

**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 2<sup>nd</sup> 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

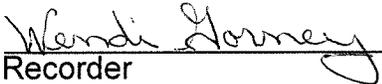
- She and Paul are working on revising the Business Assistance Program and are looking at other areas to utilize TIF funds.
- Working with property owners for annexation.
- Fountains residential expansion has begun. Phase I is single family homes, Phase II will be villas.
- A vacant building registration 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