible. Some of the ideas are more long term and could be addressed later, but the top three could be acted upon quickly.

Cook asked Millikin if he was comfortable that the way the survey was filled out was a good representation of the group. Millikin stated he is, as there was nothing that was highly skewed in the results. Millikin explained the results so they are clear.

Schlueter confirmed that, according to the results, that the Great Streets will be the top priority for the Commission. She stated this is probably the best plan she has seen over the years. There are some long and short-range goals that can be started on. Millikin asked about the plan and package that was developed for the City and if it was complete, which City Manager stated yes. He stated they will assist with guiding the City towards assistance, but otherwise their work is complete.

City Manager stated he would share the IML Grant Finder information with the Commission so that they may be able to search for available grants; if allowed by IML.

Schlueter reiterated that the feedback is what the Commission would like to start working, with the priority being beautification and visual improvements of Mascoutah. She asked if it would be approved by the Commission to have the company come to the next meeting to speak and offer some ideas. Boyce said it would be a good idea to narrow down a couple of projects to focus on. Millikin agreed and said he would like to pick a few projects that may be completed quickly and would like a more verbal explanation on the Great Streets project ideas. Boyce listened to the last Council meeting and felt that the person from Great Streets is very knowledgeable and could be a great help.

Schlueter said that she feels that it would be extremely helpful if IDOT would fix Main Street instead of patching it. City Manager stated there is a project in place that has been started to fix Main Street from Mine Road to County Road. Millikin asked if funding is an issue, which City Manager stated funding has been allocated. City Manager stated there would be a portion for the project that the City will be responsible for funding. Schlueter asked about how much longer TIF2B is in place, which City Manager stated two more years, however the City is working towards extending it.

Millikin asked how the Commission would like to proceed with the Great Streets project. He proposed that the Commission read the project study and reply to him with the short term and long-term projects ranked as the Commission did with their goals and objectives. He will collect the data and will report at the next meeting.

Schlueter acknowledged that some of the projects in the Great Streets plan are not feasible until Main Street is redone. She stated that there are smaller projects that others could participate with in the meantime. Millikin stated that some of her suggestions fall under the First Impressions plan. The Commission discussed various ideas, such as new trashcans, and how local organizations and groups could work together to purchase them, and potentially utilize some volunteers to assist in the cleanup. City Manager stated that the City could potentially offer part time help to water flowers and empty trashcans on Main Street. Millikin feels that the project should also include individual properties to ensure their properties are well maintained along the main entries and corridors of Mascoutah. Schlueter was unsure of what could be added or enhanced at Main Street and Route 4. Millikin stated other towns have directional signage to local businesses. Schlueter asked how many planters are located on Main Street, which most said there were six to eight.

Sax stated that with the beautification ideas, there would need to be a way to be delicate with some of the residents. Some may be offended with the idea of being told that their properties need work. Property improvement may be encouraged, however telling someone this may offend residents. Millikin suggested creating incentives for the property owners who may want to participate, as there may be some who do not have the means, desire, or physical capability. City Manager suggested inviting Darryl Stein to a meeting to present his plan for his property on Main Street. Schlueter asked Assistant City Manager if she would ask Paul with East West Gateway to come to their next meeting to discuss the Great Streets Initiative and asked if she would invite Stein to discuss his project at the next meeting. Millikin asked if everyone would send their ideas for the First Impression Initiative prior to the next meeting.

Schlueter asked what information is on the website currently as far as programs. City Manager stated it is the incentive plan. Some grants and incentives that were available in years past have expired as of the beginning of 2021. City Manager stated that City staff would be assuming more responsibilities as far as grant research. Millikin asked about COVID relief for the City and asked if the City was researching these programs, which Assistant City Manager confirmed the City is participating in these programs.

The Commission asked about the status of the pool and lifeguard applications. City Manager stated that only a few applications have been turned in, so the City is pursuing other options for training for potential staff. Millikin asked if there was any discussion or thoughts about contracting pool operations out to an outside company. City Manager stated that at this time there is not, but Mascoutah is in a similar situation when it comes to pool staffing this year as other communities. Millikin asked about the pay rates and City Manager confirmed the City pays one dollar over minimum wage. City Manager stated there is no specific age group that is required to work at the pool. Lifeguards will have to be certified and at least sixteen years old.

Schlueter discussed Mary Price's work to obtain the Dolly Parton Imagination Library in Mascoutah. She explained what the program would entail.

The deadline to get the next round of ideas emailed to Millikin is March 20. There are no specific instructions. He only asks that the members send two to three ideas each as bullet points in an email to him and he will compile them and send them out.

Schlueter asked about the Commission's business cards. Assistant City Manager provided them to the commission members.

The next regular meeting will be on March 30, 2021 at 6 p.m.

#### **PUBLIC COMMENTS**

None.

#### **MISCELLANEOUS**

None.

#### **ADJOURNMENT**

Motion to adjourn at 7:12 p.m. All were in favor.

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Julia Biggs, Executive Assistant