

**CITY OF MASCOUTAH
ECONOMIC DEVELOPMENT COMMISSION**

NOVEMBER 2, 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 6:01 p.m.

ROLL CALL

Present: Donna Mae Schlueter, Bill Millikin, Keith Cook, Charles Jefferson, and Tim Boyce.

Absent: Tony Sax and Brent Bergheger.

Other Staff Present: City Manager Brad Myers, Assistant City Manager Kari Speir, Executive Assistant Tiffany Barrows, Councilman Jack Weyant in audience, and Mayor Pat McMahan (attending virtually).

There was a quorum of commission members.

MINUTES

The minutes of the July 27, 2021 Economic Development Commission meeting were presented and approved as presented.

BOARD BUSINESS

Members agreed to move up the virtual incubator project presentation. Charles Jefferson and Tim Boyce presented the information regarding the St. Clair County Metro East Business Incubator Incentive.

Boyce stated that they attended the St. Clair County Metro East Business Incubator Incentive meeting. He states that the incubator incentive allows those that want to start up a new business to go online and sign up. The program is free and already set up online. Fairview Heights, Swansea, and O'Fallon are part of this community. The incubator is a separate non-profit organization. If this co-op of cities receives a grant or funds, they get reimbursed for any upfront costs. They also can set up different brick and mortar meeting sites but, in many cases, interested parties can go online to get set up. There is a lot of support, even from state representatives of this program. It does not cost anything to join this community of mentorship. If we join, we can link it to the city's website. The city might need someone to keep it updated to make sure the website stays current and available. It is an option to join the Fairview Heights, Swansea, O'Fallon version but Boyce does not believe it is necessary because they would have to re-do their government agreement. They only joined together for the sake of grants. Paul Ellis at Fairview Heights is currently keeping their records and over sees the website maintenance. The city of Mascoutah would benefit to join as an interested party to the St. Clair link so that members have the ability to reach out to get information and mentorship.

Bill Millikin suggests this opportunity is more of an endorsement to interested business startups. City manager, Brad Myers, stated he would reach out to the O'Fallon city manager Walter Denton to get additional information and feedback.

Cook proposed and seconded by Boyce to bi-pass survey and approve setting up virtual incubator.

Jack Weyant suggested that the link get associated to the chamber website. Millikin and Schlueter informed the members that since the program is for new businesses, it would bi-pass the chamber. To ensure longevity, the link should be posted on the city's website.

Jefferson hopes to keep the survey as he wants the people to know that the service is available. Millikin suggested that the survey be convert into a marketing campaign.

Tim stated that Mascouth businesses should sign up to become mentors for the area.

Donna Mae Schlueter ask Brad and Kari to research the incubator project and give findings to commission by email so that the feedback can be expedited. The commission all agreed.

Commission agrees that if the city approves the incubator they convert the survey into a marketing campaign.

Current Review of Business

Donna Mae announced that the industrial ground north of Fuesser road sold at auction. The buyer purchased lot 1 at 10 acres of commercial and the school district bought lots 2-4, for a total of 67.49 acres.

City Manager Update:

Mexican restaurant, Camino Real, is coming next to city hall. Joe's Pizza is still in the works but delayed due to construction. Scooter's Coffee is coming. Fire n' Ice is coming as well and will be located in front of the Brightly Senior Center. There have been 2-3 businesses that have interest north of the interchange and 1 further in town. A potato and panini restaurant is also coming soon to Main street.

The Indian Prairie subdivision will be completed with 40 new lots, located at the southwest corner of Fuesser and 6th Street.

Assistant City Manager Update:

The Hayden site plan was approved which will include 18 building, 144 units, located north of Beller Dr. These will be next to the already existing apartment buildings.

None of the new businesses had any known economic incentives to come to Mascoutah. Kari admitted she did not collect data from Scooters to present to the commission as to what brought their business to Mascoutah.

Boyce announced that Wayne Barber is available to schedule a meeting with the commission.

Cook believes that there may be a trend regarding O'Reily's targeting smaller towns in that they are located in Pickneyville. Boyce noted that Dollar General and Casey's has set their business model in populations that are less than 9,000.

Cook brought up apartment availability in Mascoutah. Many communities are struggle with apartment complexes. Now complexes become crime related. He wonders how to balance how many apartments the community needs/wants. Donna Mae reported that the realtor group community believes Mascoutah does not have enough available apartments.

Millikin suggested encourage residential development because it will increase business development. The commission should focus on incentive programs for residential development because the businesses will follow. He then proposed to add to the agenda for commission members to get incentive packages revised to present to council. All agreed to make an objective.

TIF is going to expire. Brad assured the group that they are looking into extended the timeline and increase the TIF.

Boyce recommended to talk to Denton, to get recommendations and to get insight on other incentive packages.

Donna Mae asked about moving the flower pots. Millikin explained that although they are equipped to stay out through the winter the plants should be removed and pot moved to avoid being hit during snow removal. Brad stated the city workers will remove planters but are trying to figure out where to store them.

Keith Cook asked if EDC will have any input of what will be planted in the flower pots next season. Schlueter and Millikin stated that the garden club was limited on choices when the planters arrived. They are currently planning and planting for next season. Millikin is assuming the plants will be less expensive. Space needed for pot storage should be on a lot sized 50x50.

Tim updated commission on the beautification signs. They are a success and the Herald is still generously posting notifications to the community. The residents are very excited of this program.

Myers announced that a mobile home that is older than 7 years, just arrived. The ordinance forbidding trailers older than 7 years was passed two weeks after this particular mobile home placement was approved.

He also stated that the house, that was an eye soar, by the Civic Center has been cleaned out by the landlord. The city is unsure how the landlord will move forward after the clean-up.

Brad Myers stated he will be meeting with someone from Barber Murphy and will ask for suggestions of needs in the city. Commission requested that Wayne still come to an EDC meeting since he is so personable and knowledgeable. They all agreed that having him participating, answering questions, giving insight at a meeting would be a great benefit to the group.

The next regular meeting will be on January 10, 2022 at 6 p.m.

PUBLIC COMMENTS

None.

MISCELLANEOUS

None.

ADJOURNMENT

Motion to adjourn at 7:14 p.m. All were in favor.

Tiffany Barrows, Executive Assistant