



City Council

City Council Chambers ♦ 524 West Stephenson Street ♦ Freeport, IL 61032

**COMMITTEE OF THE WHOLE REPORT
RESCHEDULED REGULAR MEETING
Monday, January 13, 2015**

1. CALL TO ORDER

The regular meeting of the Freeport, Illinois, Committee of the Whole scheduled for Monday, January 12, 2015 was rescheduled and posted for Tuesday, January 13, 2015. It was called to order by Mayor James Gitz with a quorum being present at 6:00 p.m. on Monday, January 13, 2015, in council chambers.

2. ROLL CALL

Present on roll call: Mayor James Gitz and council members Tom Klemm, Ronnie Bush, Jennie DeVine, Sally Brashaw, Michael Koester and Andrew Crutchfield (7). Alderperson Shawn Boldt and Alderperson Dennis Endress were absent. *See notation for Alderperson Endress to enter at 6:30 pm.*

City Staff Present: Corporation Counsel Sarah Griffin, Community Development Director Jim Brown, Finance Director Cynthia Haggard, Public Works Director Tom Dole, Water and Sewer Executive Director Tom Glendenning, City Engineer Shaun Gallagher, Fire Chief Scott Miller, Deputy Chief of Police Jim Drehoble and City Clerk Meg Zuravel.

3. PLEDGE OF ALLEGIANCE

The Pledge of Allegiance was led by Alderperson Crutchfield. He then became chairperson of meeting.

4. APPROVAL OF MINUTES DECEMBER 1, 2014 AND DECEMBER 8, 2014

Alderperson Koester moved for approval of the minutes as presented, seconded by Alderperson Brashaw. Motion prevailed by voice vote without dissent.

5. PUBLIC COMMENTS – AGENDA ITEMS

There was no one signed on the sheet for public comments this evening.

6. PRESENTATION REGARDING ILLINOIS ENVIRONMENTAL PROTECTION AGENCY (IEPA) FUNDING STEPS

Tom Glendenning, Water and Sewer Executive Director presented the funding steps for the IEPA loan application pending with the Illinois Environmental Protection Agency in an amount of \$7.9 million. He explained that an ordinance will need to come before council for council action for the financial obligations of the loan and before this is done there needs to be a public comment period. Director Glendenning explained that the council received a copy of the IEPA project summary and notice of categorical exclusion from detailed environmental review as distributed by Mayor Gitz to council members last week (IEPA document dated December 22, 2014 and provided to council on January 5, 2015). This is for loan L175271.

COMMITTEE OF THE WHOLE REPORT
RESCHEDULED REGULAR MEETING
Tuesday, January 13, 2015

Director Glendenning explained that the IEPA procedures for issuing loans from the Public Water Supply Loan Program require that the IEPA publish a Notice of Categorical Exclusion for proposed water supply projects.

The memorandum from the IEPA stated, "Section 622.520 of the Illinois Procedures for Issuing Loans from the Public Water Supply Loan Program requires that the Illinois Environmental Protection Agency (IEPA) publish a Notice of Categorical Exclusion for proposed water supply projects which by their nature are of such limited scope as to have little or no potential for having negative environmental impacts related to their construction. Prior to granting its approval of the plan, the IEPA requires that the public be granted an opportunity to comment as to whether the project should be precluded from the formal environmental review process and public hearing.

"The Illinois Environmental Protection Agency has reviewed the project plan and concurs with the applicant's finding that the proposed project is technically appropriate and cost effective. Unless new information provided through the public comment process causes reconsideration, the Agency will approve this planning at the close of the public comment period.

"The applicant is required to public notice that the Agency has issued the attached Notice of Intent to Issue a Categorical Exclusion, make this document available for public inspection, and allow 10 days for public comment. During this comment period, written comments may be provided to the applicant or directly to the IEPA contact person identified in the attached document. Upon final approval of this plan, the project priority score may be modified to reflect new information provided in the planning in accordance with the provisions of Section 663.160 of the Procedures and Requirements for Determining Loan Priorities of Projects in the Public Water Supply Program.

"For information purposes only, a copy of this document is being provided to your local newspaper of record.

"Your interest and participation in this process are appreciated." The memorandum dated December 22, 2014, was signed by Heidi Allen, Pre-Construction Unit Manager, Infrastructure Financial Assistance Section Bureau of Water. Attached to the memorandum were five pages including the Intent to Issue a Categorical Exclusion, summary of the project, existing conditions/project justification, proposed project, environmental impacts, financial impact, and public participation.

Director Glendenning explained that unless new information is provided through the public comment process causes a reconsideration, the Agency will approve this planning at the close of the public comment period. He explained that the applicant (the City) is required to provide public notice that the Agency has issued the Notice of Intent to Issue a Categorical Exclusion, make this document available for public inspection, and allow ten days for public comment. During this comment period, written comments may be provided to the applicant or directly to the IEPA.

Provided on council desks and enlarged for viewing was a map marked as Exhibit 1 Freeport Water and Sewer Phase B, Water System Improvements provided by Fehr Graham Engineering & Environmental dated January 5, 2015. The map included areas of: Laurel and Stephenson on the north, Harlem and Burchard Avenue on the east, LaCresta and Demeter on the south, and Carthage and Know Drive on the west.

COMMITTEE OF THE WHOLE REPORT
RESCHEDULED REGULAR MEETING
Tuesday, January 13, 2015

Director Glendenning stated the categorical exclusion document provided to the council last week provides the footages of each of the sections included in the 31,390 linear feet of water main and projects that will go along with that. The recommended project referred to as the Phase B Water Improvements, consists of the following specific water main upgrades replacements:

Description	Upgrade Size	Length (L.F.)
New water main from Well No. 9 to Laurel Street on Lincoln Douglas School Easement	12"	1,240
Replace existing 6" water main on Laurel Street and Park Crest Drive (from Holly Avenue to West Stephenson Street)	12"	6,865
Replace existing 8" water main on West Stephenson Street (from St. Mary's Cemetery to South Park Boulevard)	12"	1,625
Replace existing 8" water main on South Park Boulevard (from West Stephenson Street to Empire Street)	12"	2,670
Replace existing 12" water main on West Empire Street (from South Park Boulevard to Burchard Avenue)	16"	3,950
Replace 4" water main on Burchard Avenue and Lincoln Boulevard (from American Street to FHN Hospital)	12"	1,830
Replace 6" water main on Harlem Avenue (from West Galena Avenue to Stephenson Street)	12"	2,200
Replace existing 6" water main on West Stephenson Street (from Harlem Avenue to Whistler Avenue)	12"	700
Water main replacement for reverse flow mains with multiple recorded breaks/repairs	6" – 8"	10,310
Installation of new pressure reducing valves and replacement of 75 existing valves		

The cost of the recommended project, which includes construction, design/construction engineering, legal fees and project contingencies, is estimated to be \$7,967,100. The City anticipates that construction will begin by May of 2015 and be completed by November of 2015.

The existing condition and project justification explained the existing service area for the public water distribution system is divided between a low pressure zone and a newly created high pressure zone. However, it was recently discovered that the existing water main distribution system within priority areas of the new high pressure zone is limiting the ability of the newly constructed Well #9, the Willow Booster Storage Tank and the new Burchard Elevated Tank to function as designed. A recently completed hydraulic model (used to analyze the impacts that the recently above noted constructed improvements may have on the newly created high pressure zone) revealed that the City will not be able to pump at a rate greater than 750 gallons per minute (gpm) which is only 50% of the 1,500 gpm design, without causing severe damage throughout the system with anticipated main breaks and extremely high residential water pressure (greater than 100 pounds per square inch). The proposed project, identified as Phase B, includes approximately 21,080 feet of water main upsizing to 12 inch or 16 inch in diameter in key areas that would provide adequate water main capacity – transmission from the new Well #9/Willow Tank Booster Station to the new Burchard Elevated Tank. This main

**COMMITTEE OF THE WHOLE REPORT
RESCHEDULED REGULAR MEETING
Tuesday, January 13, 2015**

upsizing will also divert more water toward the west side of the new high pressure zone to maintain the desirable system pressures. The proposed project will also include in-kind replacement of approximately 10,310 feet of 6 inch and 8 inch mains in both the City's low and high pressure zones. Currently, many of these mains are old, made of poor grade cast iron metal and subject to multiple breaks annually in areas where reverse flow has occurred or is anticipated. The replacement of various sections of these main will eliminate future breaks and allow for uninterrupted water service to residential during an emergency and will include transmission supply to the main hospital. Additionally pressure reducing valves will be installed in the high pressure zone where operating pressures are in excess of 80-85 psi. Also, approximately 75 valves need replaced that are either inoperable or over 65 years old and at the end of their useful life.

Director Glendenning reviewed the points and markings on the map showing areas where the 6 inch water mains will be replaced with 12 inch mains, the 6 inch main will be replaced with 8 inch main. He explained the areas marked with the number 9 and stated those areas are all inclusive based on past history of water main breaks and areas that we knew would have a potential issues after adopting the new pressure zone. Director Glendenning explained that they were not certain the Illinois EPA would consider it in the project with the funding and they whole-heartedly said yes this should be part of the project. He explained to council the differentiation of the markings of 3, 4, and 5 versus the sections marked as nine on the map. He stated the items are the main line replacements that were necessary in order for the high pressure zone to work. He stated there were items in areas of length of water main as referred to on the map you will see the ones in blue and those are in particular to make the pressure zone work correctly between the high zone and the low zone. He referred to the hydraulic model presented in 2014 and those results showed the excessive high pressure of the northwest section of the City. These large blue ones will be 12" and one will be a 16". That is the only differential being the size of the main to allow the large capacity of water that is going to be produced at the Well #9 and the Willow Booster at the same facility to find its pathway to Burchard tank. This will supply the high zone and to follow through and supply the low zone in multiple areas through the pressure reducing valves.

Director Glendenning explained the areas marked with the number 9's are the areas that have a high potential for breakage and that is the spun cast generation which is the 60's to 75's and that is not inclusive to all of them. He reminded council he took an inventory over the last ten years of water main breaks and there were over 286 breaks and the highest amount are in those areas. We have had two already this year.

Director Glendenning was asked once this work is done can the water tank be brought online. He stated this will be the start of making the high pressure actually work correctly. He stated he does not want council to lose sight of what the word capacity meant. He explained the Well #9 and the Willow Booster was designed in order to deliver 1,500 gallons per minute into the system and to Burchard tank to supplement the systems. We can only achieve 50% of that or 750 gallons per minute without beginning to approach a pressure that would not be acceptable on any of the water mains. He stated once we get these larger mains, that will allow us to move back to the 1,500 gallons per minute, we will be able to move water to Burchard freely. He noted in the project we will also put some household PRV's into the system in order to keep pressure that would be over 95 PSI. He stated that yes at that time we will be able to separate the two zones and get Burchard tank fully functional.

COMMITTEE OF THE WHOLE REPORT
RESCHEDULED REGULAR MEETING
Tuesday, January 13, 2015

Director Glendenning was asked once the new pipe is laid does he anticipate additional problems once he goes online with the full system. He stated this is only 8% of what we are looking at but as far as the new pressure zone being able to operate on its own then yes we will be able to get to that point. He stated we are still faced with the same water main that we haven't replaced and we will have to keep an eye on it but we feel that we hit a majority of the hot spots that should reduce them.

Director Glendenning was asked if this is only 8% of what is out there and when the system gets equalized will that tend to help that other 92% or will it put more stress on it. Director Glendenning stated that on a previous map it showed the large area of blue for the reversal flows and that area will always be a high concern of his where he expects more breaks. The reason they had to draw a red line somewhere for this project was for what we could receive funding. The IEPA could only grant us additional phase B funding for the Big 4 that pertained to the new high pressure zone. We could not continue on to additional main to where we thought there would be more breaks so they applied as much as possible associated with the first project in order to get this started.

Director Glendenning was asked whether this does anything for us at FHN Hospital and Carl Sandburg School. Director Glendenning pointed to the area around Carl Sandburg School and the pressure map. He stated that is basically where we existed today if we were to add 500 gallons per minute due to fire flow and everything inside that dark blue line is way under the limits of where we would not be able to provide fire flow or adequate flow for residential use. He referred to another map and stated after we get this done the green area is more than acceptable at 40 PSI. The pressure zone being activated by putting this main in and it shows in the hydraulic model that the pressures and flows based on a 2500 gallon per minute flow. He pointed out the area for FHN Hospital on the map and stated they managed to get those lines in because of the criticality factor. That was one of the critical areas of the 92% that needs to be replaced and it was added in on the project because of its proximity to both zones working together the high zone area and the low zone. The IEPA was very gracious because of Fehr Grahams' communication and the data we provided, they said it was ok to go ahead with those two large sections of lines.

Director Glendenning was asked what would be the next steps to address those 92% of areas requiring water main upgrades. Director Glendenning stated planning is number one and there is a full intention of marrying the MFT program (the street program), to coincide with the water main replacement. These need to be dramatically coordinated. We need need to be two years ahead of the street program in projects and funding in order for the street program to be successful, for the sewer program to be successful so we are not digging up brand new streets. He stated they finished the capital inventory of the water system and its total value if you replaced it today is estimated to be \$172 million. He stated of that \$172 million, you have now depreciated \$104 million of it that has basically exceeded or is past its life expectancy. He stated if we took that \$104 million and worked forward with a typical program which would be 100 years it is still significant dollars. He explained that we can't look out 100 years because those mains are 100 to 130 years already. We have to create a concise choreographed replacement program. Our criticality factors, our flow factors and our pressure factors have to be part of the street program.

Aldersperson Crutchfield asked if there was a possibility if the gas tax could be used to address our streets and if we had a tax created would the Water Commission be behind because there are not dollars to address the water infrastructure. Director Glendenning stated we have zero dollars to apply

**COMMITTEE OF THE WHOLE REPORT
RESCHEDULED REGULAR MEETING
Tuesday, January 13, 2015**

to anything moving forward. He stated City Engineer Gallagher estimated the cost per City block per street with full infrastructure replacement. City Engineer Gallagher stated it is about \$100,000 per utility so for every one block that he would do with curbside new pavement you are talking about \$200,000 for the infrastructure for storm sewer, water mains and sanitary sewer. He stated when you talk about funding, this is going to take a lot of time over the next couple of years to get the Big 4 project closed out to get the pressure zone online so he put together a couple of things for the mayor to look at as far as a five year capital improvement plan and looking at where we spend out local money. He talked about whether there is an increase in local funding or whether there is not an increase to work on projects that are not dependent on the Water and Sewer infrastructure money while we do that. He stated he envisions the Water and Sewer will have two years invested in this project, then another year to catch up so you are talking about a combined program beginning in 2018 or 2019 and that is how he catered his five year projects. So the first three years of the plan, he would be working on projects that do not require a lot of infrastructure improvements then in 2018-2020 they would be working collaboratively together as funding might become available. Director Glendenning stated that is just the capital construction projects we have an enormous need for operations maintenance. You have not seen an O&M increase since 2007. We have realized over 42% inflation during that time in operations and maintenance expenses and not had any increases in that area. That combined with the O&M increases that are needed to happen above and beyond inflation to coincide with the Big 4 project we now have major software that we use for monitoring or facilities we have tons of meters and wells, pumps that need to be maintained. We have now realized over \$200,000 additional per year O&M in order to support the \$20 million in infrastructure that was put in with the Big 4 projects. Director Glendenning cautioned that we are walking a very thin line between the two colors of financial budgets. He is meeting budget of our expense, but unfortunately what we are not doing is the preventative maintenance to keep our \$104 million number growing in water and probably equal number in sanitary sewer. He stated we are doing absolutely nothing in storm sewer.

Director Glendenning spoke about other municipalities being in the difficult situation of needing upgrades to their infrastructure during this economic time where dollars are needed for other expenses. They are competing with the City for the loan dollars and we are lucky he was able to add this project onto the Big 4 project for completion. He stated they are moving in the right direction because of the work done by the the assistance from Fehr Graham, GIS specialist, and our engineering department. He is working on energy audits and stated there are cost savings if the system is upgraded. Director Glendenning stated the work that we are doing to access federal grant money and State of Illinois revolving loan money to get it secured. That is what we can do for the community but it is going to take substantial amount of revenue on the part of the user's behalf for us to keep moving forward on it.

Director Glendenning reviewed the rate structure and provided that the City's water rates are the 3rd lowest residential usage rates among 30-35 comparisons across Northern Illinois, Iowa, Wisconsin, and Indiana. At that rate the City is 38% below the median average. In commercial rates the City is the lowest rate and that is 52% below the median average. For industrial rates, the City is lowest and that is 58% below the media average.

Aldersperson Brashaw noted the project summary concerning the loan for close to \$8 million and asked about the public comment period. Director Glendenning reviewed that this next phase of the Big 4, Phase B project will start with the public comment period for the categorical exclusion documents and he has asked Adam Holder of Fehr Graham to review the process further. Director Glendenning noted

COMMITTEE OF THE WHOLE REPORT
RESCHEDULED REGULAR MEETING
Tuesday, January 13, 2015

that the hydraulic modeling proved that this project is needed and he may have estimated the costs to be higher when not as much information was known and this amount was submitted for loan dollars. He stated even with this project there may be water main breaks and unforeseen stuff. There are three more areas that he would concentrate water main replacement but his goal would rather be to start replacing more valves and go to several intersections where we know we have these criticality factors to it and get into that intersection so that we have the ability to isolate certain areas while we do the water main project. Moving forward the goal is to be able to isolate areas and there will be a lot of strategic planning to make that happen but as things break we don't want our businesses and commercial areas to be shut down. Mayor Gitz stated that putting the project in context is useful but the primary thing we want to do tonight is to explain in detail what this project will do, what the financial terms are, what we propose to do, how and when. There will be a far more detailed discussion with the council as part of our retreat in February. He stated from the staff level they are still working on where these lines are going on the street or in the right of way and whether we should be considering resources for reconstruction of streets.

At 6:30 pm, Alderperson Endress entered council chambers bringing the number of members present to seven.

Adam Holder of Fehr Graham was called to the podium and he reviewed the next step for the Phase B project. He stated the documents will be made available for viewing at City Hall and the general public will be asked to provide comments during this 10 day review period. Once that review period has been completed then the IEPA plan can be approved. The loan application submittal includes that the project will incur debt of almost \$8.0 million. He stated the design phase of the project will take it through January through March and the constructing permitting can begin in April 2015. They are hoping to be ready by May to have the full bids in hand so that they can utilize the summer construction season. This project schedule will be dependent on the IEPA staffing and costs of personnel. The public will be provided the Categorical Exclusion document at this time.

Mr. Holder stated Fehr Graham is waiting for authorization from the mayor and this council to place the notice in the newspaper for the public comment period to begin. When it is time to bring the loan documents before the council it will be in the form of an ordinance. Alderperson Brashaw asked about the loan in an amount of \$8.0 million at 2.21% interest through the PWSLP (Public Water Supply Loan Program) and the cost estimate of \$5.00 per month. Adam Holder stated that is the estimate that was put into the plans and he confirmed the interest rate as 2.21% and stated that is for a 20 year loan.

The financial impact was included in the Categorical Exclusion document. It had an estimated financial impact for the consumer cost to pay for the \$8.0 million loan at a 2.21% interest rate. This is the rate for a 20 year loan and the loan repayment will be \$497,172 annually and pay for the projected annual operation/maintenance costs so the average residential water user fee is expected to increase from \$15.14 per month to \$20.14 per month.

Alderperson Crutchfield asked if there needs any council action at this time. Mayor Gitz noted no council is needed at this time.

**COMMITTEE OF THE WHOLE REPORT
RESCHEDULED REGULAR MEETING
Tuesday, January 13, 2015**

Director Glendenning stated it is expected that this project should take one and one half years to complete and may not be completed in one construction period. They will be staging very strategically areas in the school zones to make sure that these areas are worked through the summer. They are hoping to have multiple local bidders and this is a big enough project that they will get a lot of interest from outside. Hopefully they can break it up into different parts so that it can be managed better. He stated one phase of the project will coincide with Shaun's Harlem Street project.

**7. CITY COUNCIL 2015 ECONOMIC DEVELOPMENT GOALS AND OBJECTIVES
DISCUSSION**

Mayor Gitz stated next will be a power point presentation that will outline goals and the intent is not for council to make major decision on contracts. At this time there are three different partnerships with the City that are subject to contract renewal and those are the NIDA contract, FDDF contract, and the CVB contract. He stated each of these contracts have implications for economic development. A question that is fair before we get into these contracts is that what is the council's and what is the City's position in terms of economic development. He asked what the activities are that you would like us to focus on to find a way into the contract. A related question is the funding goals because there is a limited amount of money especially in the general fund for this coming year. He explained that funding for FDDF comes out of the TIF, the CVB comes from the hotel motel tax, and the NIDA contract is a combination of the general fund and the TIF fund. He stated there is a limited amount of money, so one of the things that we hope the council will discuss and give guidance on is what are the priorities and what the level of funding that we want to allocate to different activities. He explained the information related to retail strategies since that is not related to a particular organization. The council heard about six weeks ago from a retail consultant firm. Mayor Gitz explained that Mr. Young indicated that retail was not really something considered to be part of NIDA's mission. Mayor Gitz stated that the City is interested in capturing retail strategy in key intersections, especially Route 26 and 20. He stated so that is a part of this presentation as to whether the council feels this is a priority. Mayor Gitz stated the retail strategy component is not about getting another demographic study or physiographic study and it is instead about finding firms that fit and making it a high quality trading area. Mayor Gitz noted we have not had the opportunity to have conversations with each of these entities, only general discussion with NIDA, some in-depth discussion with FDDF and have not had any opportunity to discuss with the CVB. He noted please don't take these list of ideas as being vetted or worked out they are instead a work in progress. Before we start in on a 2015 budget and before we make major discussion about the particular contracts features it is important for the council to tell us how all the pieces fit together.

The handout and Power Point presentation was marked as, "Current and Projected Economic Funding". It showed the 2014 budget for FDDF, NIDA and Visitors Bureau as \$330,000. It showed the 2015 budget for economic development as \$330,000. The current funding for each of these entities was broken out by:

- NIDA current funding \$100,000 with the funding source at \$50,000 multiple TIF's and \$50,000 General Fund
- FDDF current funding at \$50,000 with the funding source from \$50,000 Downtown TIF
- Visitors Bureau current funding at \$180,000 with the funding source from Hotel/Motel Tax
- City current funding \$0 - funding source – existing staff time
- Retail Consultant current funding at \$0 – funding source - not available

**COMMITTEE OF THE WHOLE REPORT
RESCHEDULED REGULAR MEETING
Tuesday, January 13, 2015**

For above stated items the section for projected funding and Funding Source were blank for discussion purposes.

There was also a copy of a 2004 through 2014 revenue and expenditure chart for tourism promotion.

Contained in the packet was the 2015 Focus for Freeport Economic Development – Example. It included the following focus: Retention and Expansion of Midsize Manufacturers, Expanded Marketing & Advertising Campaign, Downtown Improvements, Develop IL Route 26 and 20, and Redevelop Vacant Properties. The chart was broken into the following categories with 2015 Focus:

NIDA

- Create recurrent contact schedule for existing mid-size manufacturers
- Develop written and digital industrial/commercial marketing materials
- Coordinate promotion of Honeywell Plant 4, K-Mart building & old Farm & Fleet site
- Partner with the City on marketing vacant properties
- Build a regional coalition supporting US 20 4-lane development
- Develop marketing strategy utilizing Albertus & Rockford airports
- Establish a business newsletter highlighting City/Business achievements

FDDE

- Complete vacant property inventory for downtown buildings
- Market downtown through special events, including one new event
- Organize & complete beautification and clean-up projects within the downtown
- In cooperation with CVB, promote downtown business relating to trails
- Continue and enhance new business mentoring program
- Interface with & promote downtown businesses
- Work with City to prioritize buildings for exterior building grant program

Visitors Bureau

- Establish partnerships with local agencies for promotion of City events
- Coordinate advertising along the US 20 corridor
- Promote recreational activities, trails and parks
- Organize and sponsor the Freeport Independence Day Fire Works display
- Create State-wide promotional campaign and materials

City

- Enhance infrastructure in key marketable industrial & commercial areas
- Finish key projects, i.e., Jane Addams Trail and corridor improvements
- Build a database of sites showcasing shovel-ready development in key areas
- Market business relocation incentives (TIF/Ezones)
- Review local codes, ordinances, and permits for efficiency and customer ease
- Coordinate development at RT 26 & US 20

Retail Consultant

- Market the City of Freeport at retail trade shows & arrange interviews
- Develop & implement strategies for attracting new retail to City

COMMITTEE OF THE WHOLE REPORT
RESCHEDULED REGULAR MEETING
Tuesday, January 13, 2015

- Develop marketing outreach that fits our demographic and existing sites
- Compile database of markets, consumer base, building & site inventory
- Develop a specific strategy for development at RT 26 & US 20

Community Development Director introduced the administration who assisted with the development of the 2015 economic development goals and objectives. He stated he worked with Corporation Counsel Sarah Griffin, City Engineer Shaun Gallagher, Fire Chief Scott Miller and the mayor to come up with the presentation this evening. He stated this is an example of what they would like the 2015 economic development discussion to be in terms of focus and goals. Upon Community Development Director Brown completing the presentation on the slides he asked for council's input as to which direction the council would like to move tonight.

Aldersperson Brashaw stated the item that drew her attention was going to the regional events to market Freeport and who they would propose would do that, whether it would be the Community Development Director, NIDA in order to have drawings and books showing parcels of land available. Director Brown stated if we hired a retail consultant that would be something they would focus on and NIDA could be the other participant. He stated the good thing about having a retail consultant is that they would probably know a lot of people at the show. There is one held in Las Vegas or Navy Pier has a good show each year and other municipalities send people.

Aldersperson Koester spoke about going after retail in order to develop the intersection of Route 20 and Route 26. He is in support of hiring a retail consultant.

Aldersperson Crutchfield stated he does not understand why such a focus on retail when we need to work on obtaining more jobs for the area. We need to focus on mid-size manufacturers and whether they are interested in expanding in the City.

It was noted that under the section for the 2015 Focus to add the word, "attract" so it reads, "Attract, retain and expand midsize manufacturers".

Discussion was held on the information on the focus of the entities for 2015, the cost of Fireworks to the City estimated to cost \$15,000 to \$18,000 to the general fund and the estimated cost for a retail consultant somewhere around \$30,000 and how it could be shifted if one of the entities wanted to bid to perform those functions.

Mayor Gitz stated there will probably be some feedback on this from local retailers but one of the things that he has developed into these discussions with people is that he feels there are gaps in our market. This is not just a Freeport market and instead it is a regional market. Our trade area is probably between \$50,000 and \$60,000 people. There are retailers looking to enter those kinds of market. He does not see this as how many restaurants we can put in terms of casual dining so they can fight it out for survival of the fittest. He stated it is rather to say "where the gaps" or "where is the leakage that causes people to go somewhere else" - such as Rockford and can we infill those gaps by speeding up the process of the market and people locating in it. He does not see this as to trying to get more of the same so that we have one empty store being vacated for another store but more about can we grow in areas where we have a lack and a need.

**COMMITTEE OF THE WHOLE REPORT
RESCHEDULED REGULAR MEETING
Tuesday, January 13, 2015**

8. PUBLIC COMMENTS – AGENDA OR NON-AGENDA ITEMS

Alderson Klemm thanked Director Dole for the job the crews did in clearing the snow over the weekend. He stated that if you think the clearing of snow in Freeport needs to be improved, you should drive the streets of Rockford and Chicago and people do not know how nice they have it here in Freeport.

9. ADJOURNMENT

Upon motion (Endress) duly made and seconded (Brashaw), the meeting was adjourned at 7:30 p.m.

S/ Meg Zuravel

Meg Zuravel, City Clerk