

Committee Members:

Charles Daily
Bill Poletti
Don Barkley
Robert Triplett
Charles Kassly
Michael Hagen
Samantha Carter
Richard Avdoian
Van Johnson

AGENDA

**CITY OF FAIRVIEW HEIGHTS
BUSINESS ALLIANCE COMMISSION
TUESDAY, APRIL 21, 2020 – 1:30 P.M.**

**Remotely/can be accessed via conference call by calling
Phone Number: 1-650-215-5226 Access Code: 142 685 559**

1. CALL TO ORDER
2. [APPROVAL OF FEBRUARY 18, 2020 MINUTES](#)
3. CITIZENS' COMMENTS
4. [ECONOMIC DEVELOPMENT - DIRECTOR'S REPORT](#)
5. [MONTHLY REVENUE REPORT](#)
 - a. April 1% Sales Tax report
6. SET NEXT MEETING - TUESDAY, MAY 19, 2020
7. ADJOURN

**THE CITY OF FAIRVIEW HEIGHTS
BUSINESS ALLIANCE COMMISSION (BAC)
Tuesday, February 18, 2020 – 1:30 p.m.
Meeting Room A
10025 Bunkum Road, Fairview Heights, IL**

Committee Members in attendance – Charles Daily, Richard Avdoian, Don Barkley, Bill Poletti, and Van Johnson

Committee Members absent – Robert Triplett, Samantha Carter, Charles Kassly, Michael Hagen, and Samantha Carter.

Other Aldermen and Elected Officials in attendance – None

Staff in attendance – Paul Ellis, Andrea Riganti

Call to Order

Charles Daily called the meeting to order at 1:37 p.m.

Public Participation

none

Approval of Minutes Don Barkley made a motion approve the January 21, 2020 minutes. Seconded by Richard Avdoian. Motion passed on voice.

Economic Development Director's Report

Presented by Paul Ellis

- Paul passed out the Economic Development Strategy Final Draft. The recommendations are located on the last few pages.
- They have come up with Metric for the City Dashboard to pull in all of the revenue numbers.
- Bill Poletti commented that a large benefit of the study is that it will update numbers on demographics that can be used to promote Fairview Heights.
- Council will be voting on the ordinance tonight that will direct the Economic Development of the City.
- Paul distributed the new **All In** flyer regarding the new app. It is a free program and there are rewards in the app. This will help pinpoint the traffic patterns of shoppers, where people come from so we know where to market the city. The app currently offers specials to many local businesses and videos are being created to showcase some Fairview Heights restaurants and retail stores. Rich expressed concern that it may leak out of the city, but Bill assured him that it is being heavily monitored to only allow Fairview Heights businesses.
- Goals of the program: to build sales per square foot and build Fairview Heights' reputation as a shopping destination. When customers sign up, personal

information is kept private, however the aggregate data is kept. This info will help attract new business.

- A developer is looking at exit 12, this process is slowly progressing.
- Retailer was buying the Babies R Us store but it was marketed as larger than 32K sq. ft. but was actually only 22K sq. ft., which was too small. The retailer wants to find another location in Fairview Heights.
- Business Assistance Program – will hopefully have recommendations on the changes at next month's meeting.
- Namdar Realty bought Fairview Heights Plaza (Gordman's, Urban Air, etc.) Was in receivership, Namdar bought it, but they have a history of not managing properties very well. Paul is building a relationship with them to try to prevent that from happening.
- Bi-State Development is working to have some pop-up retail at their metro locations. 700 people a day park at the Fairview Heights metro location. A conversation followed regarding whether or not the committee found that to be a viable pop-up location.
- Paul distributed the World Wide Technology Raceway fan guides. We have a partnership with the tourism bureau and have placed an ad in the fan guide. They will be starting NASCAR events this year so we are hoping to bring in that traffic. Richard noted that having hotels at the top of the ad would make it more noticeable.
- Sales tax has gone down, slightly, but the sales per square foot has gone up. Paul's retail projects include:
 - Boston Market – possible insolvency
 - Pier 1 – closing some store, we don't know the future of our location
 - STAGE – bankruptcy, Gordman's will be closing
 - Macy's – cutting 1/5 of real estate, including 2nd headquarters and real estate in Silicon Valley. The Macy's here is doing very well.

Monthly Revenue Reports

Director Ellis presented the sales tax report. The City is down -3.6%, or -\$23,944.50, and year to date is down -1.8%, or -\$85,545.76.

Land Use and Development Director's Report

Presented by Andrea Riganti

- She and Paul are working on revising the Business Assistance Program and are looking at other areas to utilize TIF funds.
- Working with property owners for annexation.
- Fountains residential expansion has begun. Phase I is single family homes, Phase II will be villas.
- A vacant building registration form is in the preliminary stages.
- Cannabis – Planning Committee will determine where and what districts to allow. Currently it is only allowed in Industrial Zoned areas. Will go to the Community Committee first, then will be presented for approval by the Council, possibly in March.

- The council determined we would allow one cannabis business in the city. The next meeting is scheduled for March 17, 2020, at 1:30 p.m.

A motion to adjourn was made by Richard Avdoian and seconded by Van Johnson.

Adjourned at 2:41 p.m.

Submitted By: Wendi Gorney

Recorder

Strategy

A. Take Action

- a. Reached out to business owners and managers, property owners by phone, email, and social media
- b. Provided information about federal, state and regional business assistance programs through the City's website and targeted emails
- c. Assisted multiple local businesses to find assistance programs, to complete applications and/or to connect with the best available agency
- d. Worked with the Mid America Workforce Investment Board to post job openings and to market them more broadly across the community
- e. Worked with the Metro East Regional Chamber to sponsor a conference call with information regarding business assistance programs
- f. Participated in the national "Takeout Tuesday" campaign to promote buying from local restaurants

B. Build Your Brand

- a. Modifying the "All In Fairview Heights" campaign to assist with efforts to stabilize the local economy and help small businesses survive
- b. Continuing to market to brokers, developers and property owners via phone, email and social media
- c. Increase the City's outreach locally through digital channels (as more business activity inevitably moves online)
- d. Increasing Fairview Heights' visibility through consolidated messaging and deployment of new venues

C. Look for Opportunities

- a. Assist commercial real estate brokers and property owners in attracting and securing new retail tenants, including:
 1. Welcoming new retail tenants to Fairview City Centre and Lincoln Place (replacing vacancies with higher volume stores)
 2. Working with owners of Lincoln Place to develop a new site for additional retail uses
 3. Continuing efforts to secure the right location for an ongoing development project
 4. Continuing exploration of redevelopment potential for both Fairview Heights Plaza and the Marketplace Center
 5. Intermediate range planning for a potential new big box user (interest has just become evident in the past few weeks)
- b. Build upon current cooperative efforts to increase communication and coordination among and between property owners
- c. Partner with the Mid America Workforce Investment Board (MAWIB) to set up a Retail & Hospitality Training Program that will effectively meet re-training needs (e.g., especially digital communications and best health practices)
- d. Re-introduce a reconfigured Business Assistance Program
- e. With regional partners, launch the Metro East Business Incubator (MEBI)—first online, then via brick-and-mortar location(s)

**CITY OF FAIRVIEW HEIGHTS, IL
SALES TAX REPORT
State 1% Municipal Tax Portion**

DISTRIBUTION MONTH	MAY 2013 - APRIL 2014	MAY 2014 - APRIL 2015	MAY 2015 - APRIL 2016	MAY 2016 - APRIL 2017	MAY 2017 - APRIL 2018	MAY 2018 - APRIL 2019	MAY 2019 - APRIL 2020	% CHANGE	CHANGE IN DOLLARS
MAY	\$ 601,011.50	\$ 584,713.94	\$ 586,147.75	\$ 632,285.33	\$ 571,553.40	\$ 553,114.13	\$ 490,116.91	-11.4%	\$ (62,997.22)
JUN	655,667.46	647,401.33	708,268.15	696,077.63	677,065.69	676,704.83	654,604.36	-3.3%	\$ (22,100.47)
JUL	574,119.26	578,345.95	563,612.88	576,220.16	599,877.49	555,320.85	572,195.98	3.0%	\$ 16,875.13
AUG	586,795.92	593,876.18	607,839.70	608,444.47	600,057.37	607,357.54	585,032.16	-3.7%	\$ (22,325.38)
SEP	610,055.28	579,381.42	653,462.36	679,234.60	613,965.54	623,578.60	610,349.55	-2.1%	\$ (13,229.05)
OCT	554,178.50	550,782.54	573,059.41	572,368.09	476,801.05	540,557.44	562,791.28	4.1%	\$ 22,233.84
NOV	574,589.49	579,500.49	642,921.78	599,121.43	575,354.24	570,594.16	561,747.98	-1.6%	\$ (8,846.18)
DEC	468,313.25	588,998.17	626,164.49	612,305.99	581,474.30	577,677.65	585,185.60	1.3%	\$ 7,507.95
JAN	589,088.14	580,475.99	627,103.06	570,540.96	564,056.46	560,273.13	581,553.25	3.8%	\$ 21,280.12
FEB	687,960.48	680,833.91	695,015.32	678,820.57	672,397.54	668,036.72	644,092.22	-3.6%	\$ (23,944.50)
MAR	969,659.49	1,028,593.77	1,041,010.81	974,290.59	935,340.51	870,591.30	865,433.15	-0.6%	\$ (5,158.15)
APR	458,225.94	528,428.24	519,339.92	488,717.27	528,625.80	457,194.13	482,774.60	5.6%	\$ 25,580.47
YTD TOTAL	\$ 7,329,664.71	\$ 7,521,331.93	\$ 7,843,945.63	\$ 7,688,427.09	\$ 7,396,569.39	\$ 7,261,000.48	\$ 7,195,877.04		\$ (65,123.44)
YTD CHANGE	-6.7%	2.6%	4.3%	-2.0%	-3.8%	-1.8%	-0.9%		
MONTHLY AVG	\$ 610,805.39	\$ 626,777.66	\$ 653,662.14	\$ 640,702.26	\$ 616,380.78	\$ 605,083.37			