



Village of Mahomet

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MAHOMET COMMUNITY ECONOMIC DEVELOPMENT COMMISSION

July 26, 2016

Village Administrative Office Building: 503 E. MAIN ST.
7:00 A.M.

AGENDA

CALL TO ORDER

ROLL CALL

PUBLIC COMMENT

The Commission welcomes your input. You may address the Commission by completing the information requested on the sign in/oath sheet before the meeting. You may address the Commission at this time on items that are not on the agenda. Please state your name and address for the record. Please limit your comments to five minutes or less.

INTRODUCTION OF NEW COMMISSION MEMBERS

- a. Bill Peithmann, Nathan Mills, & Darwyn Boston

APPROVAL OF MINUTES (TO BE ACTED UPON)

- a. APRIL 26, 2016

DISCUSSION ITEMS (NO ACTION)

- a. SANGAMON RIVER MUSIC FESTIVAL
- b. INFRASTRUCTURE PROJECTS
- c. UPDATES ON ECONOMIC DEVELOPMENT RELATED ACTIVITY
- d. SBDC BUSINESS WORKSHOP
- e. www.choosemahomet.com WENT LIVE IN MAY
- f. ECONOMIC DEVELOPMENT ROUNDTABLE – PLANNING NEXT EVENT
- g. ICSC RECON UPDATE

COMMISSIONER COMMENTS AND QUESTIONS

ADJOURNMENT

Next Meeting Scheduled for OCTOBER 25, 2016 7:00 A.M.



MAHOMET AREA COMMUNITY ECONOMIC DEVELOPMENT COMMISSION
MEETING MINUTES

The Mahomet Area Community Economic Development Commission meeting was scheduled for April 26, 2015 at 7:00 a.m.

CALL TO ORDER at 7:00 a.m.

MEMBERS PRESENT: Bud Parkhill, Mark Kesler, Dan Becker, Brooks Marsh, Ryan Heiser, and Andy Sievers

MEMBERS ABSENT: Cameron Moore (resigned)

OTHERS PRESENT: Village Administrator Patrick Brown; Community Development Director/Planner Kelly Pfeifer; and from Farnsworth Group, Scott Burge and Matt Davidson.

APPROVAL OF MINUTES:

Becker entertained a motion to approve the minutes from the last three meetings as distributed by email and published with the agenda. Kessler moved the same, second by Parkhill. Upon voice vote, all yes. Motion approved.

A. WEBSITE REVIEW

Pfeifer said the website will be addressed www.choosemahomet.com and is complete. She requested members to review, offer opinions and recommend additions as they had time. She walked them through some features of and areas of the site.

Kessler asked if there was a schedule for updating. Pfeifer indicated it would be done on the fly and as needed.

Brown indicated that though this is going live, we doubt it will get 1000 hits in the first month so it gives us polishing time.

B. BUDGET

Brown said that the budget being presented meets policies and includes funding for a planner. He said that EDC is funded similarly as in past years. Our memberships to various chambers, RPC, CCEDC and ICSC are included. He said that the ICSC includes travel expenses to attend the large retailers conference in Las Vegas. He is not sure how productive it is without appointments set up. There is money for three (3) entrance signs – there isn't room for it on 150 eastbound on the west side of town. Events are funded. We increased direct monetary support for Riverfest but we support it with our police and streets departments heavily.

EDC is at \$106K. Last year we did not spend all of the budgeted amount so much is carried over. Becker wondered if we could develop a pie chart of where money goes.

Becker asked why there is gap analysis funding of \$2000 with RPC and if he could just do a report from STBC. Pfeifer indicated a data dump would be great. They also provided, back in 2012, the actual analysis and summary that we can use online.

Brown reviewed the appointments for EDC. There is a limit of consecutive years but after a year or so off, a member could be appointed again. He said he had forwarded some names to the Mayor. New members would be attending the July meeting. He recognized that some current members have served for a very long time and contributed significantly to the group.

C. UPDATES ON ECONOMIC DEVELOPMENT ACTIVITIES

Brown indicated that two people were in the audience and invited them to introduce themselves. Matt Davidson Farnsworth Group indicated his background and said he goes to a lot of meetings in communities and he commends this EDC for investing this money in these activities and the involvement via Patrick and the Mayor in state and political affairs. He also commended the group for its efforts on the website.

Brown said that he and Matt went to a recent event of Rural Community Economic Development Conference. He said it was very valuable and Pfeifer would go next year as well. It helped confirm we were heading the right direction with the website. One of the takeaways was by an author of EDC, he said that a lot of groups set wrong expectations. You cannot create jobs for example. If you set that as an expectation, the group fails. When we redo our ED plan, we will keep some of the takeaways in mind. It will be narrower than the last one. It needs to set proper and reasonable expectations. He also emphasized the time. He said it can take at least three years from the first contact with an interested party.

Met with a large landowner about his plans for the area and Atkins group because of their land holdings southeast of the school campus. We want to keep in touch with them related to their plans and ideas.

Kessler said he noticed that the lot north of McDonald's was being listed and he wondered about the potential for a hotel. Brown indicated that market was saturated. Kessler asked if a travel center were a potential north of I-74. Parkhill indicated that yes, there have been inquiries.

Brown indicated that we will continue to lobby for money for the southern bypass project that takes Country Ridge over the railroad to Prairieview Road. It is a long shot but it's important and we will continue to push for this and the first real push is through the Champaign County First. Gradually it will build out anyway as those lands develop.

Pfeifer said that our role is critical to make sure the street and circulation plan is realized but that we think about how the location will impact the development potential of adjacent lands. For instance, if a parallel roadways is too close to another, the parcels may be too shallow for many uses. She used Patton Drive as an example. Also, developers usually need to develop on both sides of any roadways to help pay for the construction. Improper placement can increase costs,

reduce revenue and dissuade development. The circulation network is challenging and critical in that area to efficient and effective development. So, though it isn't business recruitment it is economic development Pfeifer said.

Kessler asked if there was any movement on the BP lot. Pfeifer indicated that she believes people are spreading incorrect information about other properties to buy themselves time to capitalize on opportunities themselves. She hears that one property owner continues to say that the Village said that a potential business could not develop on his site due to setbacks. Pfeifer indicated that no one discussed that property or its development potential with her. So, is the perpetuation of that Village being against development is counterproductive to development and the motivations to perpetuate false information are suspect. She also knows that third parties are perpetuating information on what a person wants to sell his or her property for. No one except an owner can say what sale or lease situation/offer would be acceptable. Perpetuating the notion that most have extremely high per square foot values can dissuade site selectors from considering any land in our area. It can also make someone's property seem like a "good deal" by comparison. She stated she just wanted to caution the group to be suspect of information from third parties and understand another reason why little may be happening on vacant parcels. Brown said that he hears a lot of rumors.

Pfeifer stated that both she and Brown felt that local owners need to be educated in the various aspects of commercial development – what criteria site selector use, the financials behind developing land, various structures for "deals" versus the standard sale such as how you would sell a house.

The group discussed bringing together another session like the developer's forum held last June. Kessler and Heiser secured the library and wanted to know whether the group wanted to host another session. Pfeifer indicated that she believed a smaller more focused topic and audience was the next step. She requested agenda ideas before deciding her opinion on whether to push it quickly for that date. Sievers said that it would be great to bring in experts on various topics to speak. And he envisioned break out groups.

Parkhill said he heard the phrase "economic gardening" recently -to work with local people versus trying to bring in outside companies. Brown said it is easier to find locals with ties here. Parkhill also said that he spoke to the chair of the Champaign County Economic Development Commission who is very focused on infill. Pfeifer said that Village plans and policies always encourage infill yet large sites are only located in East Mahomet.

Kessler indicated that south Neil in Champaign is very impressive and how the land in front of the railroad is now being used. He knows that Champaign's proximity is a challenge. Kessler said it took much of his life before anything happened so it took a very long time.

Due to time and seeing no further commissioner comments. Becker requested a motion and second to adjourn. Parkhill motioned seconded by Sievers to adjourn. Voice vote to adjourn. All yes. 8:10 a.m.

Respectfully,

Kelly Pfeifer, Village Planner