AGENDA
COMMUNITY COMMITTEE
January 22, 2020 – 7:00 p.m.
Council Chambers
Fairview Heights City Hall
10025 Bunkum Road

Public Participation
Approval of Minutes - December 18, 2019

Development
Alderman Bill Poletti, Chairman

1. Update from The Fource on Branding Campaign
2. Final Review of Recommendations from Economic Dev. Strategy
3. Director’s Report
4. Sales Tax Collections – October (received in January)

Planning
Alderman Harry Zimmerman, Chairman

1. Director’s Report
2. St. Clair County Transit District – Proposed Bike Trail System

Parks & Recreation
Alderman Brenda Wagner, Chairman

1. Director’s Report – Review and Discussion of items in the Director’s Report
COMMUNITY COMMITTEE MINUTES  
Wednesday, December 18, 2019 – 7:00 p.m.  
City Council Chambers  
10025 Bunkum Road, Fairview Heights, IL

Committee Members in attendance – Frank Menn, Ryan Vickers, Brenda Wagner, Harry Zimmerman, Bill Poletti

Committee Members absent – Mayor Mark Kupsky, Ex-officio

Other Aldermen and Elected Official in attendance – Anthony LeFlore, Pat Baeske, Josh Frawley, Pat Peck

Staff in attendance - Parks and Recreation Director Angela Beaston, Economic Development Director Paul Ellis, Land Use and Development Director Andrea Riganti, City Attorney Andrew Hoerner, Lt. David Kitley

Public Participation – None.

Approval of November 20, 2019
Motion and second to approve said minutes were made by Committee Members Harry Zimmerman/Ryan Vickers. Motion carried.

Parks & Recreation Committee
Alderman Brenda Wagner, Chairman

Parks and Recreation Director’s Report
Director Beaston presented the Director’s written report to Committee for review. There were no questions.

Planning Committee
Alderman Harry Zimmerman, Chairman

Land Use & Development Director’s Report
Director Riganti presented the Director’s report to Committee for review. There were no questions.

Variance for 9800 St. Clair Avenue
Director Riganti briefed Committee on Zoning Board of Appeals case ZBA-03-19, an Area Bulk Variance to allow an accessory structure at 9800 St. Clair Avenue, located in the “C” Conservation District, to exceed the square footage of the principal structure.

Motion and second to recommend to City Council approval of case ZBA-03-19, an Area Bulk Variance to allow an accessory structure at 9800 St. Clair Avenue, located in the “C” Conservation District, to exceed the square footage of the principal structure in accordance with the recommendation of the Zoning Board of Appeals were made by Aldermen Bill Poletti/Brenda Wagner. Motion carried.
Development Committee
Alderman Bill Poletti, Chairman

**Economic Development Director’s Report**
Director Ellis presented the Director’s report to Committee for review and added that there has been significant activity on the Baby’s R Us and Smokey Bones properties.

**Update from The Fource on launch of the Branding Campaign**
Rich Salcido with the The Fource Group gave an update on the launch of the Branding Campaign.

**Review of final version of the Economic Development Strategy**
Director Ellis presented to Committee the final version of the Economic Development Strategy for review.

Alderman Wagner moved to table until the next Community Committee meeting. Seconded by Alderman Vickers. Motion carried.

**Sales Tax Collections**
Director Ellis presented the Sales Tax Report to Committee for review.

Meeting adjourned at 8:06 p.m.

Submitted By:

________________________________________
Recorder
1. The Economic Development Strategy has been submitted for final review by the City Council at this month’s Community Committee meeting.

2. As part of the final report, the i5 Group has compiled a list of metrics for a dashboard that can track economic development progress; the Director has proposed adding some metrics promised in the Intergovernmental Agreement for the Metro East Business Incubator (see attachments a. and b.).

3. The Fource has moved forward with launch of the app for the Branding Campaign; every retailer and restaurant in the city is being contacted to offer this venue as a means to increase their sales per square foot (see attachment c.).

4. Marketing of the app and the Branding Campaign is being boosted through previously budgeted venues such as advertising in the Visitors Guide for the ILLINOISouth Tourism Bureau and the Illinois Business Journal as well as by means of a new billboard now visible on I-64 eastbound.

5. The Director has been working with the City Attorney, industry experts and other departments to address concerns raised by Aldermen regarding privacy guidelines and coordination of the branding app with other City apps already in use.

6. Café Biz 618, the co-working and event venue in Crossroads Centre, will hold open houses on Jan. 24 and 25 with a formal grand opening slated for February; a photo showing interior finish of one portion of the facility is attachment d.

7. A lease is pending on the former Babies ‘R’ Us location, and the user would be a national retailer (not currently in the Metro East) that will provide significant new sales tax revenue to the City.

8. The Director is working with a developer who is looking to purchase to redevelop a large parcel around Exit 12; negotiations are beginning for this project, which would bring significant new sales tax revenue to the City.

9. Another developer has expressed interest in developing the 72 acres across from The Fountains and an introductory meeting has been scheduled for late next week.

10. The Director and the Director of Land Use & Development have begun working with the Business Alliance Commission on review of the Business Assistance Program (BAP).

11. The Economic Development Dept. has delayed launch of the email newsletter in order to fully support the Branding Campaign this month; the newsletter will be aimed at local, regional and national retailers, real estate brokers, property
owners and others who may be interested in better understanding the Fairview Heights market and tracking its progress.

12. The Director will moderate a panel discussion on digital marketing at ICSC's Heartland States trade show in St. Louis on February 4 with panelists from a national retail consultancy and a St. Louis tech firm that offers a marketing app for convenience stores.

13. The Director and the City's Program Administrator, Tom Appelbaum, have set the date for a kick-off event to promote the PACE financing incentive with real estate brokers, developers, contractors and property owners: Feb. 19.

Paul A. Ellis
Director of Economic Development

Attachments:

a. Metrics for City Dashboard [DRAFT Economic Dev. Strategy]
b. PROPOSED Measures of Success [Intergovernmental Agreement]
c. Partner sign-up page for Branding Campaign
d. Interior view from Café Biz 618 co-working facility.
e. Feature: Planet Fitness to open in former Toys R Us building in Fairview Heights [Belleville News Democrat]
### PROPOSED Measures of Success

<table>
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<tr>
<th>Benchmark</th>
<th>Year 1</th>
<th>Year 3</th>
<th>Year 5</th>
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<td>Revenues – annual gross sales</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td>Jobs created</td>
<td>✔</td>
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<td>Jobs Supported</td>
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<tr>
<td>Jobs retained</td>
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<td>✔</td>
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<tr>
<td>Expansions</td>
<td></td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Clients served</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Clients from Underserved Communities*</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Certifications awarded</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Stakeholder events sponsored</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
</tbody>
</table>

*Identified as minorities, women, veterans, older entrepreneurs (anticipated to comprise 75% of clients)
The following are key metrics to be regularly updated to the City Council. The preceding metrics listed for each implementation priority should be regularly evaluated to measure the progress of the plan. The below list is taken from the larger set of metrics to be a quick "dashboard" reference and should be the initial focus of on-going evaluation.

<table>
<thead>
<tr>
<th>Metric</th>
<th>Implementation Priorities</th>
<th>Frequency of Measurement</th>
<th>Data Source</th>
<th>Notes</th>
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<tr>
<td>Local taxes:</td>
<td>Grow Industry Clusters Grow Emerging Sectors Retail Tourism</td>
<td>Monthly / Quarterly / Yearly</td>
<td>City</td>
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<tr>
<td>Website visitors</td>
<td>Rebrand Fairview Heights Retail Tourism I-64 Tourism Collaborative</td>
<td>Monthly / Quarterly / Yearly</td>
<td>Website analytics</td>
<td>Measure separately for economic development, tourists, and prospective residents if separate web pages for each category are created.</td>
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<td>Commercial vacancy rates</td>
<td>Grow Emerging Sectors</td>
<td>Quarterly / Yearly</td>
<td>CoStar or Real Estate firm (on-call basis)</td>
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<tr>
<td>New housing units (single family and multi-family units)</td>
<td>Encourage New Residential</td>
<td>Yearly</td>
<td>City</td>
<td></td>
</tr>
<tr>
<td>Incubator Businesses</td>
<td>Establish Metro East Business Incubator</td>
<td>Quarterly / Yearly</td>
<td>Incubator</td>
<td></td>
</tr>
</tbody>
</table>
Become a Partner for the All In App Today!

ABOUT

This is a directory of all Fairview Heights businesses organized into categories – shop, enjoy, eat, and stay.

OFFERS

Each business is asked to provide an offer that must be valid for the entire year February 1 – January 31, 2021.

REWARDS

The app users are able to use points from checking-in at your business to get rewards.
Café Biz 618, a co-working and event venue slated to open in Crossroads Centre (adjacent to TJ Maxx), will offer a variety of reduced cost office spaces, meeting rooms and other amenities attractive to remote workers, temporary employees and entrepreneurs.
Planet Fitness to open in former Toys R Us building in Fairview Heights

BY TERI MADDOX

Plans call for a new Planet Fitness location to open this spring in the old Toys R Us building in Fairview Heights, making yet another change to the health-club landscape along Interstate 64.

The 50,000-square-foot building at 120 Commerce Lane has been vacant for 18 months, so it was a top priority for city leaders to see it brought back to life.

A Cincinnati-based franchisee called Planet Fitness Midwest has leased the entire building and is converting 30,000 square feet on the south end into an exercise and spa facility. The company is in negotiations to sublease the other 20,000 square feet.

“We don’t build anything that isn’t Class A and top-notch, and that’s what we’re going to build in Fairview Heights,” said managing partner John Clancy, of Palm Beach, Florida.

Planet Fitness is known for its $10 basic monthly membership fee, 24-hour operation, free fitness training and “judgment free zone.”

The Fairview Heights location will feature 120 cardio units, strength equipment and locker rooms with showers. People with advanced-level memberships ($22.99 a month) will have access to massage chairs, hydro-massage and tanning beds.

“We pride ourselves on creating and maintaining a non-intimidating, non-judgmental atmosphere,” Clancy said. “We won’t stand for anyone to feel uncomfortable.”

The company also operates the Edwardsville Planet Fitness location, which was built in 2015. Plans call for the opening of an Alton location this year.

COMPETITION ALONG I-64 CORRIDOR

Planet Fitness is entering a competitive and rapidly-evolving health-club market along Interstate 64 in the metro-east.

In 2017, the McKendree MetroRecPlex opened off U.S. 50 in O’Fallon with two NHL-size ice rinks, a fitness center, two swimming pools, an indoor track, a half-court
gymnasium and event spaces. Individual and family memberships range from $20 to $70 a month at the 160,000-square-foot facility.

Last May, the city of Fairview Heights opened its 57,000-square-foot, $21 recreation complex called The Rec on Bunkum Road.

“Personally, I welcome competition (from other health clubs) because people need something to compare us to,” said Facility Manager Chris Tierney-Hurst. “We’re building a brand and a culture that is family friendly and caters to all fitness interests.”

The Rec has an aquatic center with a pool, water slide and “lazy river,” basketball and volleyball courts, climbing walls, an indoor track, a fitness center, game room, birthday party space and outdoor trails. Individual and family membership fees range from $20 to $65 a month.

Tierney-Hurst declined to give specific membership figures but noted that The Rec easily surpassed its first-year goal of 894 “units,” which includes both individuals and families. It recently began participating in the SilverSneakers insurance program for older active adults.

“That number keeps increasing,” Tierney-Hurst said. “It’s well over 1,000 right now.”

In September, a 42,000-square-foot Club Fitness location opened in the old Gander Mountain building on Central Park Drive in O’Fallon. It follows a similar concept as Planet Fitness with a $10 basic monthly membership fee and 24-hour operation.

In October, a Gold’s Gym location near the intersection of Interstate 64 and Green Mount Road in O’Fallon closed after 15 years in business. It had about 5,500 members, according to General Manager Jeremy Connelly.

“Our lease was up last month, and the owner of the building just wasn’t interested in renewing,” he said on Oct. 7. “It seems he has other plans for the property. It’s sad, but at the end of the day, it’s business, and there’s nothing we can do about it.”

**NO RELATIONSHIP TO OLD FRANCHISE**

Planet Fitness had a location in Fairview Heights Plaza, north of Interstate 64, until December of 2018, when the franchisee split from the national company and went independent under the name Blue Fire Fitness. That gym is still in business.
“The owner just decided it was time to move away from Planet Fitness,” employee Kyle Ziegel said in October of 2018. “All the employees are staying. All the equipment is staying.”

This week, Clancy emphasized that the new Planet Fitness location has no relationship to the former Fairview Heights franchise. His company, which operates 32 locations in eight states, has made a big push in the St. Louis area in recent years.

Current Planet Fitness Midwest locations include Edwardsville and Overland, St. Peters, St. Louis, Wentzville, Ferguson, Crestwood and Shrewsbury, Missouri. New locations are opening this year in Alton and Bridgeton, Florissant and Festus, Missouri.

“We have 18 locations in the Cincinnati area, and we feel there are a lot of similarities with the two markets,” said Mike Hamilton, partner and chief operating officer.

The company that owned Toys R Us and Babies R Us filed for Chapter 11 bankruptcy in 2017 but later decided to liquidate instead of reorganize. The Fairview Heights stores closed in 2018. A Miami real-estate investment firm bought the buildings.

Planet Fitness Midwest leased the Toys R Us building two months ago. It’s installing new Sheetrock, flooring, lights, fixtures and locker rooms with granite counters and tiled showers. Hamilton expects to open by the end of April.

That’s good news for Fairview Heights Economic Development Director Paul Ellis.

“We always want vacant buildings to get filled up, and ideally we want to see a higher and better use,” he said. “I would put Planet Fitness in that category. They’re renovating an older building.”
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<td>-1.8%</td>
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INTEROFFICE MEMORANDUM

To: City Council
From: Andrea Riganti, Land Use and Development Director
Subject: Director's Report
Date: January 16, 2020

Following are the major action items or ongoing projects for the Department of Land Use and Development (LUD):

Planning and Zoning

- The Planning Commission was to meet on January 14, 2020 to conduct a work session on potential zoning ordinance revisions for recreational adult-use cannabis. It was the intent to discuss the subject prior to a formal public hearing and ordinance being introduced. The meeting did not occur due to a staff medical emergency, but will be rescheduled in January.

- Zoning Board of Appeals held a meeting on January 2, 2020 to hear a variance request from Longacre Pond Apartments to allow additional signage on the property. The applicant did not appear at the meeting; therefore consideration was until February 6, 2020.

- Staff worked with the City's auditors to prepare and submit the annual Tax Increment Financing (TIF) reports to the Illinois State Comptroller.

- Staff continues to assist the Fox Creek Neighborhood Organization with structural and planning efforts.

- Staff continues to respond to questions and consult with developers, property owners, and residents on new development, annexation and zoning related matters.

- Staff continues to work with Economic Development Department on various efforts including interdepartmental coordination and meetings with potential developers, recommending the in-house development of an economic development packet (which could include an “Open for Business Guide”, updated list of incentives, demographic information about the City, map, and other resources), the Economic Development Strategy, Business Alliance Commission, and TIF administration (developing a strategic action plan for Lincoln Trail).

- Staff is identifying grants to assist with housing programs and city-wide beautification efforts.

- Staff is preparing an Invitation to Bid for the demolition of the former ice rink. This property will be deeded to the City this month, after the required Federal super-redemption period expires.
**Code Enforcement**
- Staff continues to perform routine inspections of problem properties and "hot spots" for potential property maintenance issues. Staff also responds to complaint driven issues for same.

- A problem property list has been created for properties that have four valid complaints within 12 consecutive months. These properties are to be proactively inspected twice a month, rather than complaint driven.

- Staff continues to respond to animal control calls.

- During the winter months, staff will engage in property maintenance sweeps of commercial areas.

- Staff continues to establish a neighborhood preservation strategy. The Vacant Building Registration Program draft ordinance is being reviewed by the City Attorney.

**Building Division**
- Hank's Excavating will soon begin demolishing 109 N. Ruby Lane.

- A demolition order was issued for 9716 Ridge Heights, a problem property. An Invitation to Bid will be issued for the demolition of that structure.

- Staff continues to perform plan review and building related inspections.

Please let me know if there are questions or concerns

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**FYE - DID YOU KNOW...SPECIAL USE PERMIT**

For most Planning Commissions and City Councils, Special Use Permits (SUP) are the most frequently considered zoning matter. But what exactly is a special use?

A “Special Use” is a land use deemed acceptable in a zoning district, but that has the potential to cause harmful impacts on the zoning district, neighborhood or surrounding area. The use may generate traffic congestion or public health hazards that if not "conditioned" by the governing body could result in an undesirable land use. Special uses require analysis by staff, Planning Commission and City Council to determine how the use may impact the City's Comprehensive Plan, traffic, public utilities, schools, public health and safety, surrounding land uses, and essential character of the zoning district in which it is located. If approved, a SUP will be tied to the applicant (not the property) and include conditions that minimize potential impacts.

Common Types of SUP – drive-thrus, daycares, kennels, churches and places of formal worship, and schools.
### CITY OF FAIRVIEW HEIGHTS
### VALUE OF BUILDING PERMITS ISSUED
#### 2007 - 2019

<table>
<thead>
<tr>
<th>YEAR</th>
<th>NEW COMMERCIAL</th>
<th>NEW RESIDENTIAL</th>
<th>MISC COMMERCIAL</th>
<th>MISC RESIDENTIAL</th>
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<tr>
<td>2016</td>
<td>$332,740</td>
<td>$2,087,750</td>
<td>$3,554,164</td>
<td>$6,400,597</td>
<td>$12,875,251</td>
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<tr>
<td>2017</td>
<td>$21,810,000</td>
<td>$1,880,204</td>
<td>$8,317,898</td>
<td>$1,102,291</td>
<td>$33,110,393</td>
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<tr>
<td>2018</td>
<td>$23,888,800</td>
<td>$1,260,436</td>
<td>$33,542,890</td>
<td>$2,574,178</td>
<td>$61,266,304</td>
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<tr>
<td>2019</td>
<td>$2,003,000</td>
<td>$1,055,690</td>
<td>$15,302,102</td>
<td>$2,282,175</td>
<td>$20,642,967</td>
</tr>
</tbody>
</table>

### UNSAFE STRUCTURES
#### As of January 2020

**TOP FIVE PRIORITY (in the demolition process)**

<table>
<thead>
<tr>
<th>ADDRESS</th>
<th>OWNER</th>
<th>DESCRIPTION</th>
<th>DATE CONDEMNED</th>
<th>RECOMMENDATION/REPAIR/DEMOLISH</th>
<th>STATUS</th>
</tr>
</thead>
<tbody>
<tr>
<td>9716 Ridge Heights</td>
<td>William &amp; Nancy Scofield</td>
<td>Single Family Dwelling</td>
<td>3/14/2014</td>
<td>Demolition</td>
<td>Demolition order approved</td>
</tr>
<tr>
<td>9755 Greenridge Hgts</td>
<td>DIAMANTE CAPITAL</td>
<td>Single Family Dwelling</td>
<td>5/21/2013</td>
<td>Demolition or Repair</td>
<td>In court</td>
</tr>
<tr>
<td>25827 Sharlane Drive</td>
<td>St Clair Count Trustee</td>
<td>Duplex</td>
<td>6/9/2016</td>
<td>Demolition or Repair</td>
<td>citations issued</td>
</tr>
<tr>
<td>9770 Ridge Heights</td>
<td>Carol Smiley</td>
<td>Single Family Dwelling</td>
<td>4/16/2018</td>
<td>Demolition or Repair</td>
<td>citations issued</td>
</tr>
</tbody>
</table>

**OTHER UNSAFE STRUCTURES**

- 632 Deppe Lane: St Clair County Trustee, Single Family, 10/14/2011, Demo Or Repair
- 9008 Old Lincoln Trail: AAAF, Single Family, 8/30/2013, Demo Or Repair
- 10319 Lincoln Trail: Vista Securities, Commercial, 2/18/2014, Demo Or Repair
- 128 Susan Court: St Clair County Trustee, Single Family, 6/2/2014, Demo Or Repair
- 34 Pine Trail: Keith & Linda Santamour, Single Family, 4/20/2016, Demo Or Repair
- 9210 Highland Park Rd: Richard Egbert, Single Family, 4/26/2017, Repair
- 72 Bayberry Drive: DIAMANTE CAPITAL, Single Family, 8/16/2012, Repair
- 8921 Old Bunkum Rd REAR: 1st Alliance Real Estate Inc., Mobile Home, 1/30/2017, Demo Or Repair
- 8921 Old Bunkum Road: 1st Alliance Real Estate Inc., Single Family, 1/30/2017, Demo Or Repair
- 1703 Pontiac Road: Shane Hale, Mobile Home & Access, 10/27/2017, Demo Or Repair
- 1435 Magdalena Ave: Kristina Johnson, Single Family, 12/13/2017, Demo Or Repair
- 56 Montclair: Jesse Henley, Single Family, 3/28/2018, Repair
- 9622 Old Lincoln Trail: Dwayne & Pamela Esies, Single Family, 4/6/2018, Repair
- 16 Lexington Drive: John & Deborah Sardell, Single Family, 5/17/2018, Demo Or Repair
- 9732 Old Bunkum Road: Dale & Nicole Cochran, Single Family, 6/5/2018, Demo Or Repair
- 8923 Bunkum Road: Gerald Stickland, Single Family, 10/29/2018, Repair
- 1513 Pleasant View Drive: Leo Fischer, Single Family, 5/16/2019, Demolition
- 205 Ashland: Patrick Wongler, Mobile Home & Access, 9/11/2019, Demo Or Repair
- 29 Lexington: Steven Atkinson, Single Family, 12/3/2019, Repair
- 8921 Old Bunkum Road: 1st Alliance Real Estate Inc., Single Family, 1/30/2017, Demo Or Repair

Unsafe structures are those that are unfit for occupancy and pose a risk to public health and safety. The top five priority are those that are or should be demolished or repaired as soon as possible, as permitted by the Circuit Court.
Director's Report

The following is a synopsis of the Parks and Recreation Department:

**Parks:** The winter season is the perfect opportunity for the Parks Department to do maintenance on things that get neglected throughout the year.

January also marks the beginning of reservations for the large parks in Fairview Heights. Each year residents reserve the facilities as early as January in hopes of getting their specific dates to family and company events.

Items that are currently in process for construction:

1) Removal of Sign at Moody Park and replace with a digital display sign, project should begin sometime in February/March.

2) Installation of Lights on the Miracle League Field, this project was made possible with grant funding from the State of Illinois. We are currently in the beginning stages of planning and should see construction begin early summer.

3) Digital signage at The REC, this project was made possible by a partnership with HSHS Hospital. The project is 75% complete and total completion should be done by mid-February.

**Recreation:** The Fairview Heights Pee-Wee Basketball League has begun, this league is for boys and girls in grades 1-4 and is held in the gym at The REC. Games and practices are held each Saturday morning until the first week of March.

Upcoming events in the month of February through the Recreation Department are: Itty Bitty Basketball, Basketball Skills and Drills, Senior Cards Club, Spa Day, Valentine’s Day Sweet Exchange, Dining Theater for Senior 55 years and up, Eagle Watching Senior Trip, Sock Snowman craft class and Registration for Men’s Golf League.

**The REC:** Membership is looking fantastic, this month The REC is offering $0 to Join and a free one-month unlimited Clip n’ Climb pass for people that join in the month of January. Our goal for this month is to
reach 275 new members by the end of the month. As of January 14th we have sold 147 paid memberships with 85 Silver Sneakers/employee memberships. At this point, we are definitely on track to reach our goal.

Upcoming events for the month of February at The REC are: weekly health and fitness seminars, RECreational Soccer Training & Games, Feet First Soccer, swim lessons and The REC Baby Fair.

Membership is offering special $1 days for guest that accompany a member on selected holidays. Please refer to the Recreation Magazine for qualifying discounted dates.

Book your parties now! The REC offers several different Birthday Party Packages: Combo Parties, Clip 'n Climb Parties, Pool Parties and Sports Parties, don’t wait, parties fill up fast. Get your dates now.

Agenda Items:

1) Director’s Report: Review and Discussion of items in the Director’s Report.