

**THE CITY OF FAIRVIEW HEIGHTS
BUSINESS ALLIANCE COMMISSION (BAC)
TUESDAY MAY 1, 2018 – 1:30 p.m.
Meeting Room A
10025 Bunkum Road, Fairview Heights, IL**

Committee Members in attendance – Chuck Daily, Bill Poletti, Robert Triplett, Don Barkley, Samantha Carter and Richard Avdoian

Committee Members absent – Charles Kassly, Michael Hagen and Van Johnson

Other Aldermen and Elected Officials in attendance – Pat Baeske

Staff in attendance – Paul Ellis & Alaysia Mitchell

Recorder – Alaysia Mitchell

Public Participation

Illinois South Tourism Bureau: Jon Weaving & Dan Krankeola
Randy Pierce: Fairview Heights Tribune

Approval of Minutes

Corrections to the minutes were requested by Robert Triplett and Don Barkley to reflect their presence. Bill Poletti requested a correction be made which lists him as a committee member as opposed to an Alderman in attendance. Motion made by Charles Daily to approve corrections to the March 27, 2018 minutes. Motion was seconded by Alderman Poletti to approve the March 27, 2018 minutes. The motion carried by voice vote and was unanimous.

New Member Introduction

Commission introduced Richard Avdoian as a new BAC member.

Illinois South Tourism Bureau Presentation

Jon Weaving and Dan Krankeola gave an extensive overview of the services provided to the City through its membership with the Illinois South Tourism Bureau. Presentation included conversations on digital advertising, City membership level, the City's influence on the Tourism Booklet design, tourism focused content and decision-making authorities, features in next month's issue, as well as possible billboard advertising.

Economic Development Director's Report

1. Next Steps for Tourism
 - a. After meeting with local Hotel/Motel Managers, the Director found that each of the managers have a different marketing plan in regards to tourism. The Director will begin to plan meetings for the month of June.
 - b. Commission discussed ways to improve marketing and reach audiences in order to boost tourism.
2. Preview of May 8 ULI Technical Assistance Program

- a. ULI representatives will present recommendations for Fairview Heights on May 16th, 2018 at the Community Committee meeting.
 - b. A written report will be provided by mid-summer.
 - c. Commission discussed the need for a convention center to bring small conventions to the City.
3. Preview of Marketing at RECON
- a. Director will be attending to speak with retailers and property owners.
 - b. Director will report back from RECON on May 20th, 2018.
- Small Business Week will have a Proclamation at City Council Meeting on May 1, 2018 at 7pm.
 - Fairview Heights City Centre has been sold to Select Strategies headquartered in Cincinnati.
 - Director has been in contact with a developer from Kansas City who is looking at an entertainment project to bring to the City
 - Director is researching a new incentive called Property Assessed Clean Energy (PACE) the government is looking for municipalities to try out the incentive. Director is exploring whether or not this incentive would be beneficial to the City.
 - The Director received a great response from the community from the Business Incentive Camp with three different projects in the works for people and companies wanting incentives.
 - Streetscape Phase I began on May 7th and Phase II planning will begin soon. Commission held discussion about the beautification efforts that the Streetscape Project will bring to the City including roundabouts, bus stops and restrictions from IDOT.
 - The City's purchase of the former professional office building at 1035 Lincoln Trail at Bunkum Road was expected to be approved by Council for City use.

Monthly Sales Tax Report

Mr. Ellis stated the City is struggling with Sales Tax. Mr. Ellis asked the Finance Director to evaluate the Sales Tax over the last five years. This report concluded that over the last five years the Sales Tax has decreased by about thirty-two (32) percent. Mr. Ellis stated that the decrease occurred for three (3) main reasons;

- (1) Brick and Mortar retail sales declining due to online sales
- (2) Newly established retail in neighboring areas
- (3) The incredible amount of time it takes to sign a contract with vacancies

Projected Sales from newly opened establishments within the City such as Ruler Foods, Dick's Sporting Goods and HH Gregg took longer than originally expected. The commission discussed issues with some REITs and big retailers not having the City's best interest in mind as a contribution to decreasing sales. The commission also discussed the increasing interest in companies which would like to purchase the ToysR'Us Space. Mr. Ellis asserted that the last buyout failed.

Other Discussions

The commission discussed the possibilities of what O'Fallon will do with Auffenberg, what the private owner will do and the real estate cost related.

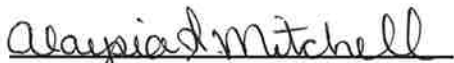
Mr. Avdoian asked what is happening with Costco. Mr. Ellis responded that the establishment wanted to have three locations in Saint Louis before crossing the river into Illinois and he is hoping to speak with Costco representatives at RECON. Mr. Ellis mentioned that Costco is looking to purchase a "clean site" and that they do not wish to wait, they would like a property that is ready. Mr. Ellis stated a decision will probably be made in the next three years as to what location Costco will choose.

Commission introduced themselves to the newest Business Alliance Commission member, Mr. Richard Avdoian. Mr. Avdoian announced the Southwestern Illinois Business Expo which was hosted on May 2, 2018 at the Four Points by Sheraton. The events were listed on the website sbwswil.org

Next meeting will be held Tuesday, June 19th, 2018 at 1:30 p.m. in Meeting Room "A" at City Hall.

Adjournment 3:00 p.m.

Submitted By:


Recorder