



CITY OF
BLOOMINGTON
SPECIAL SESSION
MEETING
AUGUST 14, 2017

AGENDA



**SPECIAL MEETING SESSION AGENDA
OF THE CITY COUNCIL
CITY HALL COUNCIL CHAMBERS
109 E. OLIVE STREET, BLOOMINGTON, IL 61701
MONDAY, AUGUST 14, 2017; 5:00 P.M.**

1. Call to Order
2. Roll Call of Attendance
3. Public Comment
4. Consideration of approving the minutes of the Special City Council Meetings for July 24, 2017. *(Recommend the reading of the minutes be dispensed and approved as printed.)*
5. Closed Special Meeting
 - A. Review of Closed Session Minutes – Section 2(c) (21) of 5 ILCS 120/2) *(5 minutes)*
 - B. Collective Bargaining - Section 2(c) (2) of 5 ILCS 120/2) *(30 minutes)*
 - C. Land Acquisition - Section 2(c) (5) of 5 ILCS 120/2) *(15 minutes)*
 - D. Possible Litigation - Section 2(c) (11) of 5 ILCS 120/2) *(15 minutes)*
6. Adjourn Closed Session
7. Return to Open Session
8. Discussion on hiring a full-time Mayoral Aide Political Appointed Support Staff person. *(Presentation by Mayor Tari Renner 5 minutes, Council discussion 15 minutes.)*
9. Establishment of Downtown Development division within the Community Development Department. *(Presentation by David Hales, City Manager and Steve Rasmussen, Assistant City Manager 5 minutes, Council discussion 15 minutes.)*
10. Discussion of Regular Meeting Agenda Topics if time permits.
11. Adjourn *(approximately 6:55 PM)*



**SPECIAL SESSION MEETING
AGENDA ITEM NO. 4**

FOR COUNCIL: August 14, 2017

SUBJECT: Consideration of approval the minutes of the Special City Council Meetings for July 24, 2017.

RECOMMENDATION/MOTION: That the reading of the minutes be dispensed and approved as printed.

STRATEGIC PLAN LINK: Goal 1. Financially sound City providing quality basic services.

STRATEGIC PLAN SIGNIFICANCE: Objective 1d. City services delivered in the most cost-effective, efficient manner.

BACKGROUND: The Special City Council Meeting Minutes have been reviewed and certified as correct and complete by the City Clerk.

In accordance with the Open Meetings Act, Council Proceedings are made available for public inspection and posted to the City's web site within ten (10) days after Council approval.

COMMUNITY GROUPS/INTERESTED PERSONS CONTACTED: Not applicable.

FINANCIAL IMPACT: Not applicable.

Respectfully submitted for Council consideration.

Prepared by: Cherry L. Lawson, C.M.C., City Clerk

Recommended by:

A handwritten signature in black ink, appearing to read "David A. Hales".

David A. Hales, City Manager

Attachments:

- July 24, 2017 Special Session Meeting Minutes

SPECIAL SESSION CITY COUNCIL MEETING

City Hall Conference Room
109 E. Olive Street, Bloomington, IL 61701
Monday, July 24, 2017; 5:30 PM

1. Call to Order

The Council convened in Special Session in the Council Chambers, City Hall Building at 5:30 p.m., Monday, July 24, 2017. The meeting was called to order by Mayor Renner.

2. Roll Call

Mayor Renner directed City Clerk Cherry Lawson to call the roll and the following members of Council answered present:

Aldermen Joni Painter, Diana Hauman, Mboka Mwilambwe, Jamie Mathy, Scott Black (Absent), Kim Bray, Karen Schmidt, David Sage, Amelia Buragas and Mayor Tari Renner.

Staff present: David Hales, City Manager; Jeffrey Jurgens, Corporation Counsel; and Cherry Lawson, City Clerk.

3. Public Comment

Mayor Renner opened the meeting to receive Public Comment. No individuals provided comments during the meeting.

4. Consideration of approving the minutes of the Special City Council Meetings for June 26, 2017.

Mayor Renner asked for a motion to approve the minutes.

Motion by Alderman Hauman second by Alderman Painter to approve the minutes as presented.

Ayes: Aldermen, Painter, Schmidt, Mwilambwe, Buragas, Hauman, Mathy, Sage and Bray.

Nays: None

Absent: Alderman Scott Black

Motion carried.

5. Closed Special Meeting

A. Review of Closed Session Minutes – Section 2(c) (21) of 5 ILCS 120/2) (5 minutes)

Mayor Renner requested a motion to go into Closed Session per Section 2(c) (21) of 5 ILCS120.

Motion by Alderman Hauman seconded by Alderman Bray to enter into Closed Session Meeting per Section 2(c) (5) of 5 ILCS120, and Section 2(c) (11) of 5 ILCS 120/2.

Ayes: Aldermen, Painter, Sage, Mathy, Schmidt, Buragas, Mwilambwe, Hauman, and Bray.

Nays: None

Absent: Alderman Scott Black

Motion carried.

Adjourn Closed Session (5:36 PM)

Mayor Renner asked for a motion to adjourn the Closed Session Meeting.

Motion by Alderman Hauman seconded by Alderman Mwilambwe to adjourn the Closed Session Meeting.

Motion Carried (Viva Voce).

Motion to Return to Open Session

Motion by Alderman Painter seconded by Alderman Schmidt to return to Open Session Meeting.

Ayes: Aldermen, Painter, Sage, Mathy, Schmidt, Buragas, Mwilambwe, Hauman, and Bray.

Nays: None

Absent: Alderman Scott Black

Motion carried.

6. Annual Worker's Compensation Update

A. Presentation Annual Workers Compensation Report by Mike Nugent of Nugent Consulting LLC. *(10 minutes, Council discussion 10)*

Mr. Nugent stated the claims data for Worker's Comp was separated from all other claims – auto accidents, property damage, slips and falls on sidewalks, etc. Sometimes we cannot control the ultimate cost, but if we can reduce the number of claims, we should reduce the expenditures, as well. Mr. Nugent presented a slideshow with claim comparisons for each department for the past five years.

B. Presentation on Employee Safety Performance Overview by Alex Rosas *(10 minutes, and Council discussion 15 minutes)*

Mr. Rosas provided an overview of the strategy being used and the strategy that any organization needs to utilize from a safety risk management standpoint. There are nine key components. From a high-level perspective, the first is that we really need to show that we are committed to get that by in all levels of the organization. We have to set safety as the number priority. We need to spend the money and devote time and resources towards employee safety.

The [us] versus them mentality, which is felt to be standard in a union environment, but does not need to be that way. We need to treat employees as colleagues and equals and include them in any kind of decision-making. We need to spend time in the field talking with folks about safety.

Safety has to be embedded at the forefront of everything we do.

We need to correct any operating practices by seeking out what the best practices are through other municipalities, see whom is doing the best and why are we not doing it that way. We need to make sure that everyone has the adequate training necessary to do their jobs.

We need to be fiscally responsible with facility equipment.

Correct any compliance deficiencies.

When an incident or a near miss does occur, we need to really look into and figure out what the root cause was.

We will never be satisfied until there are zero injuries, so we have continuously improve, evaluate, reevaluate, look at what we do to make sure that we are doing things on the up and up and with the best standards that are out there. He stated he focused on the number of OSHA recordable injuries that occur in a calendar year and the dollar amounts of incurred Worker's Comp costs that occur within a calendar.

Alderman Mwilambwe asked if there was a particular time of year or day that injuries occur.

Mr. Rosas replied that the majority would be in wintertime due to the increased risk if slipping and falling.

8. Adjournment

Motion by Alderman Bray seconded by Alderman Hauman to adjourn. Time: 6:07 PM.

Motion carried (Viva Voce).

CITY OF BLOOMINGTON

ATTEST

Tari Renner, Mayor

Cherry L. Lawson, City Clerk



**SPECIAL SESSION MEETING
AGENDA ITEM NO. 8**

FOR COUNCIL: August 14, 2017

SUBJECT: Discussion on hiring a full-time Mayoral Aide Political Appointed Support Staff person.

RECOMMENDATION/MOTION: N/A

STRATEGIC PLAN LINK: Goal 1: Financially strong City providing quality basic services

STRATEGIC PLAN SIGNIFICANCE: Objective 1a. Budget with adequate resources to support defined services and level of service

BACKGROUND: Mayor Renner brings forth this item for Council consideration of an ordinance amending the FY2018 Budget in the amount of \$50,000 to hire a Mayoral Assistant.

COMMUNITY GROUPS/INTERESTED PERSONS CONTACTED: N/A

FINANCIAL IMPACT: The FY 2018 Budget would be amended to increase expenses in Administration by \$50,000 for 8 months of salary and benefits and \$90,000 for a full year. Further detail can be seen in the exhibit.

COMMUNITY DEVELOPMENT IMPACT: N/A

FUTURE OPERATIONAL COST ASSOCIATED WITH NEW FACILITY CONSTRUCTION: N/A

Respectfully submitted for Council consideration.

Financial & budgetary review by: Carla A. Murillo, Budget Manager

Legal review by: Jeffrey R. Jurgens, Corporation Counsel

Attachments:

- Memorandum to Council highlighting the Job Description
- Draft Mayoral Aide Job Description
- Letter from IML
- Total Compensation sheet for full-time City staff member (assuming Pay Grade K)
- Regional Compensation Sheet
- BCC Chapter 2, Section 39: Same- Powers and Duties Generally

MEMO

From the Desk of Tari Renner

TO: Bloomington City Council Members

DATE: August 10, 2017

SUBJECT: Proposed Assistant to the Mayor

The City of Bloomington and the role of the Mayor and City Council have changed dramatically over the last generation or two. Former Mayors Rich Buchanan and Jesse Smart have often commented "You couldn't do the job today like we did in the 1970s and 1980s."

Further, it's critical to understand our form of government and the changes in responsibilities of metro city mayors. I have enclosed a copy of a journal article on the various city forms of government clarifying how they've changed nationally (and blended frankly in many ways - the distinction between the broad forms are less apparent today than even 40 to 50 years ago).

The State and Local Government Review (Spring 2002) article, however, focuses upon the broad structural arrangements and not upon the specific responsibilities of the individual actors within cities. The major distinction today is between so-called metro cities and non-metro cities. As an MSA (Metropolitan Statistical Area) city, Bloomington, Normal and Peoria are highly salient to citizens. If we were Schamberg, for example, we would be comparatively invisible to our public - little to no newspaper or radio coverage and certainly not television. In our situation, we are constantly the focus of many media outlets and are highly salient to the public. That critical distinction tremendously affects the operations, public relations and complexity of metro cities versus non-metro cities.

That is one of the macro-level reasons I'm asking the city council to approve this position. Quite frankly, it is well over due! Brad Cole, the current Director of the Illinois Municipal League and former Mayor of Carbondale, told me that he had such a position 15 years ago in his city of 30,000 (and a non-metro city). Given the unrealistic salary of the Mayor of Bloomington and the fact that it is not really part-time, that means that the chief elected executive is going to have to try to juggle two full-time jobs (unless they are retired or independently wealthy). It is critical to the proper functioning of our city government and effective communication to have this position. It will make a huge difference in the jobs of the Mayor AND city council (improving communication between us all and constituency service ombudsman functions, etc.).

Phone number: (309) 434-2210

Fax number: (309) 434-2802

Email: mayor@cityblm.org

At a minimum this position would:

- Assist the Mayor and Council in formulating policies programs and projects.
- Act as a liaison to residents of Bloomington, city elected officials, other local governments (District 87, Unit 5, County Officials etc.), local businesses, community groups and federal and state agencies (especially IDOT) on behalf of the Office of the Mayor.
- Assist with constituent services for both the Mayor and Council on an as-needed basis
- Research and submit grants available through organizations such as the U.S. Conference of Mayors, Former Charleston Mayor Joseph Riley's National Foundation and the National League of Cities (we leave many such grants "on the table" because of inadequate staff time) that could help fund innovative programs for at risk youth, energy/green initiatives, transportation and downtown revitalization to name just a few. Also, receiving such grants adds to the cities national "profile."
- Provide more efficient and effective communication between the Mayor, City Council and City Staff and external actors.
- Provide strategic scheduling for the Mayor and Council to make more effective use of their time.
- Provide more strategic tracking and advice to Mayor on appointments to, and operations of, boards and commissions.

Please don't hesitate to contact me if you have any questions or comments regarding this position. I appreciate your thoughtful consideration.

Respectfully,

Tari Renner
Mayor

Phone number: (309) 434-2210

Fax number: (309) 434-2802

Email: mayor@cityblm.org

Mayoral Aide

Reports to: Mayor

FLSA Status: Exempt

Grade: K

Department: Administration

Summary: The Mayoral Aide is considered a political appointee in regards to employment matters. This position assists the Mayor in formulating and implementing policies, programs and projects. This position is the Mayor's liaison to residents, elected officials, local businesses, community groups and organizations, and federal and state agencies. This position analyzes policy issues before the Council and drafts memoranda for the Council's consideration. This position manages the day to day operations of the Mayor's Office.

This position is also responsible for performing comprehensive administrative support for the Mayor with a high level of independence, accuracy, accountability and confidentiality. This position is also responsible for the administration and oversight of recurrent and non-recurrent projects. The work requires the exercise of good judgment in the use of appropriate methods to accomplish work objectives. This position requires personal discretion, initiative, and critical thinking to accomplish tasks with little or no direct supervision.

Essential Functions: Other duties may be assigned. This list may not include all of the tasks and/or knowledge which may be expected of the employee, nor does it cover all of the specific duties which may be required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Provides professional and political administrative support to the Mayor.
- Formats and drafts correspondence, reports, and other documents for the Mayor on a routine basis.
- Answers various inquiries, explains policies and procedures, arranges appointments, and processes routine and non-routine matters independently.
- Interacts with City staff from other departments under the direction of the City Manager, elected officials and the general public in person or by telephone in order to respond to inquiries, receive complaints and resolve problems.
- Strategically schedules and confirms appointments, meetings, or reservations, and maintains appointment calendars.
- Enters and retrieves technical information from a computer in order to perform research, update records, process transactions, or respond to requests for information.
- Coordinates agendas, attends meetings, and types minutes for distribution.
- May deal with sensitive and confidential material.

- Performs other related duties as assigned.

Qualifications:

1) Education/Experience:

- Bachelor's degree in political science or related field.
- Three to five years' experience performing progressively responsible administrative duties which includes some interaction with public officials and managers; or
- Any combination of education, training and experience which provides the required knowledge, skills and abilities to perform the essential functions of the job.
- Municipal government experience highly desired.

2) General Skill Levels:

Knowledge of:

- Substantive knowledge of City policies and procedures.
- Process of City policy making processes.
- Office administrative practices and procedures.
- Recordkeeping, report preparation, filing methods and records management techniques.
- Standard procurement and budget principles.

Skill in:

- Political savvy and timely, diplomatic follow-up with the public, elected officials and department heads.
- Communicating clearly and effectively, both orally and in writing.
- Using tact, discretion, initiative and independent judgment within established guidelines.
- Applying logical thinking to solve problems or accomplish tasks.
- Considerable skill in the use of personal computers, Microsoft Office Suite and the ability to create effective spreadsheets, presentation and communication pieces.
- Understanding, interpreting and communicating a variety of policies, procedures and protocols.
- Organizing work, setting priorities, meeting deadlines and following up on assignments with a minimum of direction

Ability to:

- Ability to read and interpret documents such as City code, ordinances, procedural manuals, etc.
- Ability to solve practical problems and deal with a variety of variables in situations where only limited standardization exists.
- Ability to establish and maintain effective working relationships.
- Ability to maintain confidentiality.
- Ability to maintain records and prepare reports.
- Ability to deal with problems involving a few variables in standardized situations.

3) Certificates and Licenses: Valid Illinois State Driver's License or ability to meet the transportation requirements of the job.

4) Physical Requirements/Working Conditions. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Requires vision (which may be corrected) to read small print.
- Requires the mobility to stand, stoop, reach, and bend.
- Requires mobility of arms to reach and dexterity of hands to grasp and manipulate small objects.
- Requires the ability to travel throughout the City to its various work locations. Work environments are indoors and outdoors and employees work in a wide variety of conditions.
- Perform lifting, pushing and/or pulling which does not exceed 25 pounds and is an infrequent aspect of the job.

Educate. Advocate. Empower.

July 17, 2017

The Honorable Tari Renner
Mayor
109 E Olive St
PO Box 3157
Bloomington, Illinois 61702

Dear Mayor Renner:

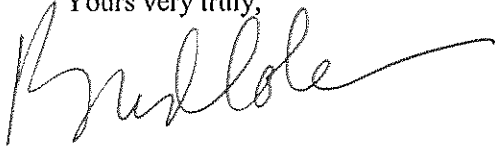
This letter is a follow-up to our recent conversations on the topic of administrative support for elected officials, and specifically for "part-time" mayors.

It is quite common for communities the size of Bloomington, and even much smaller, to have dedicated staff available to assist the mayor and/or city council. Sometimes the staff person is solely assigned to the mayor and sometimes that person is shared with another administrative department (such as the city manager, depending on staffing needs for that position). With the organizational obligations and scheduling commitments that are now an everyday part of any mayor's job, having an assistant to support the chief elected official is quite helpful.

In most cases, the issue of having support staff for the mayor depends on the local budgetary situation. Priorities can be set by the mayor and city council during the regular budgeting process or mid-year as the issue arises; this usually depends on the availability of funds to support the position. I am not familiar with the circumstances in Bloomington, so I am not able to discuss this aspect of the topic.

As always, please feel welcome to contact me if you have any other questions or comments. Thanks.

Yours very truly,



BRAD COLE
Executive Director





Total Annual Compensation Estimate For: Mayoral Aide

FAMILY COVERAGE

Offered Annual Salary

\$53,284 (midpoint Pay Grade K)

Insurance Benefits - City Annual Contribution

Blue Cross Health (most popular)	Family Coverage	\$21,199	OR	Blue Cross HMO	\$19,661.16
Dental	Family Coverage	\$776			
Vision	Family Coverage	\$120			
Group Life (\$50,000)		\$321			
IMRF Pension (Defined Benefit) ¹		\$6,810			
(Employee contributes 4.5% of their salary, City contributes 12-13%)					

Leave Time

Vacation (80 hours/yr)	\$2,049
Sick Leave (96 hours/yr)	\$2,459
Personal Convenience (16 hours/yr)	\$410

Total Compensation

\$87,429

Other Benefits:

- Medical and dependent care flexible spending account
- Voluntary Life Insurance
- 457 voluntary defined contribution plan
- Voluntary after-tax contribution (VAC) plan through IMRF
- Wellness programs
- Earn an additional day off each year through our Wellness Day Program
- Health Club Reimbursement (\$150/yr or Four Season Corporate Membership Rates)
- Near site credit union
- Free on campus parking

¹Pension value is determined by earnings history and years of service (defined benefit program).



Total Annual Compensation Estimate For: Mayoral Aide

EMPLOYEE + 1

Offered Annual Salary		\$53,284
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Insurance Benefits - City Annual Contribution		
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Blue Cross Health (most popular)	Employee + 1	\$13,277
Dental	Employee + 1	\$513
Vision	Employee + 1	\$88
Group Life (\$50,000)		\$321

OR Blue Cross HMO \$14,210.52

IMRF Pension (Defined Benefit) ¹	\$6,810
(Employee contributes 4.5% of their salary, City contributes 12-13%)	

Leave Time	
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Vacation (80 hours/yr)	\$2,049
Sick Leave (96 hours/yr)	\$2,459
Personal Convenience (16 hours/yr)	\$410

Total Compensation	\$79,210
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Other Benefits:	<ul style="list-style-type: none"> Medical and dependent care flexible spending account Voluntary Life Insurance 457 voluntary defined contribution plan Voluntary after-tax contribution (VAC) plan through IMRF Wellness programs Earn an additional day off each year through our Wellness Day Program Health Club Reimbursement (\$150/yr or Four Season Corporate Membership Rates) Near site credit union Free on campus parking
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¹Pension value is determined by earnings history and years of service.

Total Annual Compensation Estimate For: Mayor Aide

EMPLOYEE ONLY



Offered Annual Salary		\$53,284
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Insurance Benefits - City Annual Contribution		
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Blue Cross Health (most popular)	Employee Only	\$6,255
Dental	Employee Only	\$255
Vision	Employee Only	\$55
Group Life (\$50,000)		\$321
IMRF Pension (Defined Benefit) ¹		\$6,810
(Employee contributes 4.5% of their salary, City contributes 12-13%)		

OR Blue Cross HMO \$7,234.68

Leave Time		
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Vacation (80 hours/yr)		\$2,049
Sick Leave (96 hours/yr)		\$2,459
Personal Convenience (16 hours/yr)		\$410

Total Compensation		\$71,898
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Other Benefits:		
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- Medical and dependent care flexible spending account
- Voluntary Life Insurance
- 457 voluntary defined contribution plan
- Voluntary after-tax contribution (VAC) plan through IMRF
- Wellness programs
- Earn an additional day off each year through our Wellness Day Program
- Health Club Reimbursement (\$150/yr or Four Season Corporate Membership Rates)
- Near site credit union
- Free on campus parking

¹Pension value is determined by earnings history and years of service.

			Min	Mid	Max
Bloomington	Asst to the Mayor	PAY GRADE K	\$44,707.00	\$53,284.00	\$61,861.00

City Manager Form of Government

City	Position?	Title	Pay Information			Reports to	Political Appointment or FTE?
Peoria	Yes	Administrative Assistant	\$39,890.00			Mayor	FTE
E. Peoria	No						
Decatur	No						
Normal	No						
Pekin	No						
Morton	No						
Bolingbrook	No						
Carbondale	No*						

*Carbondale does not currently have a dedicated position directly assisting the Mayor.

Strong Mayor Form of Government

City	Position?	Title	Pay Information			Reports to	Political Appointment or FTE?
Champaign	Yes-shared position	Assistant to the City Manager	\$45,577.00		\$58,193.00		FTE
Springfield	Yes	Executive Asst to the Mayor	\$95,209.00			Mayor	Political Appointment
Urbana	Yes	Administrative Assistant III	\$45,489.00	\$48,172.00	\$60,840.00	Mayor	FTE
		Mayor's Chief of Staff	eliminating position 8/2017				
		(Going to with a City Manager Form of Government)					
Chicago							

Misc Compensation Data

Nationwide Average	\$	44,500.00
Min	\$	34,000.00
Max	\$	53,000.00

Chapter 2 : Section 39 : Same - Powers and Duties Generally.

- A. The Manager shall have and exercise all powers and duties assigned to him by statute and such other authority as may be granted by the City Council. He shall be charged with the enforcement of all laws and ordinances within the municipality insofar as their enforcement is within the powers of the City. He shall exercise all powers conferred by law upon the municipality but not specifically conferred upon any official.
- B. The Manager shall attend all meetings of the City Council, shall keep the Council informed as to the affairs of the City, and shall recommend to the Council such actions as may be necessary or expedient for the welfare of the City.
- C. The City Manager shall supervise the administration of the affairs of the City; make such recommendations to the Council as he may deem necessary; keep the Council advised on the financial condition and future needs of the City; appoint, remove, suspend, and discipline all officers and employees of the administrative departments established by Section 2-29 of this Code (other than those under tenure of office laws), authorized by the City Council to be hired at such compensation as may be set or authorized by the City Council. All employees of departments established by Section 2-29 of this Code shall perform their duties subject to the direction of the City Manager or that of the superior to whom the Manager may assign such employee. The Manager may, however, delegate to any official or employee the authority to hire or discharge any employees so authorized.
- D. All appointive offices of the City established by Section 2-29 of this Code shall be filled by appointment by the Manager, except where otherwise provided by law; and the Manager shall report to the Mayor and Council such appointments, or any removal from office made by him as soon as possible after the appointment or removal.
- E. Every administrative department of the City established under Section 2-29 of this Code and the Office of City Clerk shall be under the supervision and control of the Manager, who shall have the power to remove from office any officer appointed by the Manager. He shall be responsible for the efficient and economical conduct of all such departments.
- F. The City Manger is hereby authorized and directed to assign officers and employees appointed by him to one or more of the departments established in Section 2-29 of the Code and to require such appointive officer or employee to perform duties in two or more of such departments without further authority from the Council.
- G. The City Manager shall also have the powers and duties specifically provided for in Illinois Revised Statutes, 1959, Chapter 24, Paragraph 20-7.

H. The Manager shall examine and report on all proposed contracts to which the City may be a party, and shall sign on behalf of the City any contract authorized by the City Council, excepting where the Council directs that some other officer or officers shall do so. (Ordinance No. 2015-06)

I. It shall be the duty of the Manager to see to it that all terms of any contract to which the City is a party are fully performed by all parties thereto.

J. The Manager shall be general purchasing agent of the City, and except where specific provision to the contrary is made by law or by the Council, he shall make all purchases of construction, repair, maintenance, services, goods, supplies, materials, and equipment authorized by the Council, in the manner prescribed by and subject to the limitations imposed by law. No purchase shall be made or obligation incurred except upon authorization by the Council, and no expense shall be incurred except for purposes for which no prior appropriation is required by law if the amount thereof is not covered by an unexpended appropriation for the purpose. (Ordinance No. 2015-06)

K. It shall be the duty of the Manager to cause to be prepared each year the annual appropriation ordinance in time for consideration and enactment by the Council during the first quarter of the fiscal year; and to prepare the tax levy ordinance for passage and file a certified copy thereof with the County Clerk within the time required by law.

L. He shall keep current accounts of the amounts appropriated and the amounts spent out of each appropriation, showing the unexpended appropriations at all times and shall see that the expenditures do not exceed the amount available for expenditure.

M. It shall be the duty of the Manager to keep current accounts showing at all times the fiscal condition of the City, including the current and anticipated expenses, appropriations, cash on hand, and anticipated revenues of all municipal funds and accounts; and he shall see to the collection of all money due the municipality.

N. The Manager shall keep a current inventory showing all real and personal property of the City and its location and shall be responsible for the care and custody of all such property, including equipment, buildings, parks and all other City property, which is not by law assigned to some other officer or body for care and control.

O. It shall be the duty of the Manager to prepare or cause to be prepared all reports which the City or any department established by Section 2-29 of this Code are required by law to prepare.

P. The Manager shall prepare and have custody of all municipal records required by law to be kept by the City and not by a specific officer.

Q. Where the law requires or provides for certification of any records or documents by any officer of the City, the Manager shall cause such records or documents to be properly prepared and presented to such officer for his signature.

R. The Manager shall cause to be kept a complete set of maps and plats showing the location of all City utilities and other municipal properties, all street and other public places and all lots or parcels of land subdivided according to law.

S. The Manager shall maintain an office in the City Hall and shall spend such time in the performance of his duties as may be required by Council.

T. Whenever the same person serves as the Director of Finance and Treasurer, the City Manager shall consult with the City Council prior to any dismissal of the Director of Finance. (Ordinance No. 1977-31)

U. The Manager shall have the authority to adopt regulations and implement ban notifications as such relate to City property for individuals that commit City Code violations or other criminal activity on City property. Any such banishment shall not exceed 6 months and may be appealed to an administrative hearing officer appointed by the City. A ban may be overturned in the event a conviction or default on the underlying violation is not obtained or if the individual can prove by clear and convincing evidence that the underlying Code Violation or criminal charge was not related to the public health and/or safety of others and therefore banishment from City property furthers no compelling City interest. Absent a threat of violence or individual being out of order, no banishment shall prevent an individual from attending a public meeting on City property. (Ordinance No. 2016-63)

Chapter 2 : Section 42 : Mayor.

- A. The Mayor shall have and exercise all powers and duties assigned to him by statute and such other authority as may be granted by the Council.
- B. The Mayor shall preside at all meetings of the Council, and all ceremonial occasions.
- C. The Mayor shall be recognized as the official head of the City by the courts for the purpose of serving civil process and by the government for all legal purposes.
- D. Except where such matters are subject to a veto, the Mayor shall sign on behalf of the City any document or deed authorized by the Council. (Ordinance No. 2015-06)
- E. The Mayor shall appoint members of any board or commission provided by the statutes of the State of Illinois or in this Code with the approval of the Council.
- F. The Mayor may consult with the Corporation Counsel on matters pertaining to the general provisions of the City ordinances and questions which arise before the City Council.
- G. The Mayor may request reports of the City Manager on matters pertaining to operations of the various departments which shall be made available by the Mayor to all Councilmen of the City.
- H. Whenever the City Council takes formal action on a matter, the effect of which is to direct or cause an ordinance to be drafted implementing such action, such action may, at the election of the Mayor, be considered as an ordinance for purposes of the Mayor's veto power. If the Mayor makes such an election, he shall so state in his veto message to the Council. (Ordinance No. 1982-7)



**SPECIAL SESSION MEETING
AGENDA ITEM NO. 9**

FOR COUNCIL: August 14, 2017

SUBJECT: Establishment of Downtown Development as a division within the Community Development Department.

RECOMMENDATION/MOTION: Discussion only

STRATEGIC PLAN LINK: Goal 6 Prosperous Downtown Bloomington

STRATEGIC PLAN SIGNIFICANCE: 6b. Downtown Vision and Plan used to guide development, redevelopment and investments

BACKGROUND:

The objective of this move would be to better enact recommendations from the Comprehensive Plan, to solidify working partnerships with the City, to establish work plans to facilitate completion of priorities, and to further the City Council's Downtown objectives.

The current DBA Board would continue to serve in an advising role, but the new City division might more appropriately be named Downtown Development Division, but with many of the same functions as the current DBA. The new Downtown Division would become a Division of the Community Development Department.

History: The DBA has had numerous incarnations across the decades, changing and adapting as the City's needs and leadership changed. As Bloomington Unlimited, and then Uniquely Bloomington, this organization received \$200,000 annually from the City of Bloomington. After Uniquely Bloomington was dissolved and reformed as the Uniquely Bloomington Downtown Association (UBDA), City support was adjusted. It has been at \$90,000 annually since 2011. Downtown Bloomington was accepted into the Main Street Program in 2005. The Main Street Program structure, following the Four Points to revitalization established by the National Trust, set the framework for the organizations' current efforts which include beautification, special event programming and communications. See attached Main Street Brochure.

Currently, the DBA is solely responsible for the following Special Events: The Award Winning Farmers' Market, Monthly First Fridays, Art Walks and Loft Tours and Downtown Cruise In. The DBA also assists with the following Special Events: Criterium Bike Race, WGLT Summer Concert, Sunrise Rotary Brats and Bags, and the annual Lincoln's Festival.

As the DBA goes forward in 2017, the focus has returned to Downtown Development and in celebrating the Downtown's prominence as our City Center. There are several prime parcels for

either restoration and repurposing, or brand new development, which could be for a new hotel and conference center, a live/work art space, additional cultural amenities such as a science and industry museum (City Museum in St. Louis was cited as an exciting model), or in more heritage tourism experiences, like an Automobile/Route 66 Museum and eatery. These and many other initiatives would become the focus for this new City Division, such as assisting in the development of the Creativity Center, branding the Downtown as a Cultural District and driving tourism to that district.

Advantages: The new Division, with its working knowledge of and relationships with Downtown stakeholders would provide resources and support within the City organizational structure. In addition, its current staff, with its already established public art and special events programming, could continue to enhance the downtown experience, while enhancing the Downtown environment through department efforts to implement recommendations from both the Strategic Plan and the Comprehensive Plan. Since the adoption of the Strategic Plan in 2013, the DBA has actively pursued completion of what is frequently referred to as “low hanging fruit” on the implementation grid. It established a non-endowment fund through Illinois Prairie Community Foundation to provide resources to enhance the quality of life downtown. The “Friends of Downtown Bloomington Fund” has made it possible for the DBA to add, to date, 7 public art installations, and expand the adopt-a-pot flower program to include tree well gardens, which help create a sense of place in our City Center. In addition, the DBA Executive Director, as a member of the Downtown Traffic Committee meets monthly with City staff to discuss parking concerns, and brainstorm ideas for parking enhancements. The Executive Director also currently co-chairs the Downtown Wayfinding Signage Committee.

The current DBA, in full cooperation with the City’s Public Works Department, has improved downtown trash pick-up, added public recycling centers, and continues to employ Marcfirst to assist with litter management in the downtown. The current DBA, however, struggles with a lack of proper funding. Currently, a significant portion of DBA funding is used to cover fixed operational costs such as rent, utilities and salaries. Given an annual budget of \$90,000, this does not go very far to cover the variety of events funded by the DBA. Relocating to a city owned facility and become a member of City staff would allow for those funds to be used instead for programming, thus allowing for the development of bigger, bolder and better regional activities.

The Downtown Bloomington Association was designated an Illinois Main Street Community since 2005. Since that time, the DBA has been monitoring the progress of the district through the collection of reinvestment numbers. In 2016, property owners invested \$1.1 million in their buildings and nine new businesses opened within the district creating 12 new jobs.

As part of the City, the new Division could also assist the reinvestment numbers grow by assisting with the one-stop shop to streamline the building permit process. This will make it easier for property owners to make improvements to their properties. Additionally, by working with the City’s Economic Development Coordinator the new Division can market available properties more efficiently and assist them in locating in the district. The current DBA Staff already has a work plan full of activities that support and promote the downtown. The Staff of the DBA has unique skill sets that can assist other departments within the City of Bloomington. Once the DBA staff joins the City, some of its duties such as accounting and Human Resource actions will be done by other City Staff thus freeing up the new Division staff to do more things directly related to the

Downtown and the goals set for in the City’s Master Plan. Some of these goals and the hours weekly spent on them are listed below:

Task	Hours/week
Expedite information flow from all City departments to the Downtown business and property owners	3
Remove Downtown work from City staff	2
Become the one stop shop for information pertaining to downtown redevelopment projects	2
Create a town/gown outreach program to better engage campus community and alumni	2
Enhance the further development of the emerging Cultural District and creativity center	2
Improve and maintain accurate databases for residential, businesses and property owners	2
Streamline the Special Event application process and assist with event coordination	1
Assist in recruiting new desirable businesses to fill downtown vacancies	1
Total	15

Disadvantages: As a not for profit, membership based organization, the current DBA is able to provide services to member businesses, such as corporate advertising and marketing. This level of service could be lost. The current DBA is able to give voice for stakeholders who may have priorities that are not in synch with the City’s efforts. The advisory DBA Board would have to work to fill this gap. The Community Development Department budget would have to be increased to allow for two additional staff members and programming. Job descriptions for those two positions are attached here. The FY 2018 Budget would increase by \$182,457 to include two FTE salary and benefits packages, and funds for continued programming. On the positive side of this, however, the City would not have to fund the DBA as it now exist, which is being funded in the FY 2018 budget at \$90,000, of which \$30,000 has been paid for 4 months through August of 2017. Under this new proposal the Downtown Development Division would be funded at \$272,457 less the \$90,000 currently funded, leaving an increase of \$182,457.

Conclusion: Given the advantages, however, staff recommends the creation of a Downtown Development Division as part of the Community Development Department and budget it at \$272,457 annually. And that the two individuals in the current DBA be transferred to the City with no further advertising of these positions. If the Council concurs with this position, an ordinance will brought forward making the necessary changes.

COMMUNITY GROUPS/INTERESTED PERSONS CONTACTED: McLean County Facilities Management and the current DBA Board.

FINANCIAL IMPACT: The budget amendment would include using fund balance to cover the additional cost of \$182,456.78 that would be absorbed in the FY 2018 Budget. Please see the Exhibit 1D for the details of the Proposed Budget Amendment.

COMMUNITY DEVELOPMENT IMPACT: As discussed above.

Link to Comprehensive Plan/Downtown Plan Goals: D-1. Continue to build a healthy Downtown that offers a range of employment, retail, housing, cultural and entertainment opportunities for all.

FUTURE OPERATIONAL COST ASSOCIATED WITH NEW FACILITY

CONSTRUCTION: The new Division would be housed in the three offices facing Washington St. on the Ground floor of the Government Center North end. This move requires the addition of two small partitions and one door.

Respectfully submitted for Council consideration.

Prepared by: Steve Rasmussen, Assistant City Manager

Reviewed by: Nicole Albertson, Director of Human Resources

Financial & budgetary review by: Chris Tomerlin, Budget Analyst
Carla A. Murillo, Budget Manager

Legal review by: Jeffrey R. Jurgens, Corporation Counsel

Recommended by:



David A. Hales
City Manager

Attachments:

- Event and Outreach Coordinator Job Description
- City Staff Manager Job Description
- Proposed Ordinance and Budget Amendment Exhibit
- City Staff Downtown Brochure

Outreach and Events Coordinator

Reports To: Downtown Development Manager

FLSA Status: Exempt

Grade: L

Department: Community Development

Summary: Plans, creates, implements and monitors marketing strategies, messages and campaigns to support the Downtown Development Division (DDD) and its programs. Creates and coordinates production and placement/distribution of a wide variety of promotional materials and mechanisms to maximize visibility, attendance, revenue of the DDD and its events. Works through a variety of media and contacts to create and maintain a positive image for the Downtown Bloomington area regionally and nationally. Manages and coordinates the Downtown Bloomington Farmers' market and other signature events. Work is reviewed under broad policy direction of the Downtown Development Division Manager. This position serves as back up for the Downtown Development Manager in his/her absence.

Essential Functions: Other duties may be assigned. This list may not include all tasks and/or knowledge which may be expected of the employee, nor does it cover all of the specific duties which may be required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Creates and implements both seasonal and individual event marketing plans, budgets and strategies for Downtown Bloomington events.
- Develops and maintains additional revenue streams via corporate event sponsorships, market vendor fees, and other venues, and implements programs to maintain these funding sources.
- Develops and maintains relationships with Downtown Bloomington Businesses and Downtown Property Owners' Association. Provides updates about events and other happenings in the downtown.
- Researches, analyzes, and monitors community demographics in order to capitalize on marketing opportunities and expand the customer base patronizing the Downtown and its special events.
- Serves as staff liaison to civic organizations representing and promoting Downtown Bloomington and its events and programs as directed by the Downtown Development Manager.
- Creates and places all paid advertising, both print and broadcast, for Downtown Bloomington and its events, staying within respective budgets for these items.
- Writes and oversees design and distribution of Downtown Bloomington publications and promotional materials the district and for both seasonal and individual events, as well as communications for print, social, and broadcast media distribution in coordination with the Downtown Development Manager and other areas within the City.
- Plans and coordinates special events to promote Downtown Bloomington and its programs, which includes but is not limited to the Farmers' Market and First Fridays.
- Serves as manager-on-duty at the Farmers' Market to ensure a Downtown Bloomington staff presence at each public event.
- Participates in the hiring process and training of office interns and volunteers.
- Monitors and tracks time and attendance for interns and volunteers.
- Manages all administrative tasks for the DDD including record keeping, project status reporting, meeting agendas, etc.

Qualifications:

1) Education/Experience:

- Bachelor's degree in marketing, communications, public relations, advertising, business administration, agriculture or related field.
- Three to five years of progressively responsible experience in marketing and communication in a non-profit organization.
- Any combination of education, training and experience which provides the required knowledge, skills and abilities to perform the essential functions of the job.

2) General Skill Levels:

- Thorough knowledge of marketing and communications mechanisms used by non-profit operations and the ability to apply that knowledge in integrated, multi-channel promotional efforts.
- A knowledge and passion for downtowns, farmers' markets and local foods.
- Strong and persuasive writing and speaking skills.
- Creativity in the design and use of a variety of media for publicity and promotion and social media campaigns.
- Ability to use word processing, spreadsheet, Internet, e-mail software, and other applications as needed by the department.
- Ability to analyze, organize and plan the needs of seasonal and individual event marketing campaigns.
- Ability to train and supervise volunteers and interns
- Ability to establish and maintain effective working relationships with external agencies and patrons, subordinates, peers and supervisors.
- Ability to exercise sound judgment in evaluating situations and in making decisions.
- Ability to give verbal and written instructions.
- Ability to direct, appraise and discipline staff in a respectful and constructive manner.

3) Certificates and Licenses: Valid Illinois State Driver's License and ability to meet the transportation requirements of the job.

4) Physical Requirements/Working Conditions: Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Requires vision (which may be corrected) to read small print.
- Requires the mobility to stand, stoop, reach, and bend.
- Requires mobility of arms to reach and dexterity of hands to grasp and manipulate small objects.
- Requires the ability to travel throughout the City to its various work locations. Work environments are indoors and outdoors and employees work in a wide variety of conditions.
- Perform lifting, pushing and/or pulling which does not exceed 25 pounds and is an infrequent aspect of the job.

Downtown Development Manager

Reports to: Director of Community Development

FLSA Status: Exempt

Grade: M

Department: Community Development

Summary:

The Downtown Development Manager is responsible for the development, execution, implementation and documentation of Downtown Development Division (DDD) activities for the City of Bloomington. This position works with key internal and external stakeholders throughout the City to determine overall development objectives, action plans and other developmental activities to move key initiatives forward, and has responsibility for project oversight and administration in coordination with the Economic Development Coordinator (EDC). This position enthusiastically and consistently promotes downtown development through various public relations initiatives, works cooperatively and effectively with businesses and property owners and prospective developers, identifies and secures grant funding, and performs all management functions associated with DDD activities.

Essential Functions: Other duties may be assigned. This list may not include all tasks and/or knowledge which may be expected of the employee, nor does it cover all specific duties which may be required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Serves as the primary DDD liaison with the general public, developers, retailers, and property owners.
- Manages the City's efforts at business retention in the Downtown Bloomington area and develops initiatives to attract new and desirable retail businesses and office employers to the Downtown area in coordination with the EDC.
- Works directly with the Community Development Director to provide current and future growth strategy recommendations to the Deputy City Manager regarding policy matters and implementation strategies pertaining to Downtown redevelopment.
- Establishes and maintains effective working relationships with persons and groups directly and indirectly involved with Downtown development.
- Coordinates with the McLean County Chamber of Commerce, Economic Development Council, the Bloomington-Normal Convention and Visitors Bureau, the Downtown Bloomington Association, Downtown Property Owner's Association and surrounding area, to promote Downtown Bloomington as a destination for shoppers and tourists.
- Communicates both public and private construction/development activities occurring Downtown.
- Coordinates projects, activities, and special events with the Downtown Bloomington Association (DBA), Downtown Property Owner's Association, the City of Bloomington, and the public.
- Works closely with local lending institutions to assist developers, businesses, and other investors in financing private projects in the Downtown and surrounding areas.
- Administers the DDD Budget. Develops and maintains the overall budget and maintains oversight of individual projects within.
- Develops and conducts ongoing public awareness and education programs designed to create appreciation and awareness of the Downtown and its goals and objectives.
- Writes, edits, and publishes website materials, informational brochures, information packets, newsletters, for Downtown Development.

- Coordinates beautification initiatives for the Downtown area in collaboration with the Parks & Recreation Department.
- Serves on various committees as appropriate.
- Encourages a cooperative climate with other Downtown or community organizations.
- Creates and manages marketing initiatives designed to attract patrons to Downtown Bloomington in coordination with the EDC.
- Supervises part-time or temporary staff members and student interns assigned to work on Downtown activities.
- May work closely with a variety of consultants assisting the City with retail marketing, advertising, and way finding.
- Coordinates the pursuit of various grants, both private and public.
- Insures the DDD abides by all applicable federal, state, and local laws and regulations, while maintaining associated records and reporting procedures.

Qualifications:

1) Education/Experience:

- Bachelor's degree from an accredited college or university in Public Administration, Urban Planning, Business Administration, Marketing, Commercial Real Estate or a related field. A Master's degree in one or more of the fields listed above preferred.
- Three to five years of progressively responsible experience in the field of economic development, marketing, small business development and/or redevelopment and record of significant achievement in these areas.
- Any combination of education, training and experience which provides the required knowledge, skills and abilities to perform the essential functions of the job.
- Municipal government experience preferred.

2) General Skill Levels:

- Considerable knowledge, skill and experience in one or more of the following areas; public relations, economic development, small business development, and marketing as they relate to the revitalization of a municipality's business district.
- Ability to establish and maintain positive interpersonal relationships with elected officials, City staff, developers, civic and business leaders, property owners, small business owners, fellow employees, local media representatives, and individuals of diverse socio-economic and ethnic backgrounds and the general public.
- Ability to follow a prescribed management philosophy that is input oriented and values creative problem solving in the context of an organization that values service, people, integrity, responsibility, innovation and teamwork.
- Ability to complete a variety of diverse project goals in a very fast paced and changing environment.
- Effective verbal and written communication skills, including the ability to make effective public presentations and to represent the City to local, state and national media on matters pertaining to Downtown redevelopment.
- Considerable skill in the use of personal computers, Microsoft Office Suite and the ability to create interesting and effective brochures, packets, newsletters and website material.
- Ability to provide positive customer service and the ability to work positively as part of the City of Bloomington's management team.

3) Certificates and Licenses: Valid Illinois State Driver's License and ability to meet the transportation requirements of the job.

4) Physical Requirements/Working Conditions. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Requires vision (which may be corrected) to read small print.
- Requires the mobility to stand, stoop, reach, and bend.
- Requires mobility of arms to reach and dexterity of hands to grasp and manipulate small objects.
- Requires the ability to travel throughout the City to its various work locations. Work environments are indoors and outdoors and employees work in a wide variety of conditions.
- Perform lifting, pushing and/or pulling which does not exceed 25 pounds and is an infrequent aspect of the job.

DRAFT

FY 2018 Budget Amendment-Exhibit 1D

Account #	Fund	Account Description	Partial Cost for FY 2018	Comments	Full Cost for FY 2019
10010010-40000	General	Use of Fund Balance	\$ (204,304.85)		N/A
		TOTAL TRANSFER OUT FROM GENERAL FUND:	\$ (204,304.85)		
10015440-61100	General - Community Development	Fulltime salary	\$ 66,241.32	2 positions/based on 8 months	\$ 99,362.00
10015440-62108	General - Community Development	BCBS - employee plus 1	\$ 17,702.24	2 positions/based on 8 months	\$ 26,553.36
10015440-62100	General - Community Development	Dental - employee plus 1	\$ 683.84	2 positions/based on 8 months	\$ 1,025.76
10015440-62102	General - Community Development	Vision - employee plus 1	\$ 116.80	2 positions/based on 8 months	\$ 175.20
10015440-62110	General - Community Development	Group Life (\$50,000)	\$ 428.00	2 positions/based on 8 months	\$ 642.00
10015440-62120	General - Community Development	IMRF Pension (City Contribution)	\$ 8,465.65	2 positions/based on 8 months	\$ 12,698.46
10015440-70615	General - Community Development	Sponsorship Expenses - Farmers Market	\$ 36,000.00		\$ 36,000.00
10015440-70615	General - Community Development	Sponsorship Expenses - First Fridays	\$ 10,000.00		\$ 10,000.00
10015440-70615	General - Community Development	Sponsorship Expenses - Additional Festivals/Events	\$ 36,000.00		\$ 36,000.00
10015440-70610	General - Community Development	Advertising	\$ 20,000.00	Based on 8 months	\$ 30,000.00
10015440-70410	General - Community Development	Janitorial Services	\$ 8,667.00	Based on 8 months	\$ 15,000.00
		TOTAL TRANSFER IN:	\$ 204,304.85		\$ 267,456.78
		Net Transaction:	\$ -		

What can I do?

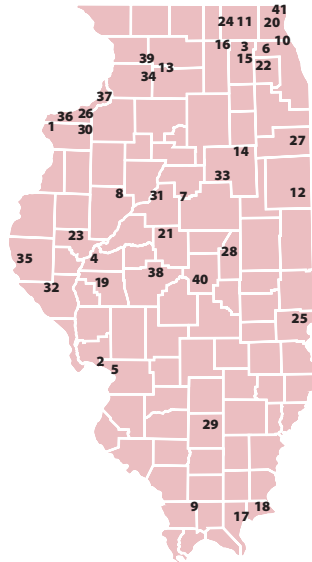
If your community does not have a Main Street program and you would like to learn more, visit the National Main Street Center website at www.preservationnation.org/main-street. If your community has a Main Street program, contact your local organization to:

- Learn about volunteer opportunities
- Find local programs that assist businesses
- See events and promotions coming to your downtown
- Support your local program with a donation



Communities

- | | |
|------------------------|-----------------|
| 1 Aledo | 22 Lombard |
| 2 Alton | 23 Macomb |
| 3 Batavia | 24 Marengo |
| 4 Beardstown | 25 Marshall |
| 5 Belleville | 26 Moline |
| 6 Berwyn | 27 Mokenca |
| 7 Bloomington | 28 Monticello |
| 8 Canton | 29 Mt. Vernon |
| 9 Carbondale | 30 Orion |
| 10 Chicago-Six Corners | 31 Pekin |
| 11 Crystal Lake | 32 Pittsfield |
| 12 Danville | 33 Pontiac |
| 13 Dixon | 34 Prophetstown |
| 14 Dwight | 35 Quincy |
| 15 Elgin | 36 Rock Island |
| 16 Genoa | 37 Silvis |
| 17 Golconda | 38 Springfield |
| 18 Hardin County | 39 Sterling |
| 19 Jacksonville | 40 Taylorville |
| 20 Libertyville | 41 Waukegan |
| 21 Lincoln | |



For more information contact:



ILLINOIS
MAIN STREET



State of Illinois
Office of the Lt. Governor
DEPARTMENT OF COMMERCE
AND ECONOMIC OPPORTUNITY

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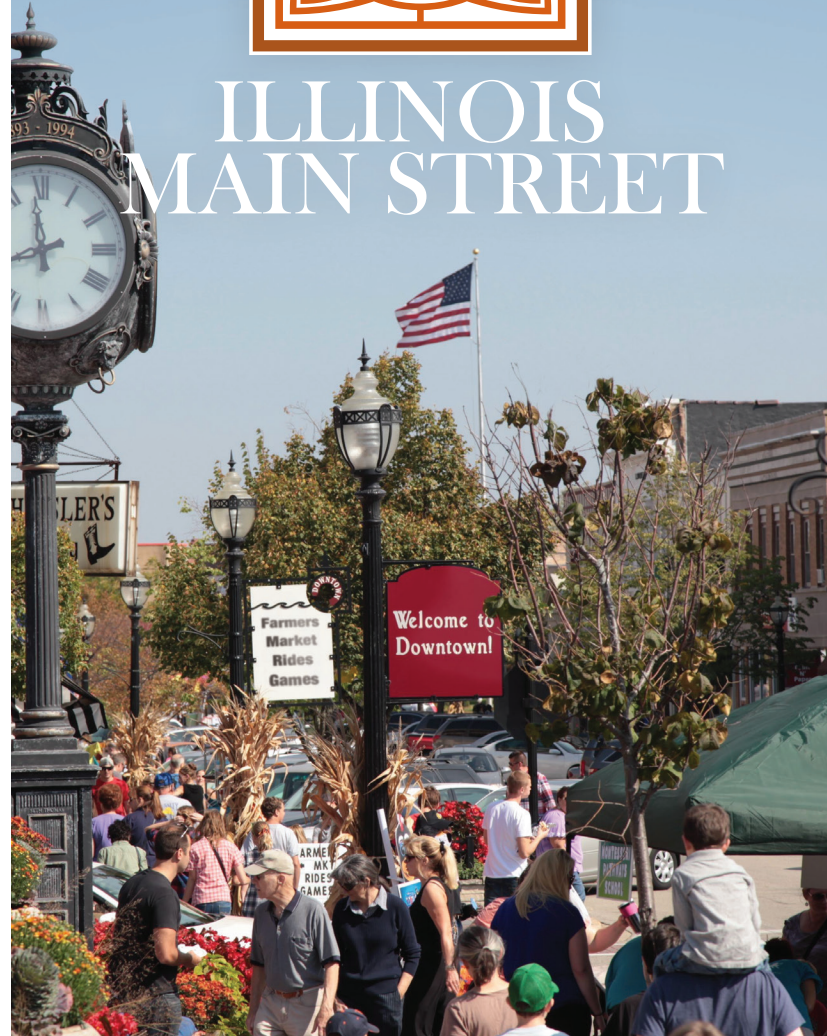
illinoismainstreet.niu.edu



ILLINOIS HISTORIC
Preservation
AGENCY



ILLINOIS MAIN STREET



Your Downtown is Important

You can help revitalize it!

illinoismainstreet.org



What is the Main Street Approach®?

The Main Street Program was developed by the National Trust for Historic Preservation to help revitalize traditional downtowns and neighborhood commercial centers. Each state has their own Main Street coordinating program. Illinois Main Street is the coordinating program for Illinois. It was founded in 1993 and serves 41 local Main Street organizations.

A Main Street program is a grassroots, volunteer-driven non-profit business. A professional executive director and a volunteer board manage the program and help volunteers carry out the projects. It is based on the belief that successful downtown revitalization takes into account all aspects of downtown. This is called the **Main Street Four-Point Approach®**. Its volunteers are mobilized through committees or teams that reflect the 4 points. Here is what each committee does:

- 1. Design**—Enhances downtown’s physical environment so it is an attractive place to work, visit and live.
- 2. Promotion**—Showcases downtown by leveraging its unique history, culture, architecture and businesses to attract visitors, customers and residents.
- 3. Economic Restructuring**—Attracts new entrepreneurs and helps existing businesses grow by responding to present and future economic opportunities.
- 4. Organization**—Engages and educates the community on the importance of downtown, and ensures that the local Main Street program is adequately funded, staffed and efficiently managed.

Why is downtown important?

Downtown is your community’s most visible indicator of its heritage, pride and economic vitality. It can be an asset or a liability in recruiting new residents, new businesses and industries, retirees, tourists, and others to your community, and in retaining those you already have. The Main Street Approach is a downtown revitalization tool that encourages forward-thinking economic development and historic preservation so this unique community asset and legacy can be passed on to future generations.



Does Main Street Work?

In 2013, Illinois Main Street downtowns gained:

