

# EDC Minutes

## March 3, 2016

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The meeting was called to order by Chairwoman Brenda Johnson on Thursday, March 3, 2016 at 4:01 p.m. Committee members present included David Koch, John Zieren, Marland Tucker, Karla Caplinger, and Brenda Johnson. Leo Guenzburger and Tony Petrea were absent. Others present included Keith Moran, Gary Beer, JoAnn Hollenkamp, Mayor Mike Burton, and Martha Reinkensmeyer.

After reviewing the minutes from the October 22, 2015 meeting, John Zieren made a motion to approve the minutes. Karla Caplinger seconded the motion. After a voice vote, all were found in favor. Marland Tucker was absent during the vote.

The first item on the agenda was a presentation on economic development by Keith Moran. His business would help Carlyle recruit and obtain businesses. He would identify what sets Carlyle apart from other cities and help the City become more aggressive in business attraction by creating materials that the City can use to attract businesses. An economic development profile would be created and placed on the City's website, along with sites for potential development. The City's strengths, weaknesses, opportunities, and threats (SWOT) would be analyzed and used to develop the profile. Keith Moran also recommended that the City develop a façade improvement program. In this program, downtown businesses would be given TIF money through a grant program to encourage exterior repairs to their buildings. Keith stated that his services would cost the City \$4,900. Brenda asked what this amount would get the City. Keith stated that the City would receive a strategic plan, promotional materials, and the eventual ability to run the program on its own with help on an as-needed basis. John Zieren made a motion to recommend to Council to allow Keith Moran to develop an economic development profile for the City of Carlyle. David Koch seconded the motion. After a voice vote, all were found in favor.

The second item on the agenda was the Donnelly TIF. Dr. Becky Donnelly has applied for TIF assistance to open Carlyle Audiology Center at 811 Fairfax. JoAnn stated that this used to be the old Napa building and it will need exterior façade and entrance improvements. However, this business will not generate a lot of tax money. Dr. Donnelly will be making \$271,270 worth of repairs with \$200,000 of the repairs being TIF eligible. Approximately \$1,000 in additional TIF revenue would be generated annually from these repairs along with the approximate \$2,000 that the City is given from the County through property taxes. Also, since the business is primarily a service business, sales tax revenue is not anticipated. Keith Moran recommended creating and implementing a façade improvement program. The City would then give applicants a grant paid with TIF money for exterior improvements. After further discussion, Marland Tucker made a motion to table the Donnelly TIF and investigate "A Façade Improvement Grant Program". John Zieren seconded the motion. After a voice vote, all were found in favor.

The third item on the agenda was the phone app. JoAnn stated that Cheryl Roberts from Serpentine has created an app for the City of Carlyle. It has been released to iTunes and Google. The app cost \$2,500 to create and will cost \$60 per month to host and manage. The discussion then turned to advertising on the app. JoAnn asked the Committee what parameters should be set for allowing businesses to advertise on the app. Brenda stated that every business in Carlyle will be listed on the app for free. However, businesses will have to pay extra to run ads. Karla Caplinger made a motion that any business outside the city limits and who is not a Chamber member, will have to pay to be listed and for

advertising. If a business is within city limits and a chamber member, the business will be listed for free and will have to pay for advertising. John Zieren seconded the motion. After a voice vote, all were found in favor.

The fourth item on the agenda was signs. Brenda stated they will be going up any time. The signs are painted, but the weather will play a part on when they are completed. The sign on the east end will be done first. A discussion then ensued on the area where State Route 127 and New US Route 50 intersect. Signs for upcoming area events are displayed at this spot and have made this area look unappealing. No motions were made.

The fifth item on the agenda was old business. John Zieren inquired about the Nordike TIF. JoAnn stated that Council had passed it.

The sixth item on the agenda was new business. Mayor Burton stated that he was approached by Holly Sensel and Jamie Kohrman, of the Fish House, about the City possibly hosting a crappie tournament. It would be held in October of 2017. He said he would continue to discuss this with them. Mayor Burton also pointed out that 2017 would be Carlyle Lake's fiftieth anniversary.

There were no public comments.

There were no any other comments.

With no further business to discuss, Karla Caplinger made a motion to adjourn. Marland Tucker seconded the motion. With all in favor, the meeting was adjourned at 5:53 p.m.

Respectfully submitted,  
Martha Reinkensmeyer

# EDC Minutes

## March 29, 2016

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The meeting was called to order by Chairwoman Brenda Johnson on Monday, March 29, 2016 at 3 p.m. at Carlyle City Hall. Committee members present included Brenda Johnson, John Zieren, Marland Tucker, David Koch, and Leo Guenzburger. Others present included Erik Conrad via telephone, Mayor Mike Burton, JoAnn Hollenkamp, and Martha Reinkensmeyer.

After reviewing the minutes from the March 3, 2016 meeting, it was discovered that David Koch was not listed among those present. John Zieren made a motion to approve the minutes with the correction. David Koch seconded the motion. After a voice vote, all were found in favor.

The first item on the agenda was the Erik Conrad TIF. Dorothy Lane is a private road that has never been accepted by the City because it does not meet the City code for streets. Erik Conrad, the owner of the Dollar General building, is asking the City for a TIF agreement so that he can have the culvert fixed and have Dorothy Lane meet the City code for streets. Erik stated that Dollar General has threatened to leave in 2017 if the culvert is not repaired. Erik was not present for this meeting, but was reached via telephone. The Board asked him if the State of Illinois is willing to move the guardrails near the entrance to Dorothy Lane. Erik said that he is coordinating the guardrail with the State and will obtain the permits. After some discussion, John Zieren made a motion to recommend to Council a TIF with a 75/25 split for the life of the TIF and reimbursable expenses not to exceed \$45,000. Brenda Johnson seconded the motion. After a voice vote, all were found in favor.

The second item on the agenda was the Façade Improvement Program. Each Board member had previously received a handout that laid out the program. It had been created by Keith Moran. JoAnn explained that the money for this grant would come from TIF 2. Keith Moran recommended budgeting \$25,000 for this program, but the Board decided to budget only \$7,500. Brenda Johnson made a motion to accept the Façade Improvement Program as written with the exception of the budgeted amount which will be changed to \$7,500. John Zieren seconded the motion. After a voice vote, all were found in favor.

The third item on the agenda was review the FY 17 budget. See the table on the next page. After reviewing the budget, Marland Tucker made a motion to accept the budget. David Koch seconded the motion. After a voice vote, all were found in favor.

The fourth item on the agenda was old business. John Zieren inquired about the City's situation with Quip. Mayor Burton stated that if Jim Bolk were ever to sell his house, the City would receive 25 percent of the profit from the sale of the house.

The fifth item on the agenda was new business. Mayor Burton stated that work is being done to get a crappie tournament at Carlyle Lake. He also said that the bass is fished out in the Lake.

There were no public comments.

The seventh item on the agenda was any other comments. JoAnn stated that she is hoping that the Board will begin having meetings with Keith Moran regarding the SWOT analysis for the economic development plan.

With no further business to discuss, David Koch made a motion to adjourn. Marland Tucker seconded the motion. With all in favor, the meeting was adjourned at 4:15 p.m.

Respectfully submitted,  
Martha Reinkensmeyer

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**Proposed FY 2017 Economic Development Budget**

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5320 Engineering		\$0.00
5330 Legal Services		\$1,500.00
5490 Other Professional Services		\$6,000.00
5510 Postage		\$0.00
5540 Printing		\$50.00
5560 Other-Website		\$0.00
5620 Travel Expenses		\$0.00
5630 Training		\$0.00
5650 Publications		\$0.00
5670 Professional Development		\$0.00
9250 Special Programs	Miscellaneous	\$1,000.00
9280 Advertisement	Weekly fishing report, Fishing in the Outdoors, billboard (split with Fund 14), IHSA audio, Shop Local, print advertising, radio advertising, and social media	\$12,200.00

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# EDC Minutes

## April 21, 2016

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The meeting was called to order by Chairman Brenda Johnson on Thursday, April 21, 2016 at 9:01 a.m. at Carlyle City Hall. Committee members present included Brenda Johnson, John Zieren, Marland Tucker, David Koch and Leo Guenzburger. Tony Petrea was absent. Others present included Mayor Mike Burton, JoAnn Hollenkamp, and Martha Reinkensmeyer.

After reviewing the minutes from the March 29, 2016 meeting, John Zieren made a motion to approve the minutes. David Koch seconded the motion. After a voice vote, all were found in favor.

The first item on the agenda was the Donnelly façade improvement application. Rebecca Donnelly purchased the building located at 811 Fairfax Street and will be opening the Carlyle Hearing Center. The existing corrugated metal siding will be removed in the front and the east side of the building. It will be replaced with 1/3 stacked stone or stone veneer. The upper part of the building will be painted stucco. The existing awning will remain in place, but it will have a new wood frame with custom paneled trim. A bench and potted plants will be added to supply color and visual interest. The planters and the bench will either be heavy or anchored down. Signage will be applied to the awning. Informational decals will be posted on the south and east doors. The front door will be visually and functionally improved. After reviewing the packet, it was noticed that Rebecca did not include an estimate for the project in the packet. JoAnn stated that she would contact her and get that information before the Council meeting on Monday, April 25, 2016. She said that she would also have Keith revise the application to include a place for the estimate. John Zieren asked if the prevailing wage would affect this project. JoAnn stated that she would check with Keith Moran on that also. John Zieren made a motion to approve the application and recommend to Council to proceed with it. Marland Tucker seconded the motion. After a voice vote, all were found in favor.

The second item on the agenda was old business. Karla Caplinger asked what amount was approved for the program. JoAnn stated that \$7,500 was budgeted for the program and that each applicant is eligible for \$2,500. Mayor Burton asked that each Committee member call all the aldermen to tell them they are in favor of granting Erik Conrad the TIF money to improve Dorothy Lane.

The third item on the agenda was new business. Brenda stated that she wanted to address HMG leaving Carlyle. JoAnn stated that HMG has not publically announced that it is leaving Carlyle, but she has confirmed that it is moving to Breese. It will be located across from the hospital and received a TIF agreement from Breese and the new building will cost over \$1 million. Mayor Burton stated that the IHSA Bass Tournament will remain in Carlyle for another five years. JoAnn asked about the sign that was recently painted on the west end of town. She asked if anyone thought it needed to have some kind of frame around the outside of it. Brenda stated that she would contact Jay Borum to see what he recommended.

There were no public comments.

There were no any other comments.

With no further business to discuss, David Koch made a motion to adjourn. Karla Caplinger seconded the motion. With all in favor, the meeting was adjourned at 9:57 a.m.

Respectfully submitted,  
Martha Reinkensmeyer

# EDC Minutes

## June 22, 2016

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The meeting was called to order by Chairman Brenda Johnson on Wednesday, June 22, 2016 at 6 p.m. at Case Halstead Library. Committee members present included John Zieren, David Koch, Leo Guenzburger, Karla Caplinger, and Brenda Johnson. Others present included Pamela Holle, Judy Smith, JoAnn Hollenkamp, Henry Hollenkamp, Andy Zieren, Eric Nordike, Alicia Nordike, Shannon Petrea, Hollie Sensel, T.J. Boyd, Jorgia Pitzer, Marvin Wiegman, Don Horrell, John Cook, Steve Heiligenstein, Neil Schaffer, Jeff Schatz, Cheryl Roberts, Bill Roberts, Charla Whisenand, Sandy Bretz, Keith Moran, Mayor Mike Burton, and Martha Reinkensmeyer.

After reviewing the minutes from the April 21, 2016 meeting, John Zieren made a motion to approve the minutes. Karla Caplinger seconded the motion. After a voice vote, all were found in favor.

There was no old business.

There was no new business.

There were no public comments.

The fourth item on the agenda was SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis presented by Keith Moran of Moran Economic Development. Members of Carlyle's business community had been invited to attend to provide their input for the SWOT analysis. Keith had the group brainstorm the City's strengths, weaknesses, opportunities, and threats to better promote Carlyle to outside developers. Listed below is what the group determined to be Carlyle's strengths, weaknesses, opportunities, and threats.

### **Strengths**

- Lake
- Location
- Interstates within 20 minutes
- County seat
- Campgrounds and hotels
- Corps of Engineers
- State park
- Pools
- Golf course
- Several small factories
- Maschhoffs
- Low cost of living
- Library
- Low crime rate
- Snow/leaf/brush removal
- City-owned utilities

- County has lowest unemployment in the state
- Biggest agricultural producer in the state
- Younger people who came to tonight's meeting

## **Weaknesses**

- Dilapidated downtown buildings
- Lack of curb appeal
- Infrastructure
- Lebanon bypass
- Lack of tourist activities, especially for youth
- Businesses don't coexist
- Fairfax is not showcased
- Divided community
- Lack of goals
- Lack of mission
- Lack of jobs that pay well
- School district
- Proximity to interstate
- Lack of shopping/businesses
- Residents don't support local retail
- Demographic not involved
- Bad publicity in regards to flooding
- Kids don't come back after college
- No careers
- Few place to work
- Lack of white collar jobs
- Communication
- Not enough places to stay
- Aging population

## **Opportunities**

- 100 acre industrial park
- Enterprise zone
- TIF district
- Redid website to have a tourism feel
- Phone app
- City newsletter
- Main street
- Retirement community potential
- Library
- Interested in bettering community
- Track & field facilities
- More school spirit/support
- Ground to add more parks
- Law enforcement
- Market the good
- Revitalization of south shore



- Night life
- Civic organizations

## **Threats**

- Not growing
- Quality of life
- County's perception of Carlyle
- Failure to keep an open mind
- Lack of community promotion
- A lot of apathy
- Local media
- Brain drain
- Aging population
- Lack of careers
- Parents moving closer to kids that have already left Carlyle
- Corps of Engineers building limitations
- City has low self-esteem
- General perception of Carlyle
- Unwelcoming to outsiders
- Cliquish

There were no any other comments.

With no further business to discuss, Brenda Johnson made a motion to adjourn. John Zieren seconded the motion. With all in favor, the meeting was adjourned at 7:16 p.m.

Respectfully submitted,  
Martha Reinkensmeyer

# EDC Minutes

## June 30, 2016

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The meeting was called to order by Chairman Brenda Johnson on Thursday, June 30, 2016 at 3:04 p.m. at Carlyle City Hall. Board members present included Brenda Johnson, Marland Tucker, David Koch, and Karla Caplinger. Leo Guenzburger, Tony Petrea, and John Zieren were absent. Others present included Mayor Mike Burton, JoAnn Hollenkamp, and Martha Reinkensmeyer.

After reviewing the minutes from the June 22, 2016 meeting, Karla Caplinger made a motion to approve the minutes. David Koch seconded the motion. After a voice vote, all were found in favor.

The first item on the agenda was an application for the Façade Improvement Program from THBT Properties. The building is located at 991 Fairfax Street in downtown Carlyle. The exterior of the building is currently deteriorated to a point requiring improvements. The wood siding over the brick is in poor repair requiring removal and replacement. The proposed improvements include removal of the existing wood siding and repairing of the brick wall as needed, including the bulge on the wall on Tenth Street. New vinyl siding is to be installed over the brick wall on all sides. New windows are also to be installed. They will be the same size as the existing windows. The planned improvements will enhance the marketability of the building which is listed for sale with Barber Murphy Group. The total cost of the project is \$13,227. Brenda inquired as to whether or not there should be guidelines put into place regarding historical buildings. She stated that towns like Red Bud, Lebanon, and Waterloo require their buildings meet certain guidelines for remodeling historical downtown buildings. JoAnn stated that she would contact these cities and ask them for that information. Karla Caplinger then made a motion to approve the application from THBT Properties for the Façade Improvement Program. Marland Tucker seconded the motion. After a voice vote, all were found in favor.

The second item on the agenda was old business. A discussion took place among the Board members present about how pleased they were with the turnout at the June 22, 2016 EDC meeting. The purpose of that meeting was to discuss the strengths, weaknesses, opportunities, and threats of Carlyle as far as economic development was concerned.

There was no new business.

There were no public comments.

There were no public comments.

There were no any other comments.

With no further business to discuss, Marland Tucker made a motion to adjourn. Karla Caplinger seconded the motion. With all in favor, the meeting was adjourned at 3:36 p.m.

Respectfully submitted,  
Martha Reinkensmeyer

# EDC Minutes

## July 26, 2016

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The meeting was called to order by Chairman Brenda Johnson on Tuesday, July 26, 2016 at 5:45 p.m. at Case Halstead Library. Board members present included David Koch, Leo Guenzburger, Shannon Petrea, and Brenda Johnson. John Zieren, Marland Tucker, and Karla Caplinger were absent. Others present included Keith Moran, Jorgia Pitzer, Mayor Mike Burton, JoAnn Hollenkamp, and Martha Reinkensmeyer.

After reviewing the minutes from the June 30, 2016 meeting, Shannon Petrea made a motion to approve the minutes. David Koch seconded the motion. After a voice vote, all were found in favor.

The first item on the agenda was the façade improvement application from Andy Zieren for Zieren Funeral Home. His application was submitted after the construction was done. Brenda stated that it was assumed that the form stated that an applicant must apply for the program before construction began. After some research, it was discovered this was not the case. After reviewing the application, Leo Guenzburger made a motion to approve Andy Zieren's façade improvement application. David Koch seconded the motion. After a voice vote, all were found in favor.

The second item on the agenda was old business. Brenda asked JoAnn if she had checked into other cities' façade improvement programs. JoAnn stated that she had not yet had a chance, but would look into it as soon as possible.

There was no new business.

There were no public comments.

There were no any other comments.

The sixth item on the agenda was strategic planning with Moran Development. Keith began by reviewing the results of the SWOT analysis and prioritizing and grouping the results. See the lists below. Keith then reviewed with the Board the Demographic Economic Profile.

### **Strengths**

1. Carlyle Lake, amenities (campgrounds, state park, pool, hotels), and US Corps of Engineers (resources/manpower, tourism)
2. City-owned utilities, cost of living, low crime rate (safe), and lowest unemployment rate (county)
3. Proximate to St. Louis, three major interstates, and county seat

### **Weaknesses**

1. Downtown building issue, curb appeal, road improvements, and bypass or four lane
2. Not enough places to work/lack of jobs/lack of career jobs, younger demographic not involved, lack of white collar/college educated jobs, entertainment for youth, lacking a certain lifestyle, and youth leaving
3. Businesses need to cooperate and be community oriented, divided community (lacks cooperation/goals/mission), and need to emulate similar successful communities

**Opportunities**

1. 100 acre farm (TIF) industrial park, enterprise zone; city website, app, and potential newsletter; retail space available downtown, retirement community potential, and library facility
2. Retail pull factor
3. Ground to build
4. Revitalization of South Shore property
5. Financing is available

**Threats**

1. If not growing, dying
2. Apathy
3. Better relationship with newspaper

With no further business to discuss, Brenda Johnson made a motion to adjourn. Shannon Petrea seconded the motion. With all in favor, the meeting was adjourned at 7:31 p.m.

Respectfully submitted,  
Martha Reinkensmeyer

# EDC Minutes

## September 8, 2016

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The meeting was called to order by Chairman Brenda Johnson on Thursday, September 8, 2016 at 4:02 p.m. at Carlyle City Hall. Board members present included Marland Tucker, Charla Whisenand, Melissa Blankenship, Shannon Petrea, Karla Caplinger, and Brenda Johnson. Andy Zieren was absent. Others present included Mayor Mike Burton, JoAnn Hollenkamp, and Martha Reinkensmeyer.

After reviewing the minutes from the July 26, 2016 meeting, Shannon Petrea made a motion to approve the minutes. Karla Caplinger seconded the motion. After a voice vote, all were found in favor.

The first item on the agenda was the TIF agreement for Tractor Supply Company. JoAnn stated that Tractor Supply wants to build just east of McDonalds. A minor subdivision will be created and Tractor Supply has requested a variance for no cul-de-sac. When a road is a dead end the City code requires that there be a cul-de-sac; however, there are many instances in Carlyle whereby dead end roads do not end in a cul-de-sac, including the road to Wal-Mart. Tractor Supply expects to generate \$3.4 million in sales which will create \$51,000 in sales tax revenue yearly. This property is in TIF District 1. Tractor Supply anticipates spending \$2.9 million to construct the new store with \$1,260,500 in TIF eligible expenses. Tractor Supply is asking for a 75/25 split for the life of the TIF, which is 17 years. This is not to exceed \$750,000. Eligible expenses include land acquisition, engineering, infrastructure, etc. JoAnn stated that Keith Moran has recommended a 75/25 TIF. JoAnn also added that Tractor Supply has many hurdles to overcome for this piece of property. The property is about once acre less in size than an ideal site, which makes the engineering and design very difficult. There is very little slope making drainage an issue. Existing utility lines need to be removed and relocated around the location. After reviewing the TIF agreement, Marland Tucker made a motion to accept the TIF application as submitted by Tractor Supply Company. Melissa Blankenship seconded the motion. After a voice vote, all were found in favor.

There was no old business.

The third item on the agenda was new business. JoAnn stated that Martha Reinkensmeyer has scheduled another EDC meeting for Thursday, September 15, 2016 at 4 p.m. at Carlyle City Hall to review another façade improvement application. This application has been submitted by Signatures. Brenda asked JoAnn if she had contacted any area towns about guidelines for façade improvement in regards to historical integrity. JoAnn stated that none of the towns she spoke with had any guidelines. It was purely a case-by-case basis. Marland asked JoAnn to explain the Revolving Loan Fund to the new members of EDC. After her explanation, JoAnn added that she has been looking into ways to lower the interest rate and seeing how the money can be used for City infrastructure.

There were no public comments.

There were no any other comments.

With no further business to discuss, Karla Caplinger made a motion to adjourn. Charla Whisenand seconded the motion. With all in favor, the meeting was adjourned at 4:42 p.m.

Respectfully submitted,  
Martha Reinkensmeyer

# EDC Minutes

## September 15, 2016

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The meeting was called to order by Chairwoman Brenda Johnson on Thursday, September 15, 2016 at 4 p.m. at Carlyle City Hall. Committee members present included Brenda Johnson, Melissa Blankenship, Karla Caplinger, Shannon Petrea, Marland Tucker, Charla Whisenand, and Andy Zieren. Others present included Darren Dole, Mayor Mike Burton, JoAnn Hollenkamp, and Martha Reinkensmeyer.

After reviewing the minutes from the September 8, 2016 meeting, Karla Caplinger made a motion to approve the minutes. Charla Whisenand seconded the motion. After a voice vote, all were found in favor. Marland Tucker was absent during this vote.

The first item on the agenda was the Façade Improvement Application from Signatures. Darren Dole owns the bar, Signatures, at 1011 Fairfax. He wants to make the following improvements to his building.

- Front fascia with new painted aluminum
- Power wash the front vinyl siding
- Remove and replace the lower mansard shingles and drip edge
- Remove and replace ceiling with painted plywood and add LED can lighting under the front awning
- Remove and replace gutter and spouts with commercial guttering
- Install new entry door
- Install three new vinyl windows
- Cover first floor front elevation with LP Smartside siding and trim
- All materials will color co-ordinate

The listed improvements will cost \$6,400. After reviewing the packet submitted by Darren Dole, Andy Zieren made a motion to approve the application. Karla Caplinger seconded the motion. After roll call all were found in favor.

There was no old business.

The third item on the agenda was new business. Melissa Blankenship stated that she had received an email from a citizen listing several of the citizen's concerns. After copies of the email were distributed to all present, JoAnn and Mayor Burton addressed some of the concerns with the Board.

There were no public comments.

There were no any other comments.

With no further business to discuss, Andy Zieren made a motion to adjourn. Melissa Blankenship seconded the motion. With all in favor, the meeting was adjourned at 5:10 p.m.

Respectfully submitted,  
Martha Reinkensmeyer