

EDC Meeting Minutes March 12, 2014

The meeting was called to order at 4:13 p.m. on Wednesday, March 12, 2014 by Chairwoman Brenda Johnson. EDC members present included Marland Tucker, Leo Guenzburger, Tony Petrea, Karla Caplinger, and Brenda Johnson. David Koch and John Zieren were absent. Others present were Dave Redeker, JoAnn Hollenkamp, Mark Hodapp, and Martha Reinkensmeyer.

The first item on the agenda was the FY 2015 budget. Brenda stated that the EDC needed to decide what was done right and wrong with the previous year's budget and work on it for next time. The main concern was on how to spend advertising money for next year. Several minutes were spent discussing on how the advertising money had been used in the past. There had been a lot of money spent on print advertising in the past and there is a concern that this is not very effective. Brenda also asked the committee if the EDC money should perhaps be geared more towards true economic development and less towards tourism. At this point JoAnn Hollenkamp brought up the fact that the City of Carlyle has been asked to join an enterprise zone along with Breese, New Baden, and Trenton. Clinton County was also being asked to participate. Enterprise zones encourage industrial businesses to come into the area and create jobs. They allow for property tax abatement. Carlyle, along with the other communities, would need to apply with the State of Illinois to become an enterprise zone. It has been decided that if Carlyle and the other communities would combine together they would have a better chance of being granted an enterprise zone from the state. Twenty-six weighted parameters must be met to be approved for an enterprise zone. These include abandoned factories and coal mines. It also includes the cost of living and a certain percentage of the population below the income poverty level. Carlyle was asked to join due to its poverty level. The communities will need to hire someone to work on this process. Carlyle would need to provide \$7,000. A motion was made by Marland Tucker to allocate money from Fund 11 to pursue an enterprise zone on the City Council's approval. Tony Petrea seconded the motion. After the roll call, all were in favor.

Discussion then began on the FY 2015 Budget. It was decided that Fund 11 would be allocated the following amounts: (1) Legal Services - \$3,500, (2) Postage and Printing - \$50, (3) Website - \$3,000, (4) Publications - \$50, (5) Other Professional Development - \$50, and (6) Special Programs - \$1,000. It was decided that \$50,000 would be allocated for Fund 14. Advertising would receive \$30,000 and Special Programs would receive \$20,000. It was decided that further discussion of how to allocate this money could wait until the next meeting.

The second agenda item was the purchase of an ASCAP License. JoAnn stated that she had been contacted several times by a lady from Nashville, Tennessee to purchase this license. Any time music is played at an event, the city could be sued for copyright infringement. The cost of the license is \$287. It would need to be renewed each year. Also, if the event brings in over \$25,000, the City would have to pay one percent of its profits. A motion was made by Brenda Johnson to purchase the ASCAP License. Karla Caplinger seconded the motion. After the roll call, all were in favor.

The third agenda item was the creation of an eagle observatory. JoAnn stated that there is an abandoned trailer close to the electric department that has an amazing view of the bridge and the eagles. The owner of this property is willing to sell it to the city. The City would buy the land and scrap the trailer. HMG has provided information on grants available for eagle observatories. Timken may also be approached about moving the money from the sports complex grant to be used for an eagle observatory. The ground could cost between \$8,000 and \$12,000 and is 68' by 180'. The observatory would consist of a raised deck with a railing and possibly a covering. The City would need to apply for the grant by July 1, 2014 and could possibly need to already own the property. A motion was made by Brenda Johnson to move forward with purchasing the ground and applying for the grant. Marland Tucker seconded the motion. After roll call, all were found in favor.

The fourth agenda item was the Revolving Loan Fund. Currently, \$610,000 is in the RLF. JoAnn stated that the city needs to promote this money. The sole purpose of the RLF is job creation. Every \$15,000 a business borrows is supposed to create one job. The City has been approached by Hardee's for a \$35,000 loan. The owner wants to redo the parking lot and install a new LED sign. This is supposed to create two new jobs.

JoAnn stated that the City needs to network with businesses to let them know that this money is available to create jobs. She also stated that there is a company that could potentially be moving into the Pulsar building. She wanted to know how much money the City should let them have. They could potentially require a minimum of \$300,000. She asked the EDC if she should deplete the fund to help this company or leave a buffer. It was decided it would be best to leave a buffer. No motion was made.

The final item on the agenda was the new Website. Cheryl Roberts from Serpentine recently created a new Website for the City of Carlyle. The new address is www.carlylelake.com. She stated that things were reorganized to have more focus on Carlyle Lake. There is a lot of information on hunting, fishing, and camping. There is also an overview of all local businesses and activities. The site is user-friendly and is a good repository of information. They are hoping to create a mobile version of the site. The goal of the site was to make it easier to find items very quickly. Local government items are still on the site and are easy to access. Eventually, a list of vacant buildings will be added to the site as a way to draw in new businesses. The site will also eventually enable people to pay their utility bill online. There is also a section that allows visitors to Carlyle to post pictures and comments from their time in Carlyle. The site also includes information from other communities in Clinton County. It was decided that since this is an area of small communities it would be better to sell Clinton County as a whole. Cheryl asked the EDC members for suggestions, but none were made. No motion was made.

Brenda then asked if there were any other comments. JoAnn mentioned that she had looked into pole banners to be hung throughout the City. A 2' by 5' banner costs \$68 and a 2' by 4' banner costs \$54. The mounting brackets would cost \$50 each, but this would be a one-time expense. The banners would feature city events and could be sponsored by local businesses.

JoAnn will look into getting more information on the banners. She would like to get banners for the IHSA Tournament. She wants to reach out to businesses and possibly the Corps for more input. No motion was made.

With no further business, a motion was made by Tony Petrea to adjourn the meeting. Marland Tucker seconded the motion. With all in favor, the meeting was adjourned at 6:33 p.m.

Respectfully submitted,
Martha Reinkensmeyer

EDC Meeting Minutes March 26, 2014

The meeting was called to order at 4:01 p.m. on Wednesday, March 26, 2014 by Chairwoman Brenda Johnson. EDC members present included John Zieren, Marland Tucker, David Koch, Leo Guenzburger, Karla Caplinger, and Brenda Johnson. Tony Petrea was absent. Others present were Holly Sensel, Mayor Mike Burton, City Administrator JoAnn Hollenkamp, and Martha Reinkensmeyer.

After reviewing the minutes from the March 12, 2014 meeting, Marland Tucker made the motion to approve the minutes. David Koch seconded the motion. After roll call, all were in favor.

The first item on the agenda was revolving loan fund application(s). A business owned by Lightcap Industries wants to move into the Pulsar building. Carlyle appeals to them due to their proximity to Granite City Steel. This business cuts rebar into 18 - 24 inch pieces and then they coat it. It is then used in road construction. This business would create 25 jobs with the potential to create 30 in the first year. There will potentially be 24 full-time jobs and 5 part-time jobs. The company is asking the City for a Revolving Loan Fund. It would like to receive \$450,000 with a ten-year amortization with a three percent interest rate. Lightcap Industries has been approved for a loan from Wells Fargo. That loan is subject to receiving a loan from the City. The Wells Fargo loan will have a higher interest rate and the company would like to pay this loan off sooner than the City's. The guidelines for RLF state that the business receives \$15,000 for every job created. Two part-time positions are converted into one full-time position. This would only allow Lightcap Industries to borrow \$397,500 from the City. Mayor Burton stated that if the company wants \$450,000, they need to create that number of jobs needed to receive that amount. He would like to see the company agree to \$397,500 with a payoff equal to Wells Fargo's payoff. It was also mentioned by JoAnn that this business will be a huge electric user. It had asked for a special rate but it has already been decided that they would not receive this. However, the electric department has budgeted an extra \$200,000 to install equipment specific to this company. After much discussion, a motion was made by Brenda Johnson to loan Lightcap Industries \$15,000 per job created. The payoff to the City must match dollar to dollar what is paid to Wells Fargo. The loan would be for ten years at three percent interest. This motion was seconded by John Zieren. After roll call, all were found in favor.

The second item on the agenda was a TIF application. Deepak Patel is asking for a new TIF agreement that will expire in 2031. His current TIF agreement will expire in 2021 and was inherited from the previous owner of the hotel. Patel is asking for this new agreement because he wants to make several improvements to his property. JoAnn explained that the TIF the City has with Patel is different from other TIFs. His TIF was for \$1.2 million with a \$825,000 not at 8 ½ percent interest rate. Currently, the City has paid Patel \$74,730.24. The interest has not been covered on the note nor has the principle been diminished. The anticipated future amount to

be paid to Patel under the current TIF agreement is \$312,000. The new TIF application is for \$1,142,756. It would be for the purchase price, renovations, architecture and engineering, legal, interest, and other expenses. Holly Sensel served as Patel's spokesperson during the meeting. She stated that the conference center and the cabins are the biggest money maker for Patel. The conference center has maintained its value better than any other part of the establishment. The cabins had to have repairs done to them. It was discovered that the roofs were bowing. She also mentioned that Patel wants to build eight new cabins. He is hoping to have all eight cabins built in 2015. After much discussion, it was decided to enter into executive session to discuss the matter further. Brenda Johnson made the motion to enter into executive session. John Zieren seconded the motion. After roll call, all were in favor. Holly Sensel was asked to leave. JoAnn Hollenkamp and Martha Reinkensmeyer were invited to stay.

There were no public comments.

After ending executive session, John Zieren made a motion to keep the TIF agreement the way it is and to make no changes or offer a new TIF. Leo Guenzburger seconded the motion. After roll call, all were in favor.

With no further business to discuss, Brenda Johnson made the motion to adjourn the meeting. Marland Tucker seconded the motion. With all in favor, the meeting was adjourned at 5:59 p.m.

Respectfully submitted,
Martha Reinkensmeyer

EDC Meeting Minutes April 28, 2014

The meeting was called to order at 6 p.m. on Monday, April 28, 2014 at Carlyle City Hall by Chairwoman Brenda Johnson. EDC members present included Marland Tucker, David Koch, Leo Guenzburger, Karla Caplinger, and Brenda Johnson. Tony Petrea and John Zieren were absent. Others present were JoAnn Hollenkamp, Mike Burton, Rob Hyten, and Martha Reinkensmeyer.

After reviewing the regular minutes from the March 26, 2014 meeting, Marland Tucker made the motion to approve the minutes. David Koch seconded the motion. After roll call, all were in favor.

After reviewing the executive session minutes from the March 26, 2014 meeting, Marland Tucker made the motion to approve the minutes. Brenda Johnson seconded the motion. After roll call, all were in favor.

The first item on the agenda was the Mariner's Village Resort Lease. Mariner's Village will be leasing the restaurant to John Lieber. Lieber is going to be opening a casual, family-oriented restaurant. The lease has been approved by the Department of Natural Resources and the Corps of Engineers. The question came up of when Lieber will be opening his restaurant, Wheelhouse Grill. JoAnn said that Lieber would not commit to a date. Mayor Burton stated that he believes it will open within the next sixty to ninety days. JoAnn explained that the City needs to approve the lease due to the fact that the Corps owns the ground. The ground is then leased to the State who leases it to the City. The City leases it to Depak Patel who is leasing the restaurant to Lieber. Karla Caplinger made the motion to approve the Mariner's Village lease between Depak Patel and John Lieber. Marland Tucker seconded the motion. After roll call, all were in favor.

The second item on the agenda was the welcome signs as you come into town. An organization in town has recently asked about placing their organization's sign on the City's welcome signs. When the City Council was approached with this idea, it decided that a policy needed to be put into place and it wanted the current signs to be looked at. The Council felt they were starting to look worn. Brenda Johnson presented the EDC with a paper with a potential policy and an application that organizations could use when asking for their sign to be placed on the City's signs. It was decided that a fee should be charged to the organization for the placement of their sign on the City's sign. It was also decided that it would be limited to organizations. However, if there is room, churches may be given the opportunity to place signs. Brenda also brought up how big the organization's signs should be and how much the City should charge the organizations. It was decided that she would do some research and check with other cities to see how they handle this matter. She would also call the organizations in town to see if they would be interested in placing signs on the City's signs. She also said she would measure the City's signs to see how many organizational signs they would hold. There was also a lot of discussion about the City's signs. Repairs need to be made to the existing signs. Brenda stated

that she would get information on fixing up the City's signs. The idea was also brought up that the City should possibly look into getting granite signs. These signs would be similar to other area towns and the sign at Carlyle Healthcare Center. It was decided that more research needed to be done on these signs. Mayor Burton and JoAnn Hollenkamp both stated they would find more information on these types of signs.

With no further business to discuss, Marland Tucker made the motion to adjourn the meeting. Dave Koch seconded the motion. With all in favor, the meeting was adjourned at 6:43 p.m.

Respectfully submitted,
Martha Reinkensmeyer

EDC Meeting Minutes July 9, 2014

The meeting was called to order at 2:02 p.m. on Wednesday, July 9, 2014 at Carlyle City Hall by Chairwoman Brenda Johnson. EDC members present included John Zieren, Marland Tucker, David Koch, Leo Guenzburger, Karla Caplinger, and Brenda Johnson. Tony Petrea was absent. Others present included Dave Caplinger, Mayor Mike Burton, JoAnn Hollenkamp, and Martha Reinkensmeyer.

After reviewing the minutes from the April 28, 2014 meeting, Karla Caplinger made the motion to approve the minutes. Brenda Johnson seconded the motion. After roll call, all were in favor.

The first item on the agenda was a TIF application for D&D Carlyle Laundry. JoAnn stated that normally a TIF is applied for prior to construction. However, if extraordinary circumstances arise, it can be applied for after the business is built. She went on to explain that Dave and Karla Caplinger's extraordinary circumstance was that their laundromat required a two inch water hookup along with other expenses that they did not foresee prior to construction. JoAnn also said that the City had told the Kaplingers that it would be open to a TIF agreement to compensate the work that had to be done on the water line. The Kaplingers are requesting a TIF for \$91,296.33. JoAnn stated that she had contacted the City's TIF specialist, Keith Moran, and he recommended offering a \$20,000 TIF. John Zieren asked what Moran's recommendations had been based upon. JoAnn answered that Moran had been looking at the property and the increase to the City's revenue. JoAnn then asked Dave Caplinger how he came to get the amount that was requested. Dave Caplinger stated that he used the land acquisition, demolition of the old Dairy Queen, site improvements, and interest for 38 months. He also explained that the project had come in \$86,000 over budget. JoAnn stated that is a great building and will add value to the City. Dave Caplinger added that he is hoping to draw people from local areas such as Breese, Beckemeyer, and Greenville because of Wal-Mart. JoAnn stated that she wants to do what is fair and will not offend the Caplingers because they are already an asset to our community due to Dairy Queen and their volunteer efforts. Marland Tucker stated that while it is good to use the money to draw people to Carlyle, it is just as good to use the money to help people already established in Carlyle. John Zieren expressed concern over the City Council turning down the \$91,000 figure. Mayor Burton believes the Council will do whatever the EDC recommends. John stated that he is in favor of giving the Caplingers the full figure they asked for and believes their new business will be an asset to Carlyle. Marland Tucker and David Koch agreed. John Zieren made the motion to accept the TIF application for D&D Carlyle Laundry for \$91,296.33 with an 80/20 split until 2034. Marland Tucker seconded the motion. After roll call, all were found in favor.

The second item on the agenda was the Chicago Boat Show. JoAnn stated that the signup is soon and a payment must be made on August 1, 2014. She said that the booth costs \$1,020. She also stated that the approximate prices for hotel (\$2,384), food (\$1,200), mileage (\$450), and miscellaneous (\$1,000) expenses. The approximate total is \$5,054. There is \$7,500

budgeted. JoAnn then asked the EDC if they would be interested in participating again. Mayor Burton stated that he made several contacts last year and that the Carlyle Lake booth was very popular. It was also mentioned that the Corps of Engineers helped with the booth last year and their assistance would be asked for again. Brenda Johnson added that it is sometimes necessary to do something more than once to see if there is an effect from the first effort. She explained it is too soon to know whether or not the booth from last year increased tourism this year. However, she did state that the hotels in town have received more phone calls from the Chicago area this year. John Zieren made a motion to have a booth at this year's Chicago Boat Show. David Koch seconded the motion. After roll call, all were found in favor.

The final item on the agenda was public comments. Brenda Johnson asked the EDC if a meeting could be scheduled to discuss the welcome signs at the town entrances. A meeting was scheduled for Monday, July 21, 2014 at 6:30 p.m.

With no further business to discuss, Karla Caplinger made a motion to adjourn. John Zieren seconded the motion. The meeting was adjourned at 2:50 p.m.

Respectfully submitted,
Martha Reinkensmeyer

EDC Meeting Minutes July 21, 2014

The meeting was called to order at 6:31 p.m. on Monday, July 21, 2014 at Carlyle City Hall by Chairwoman Brenda Johnson. EDC members present included John Zieren, Marland Tucker, David Koch, Leo Guenzburger, Karla Kaplinger, Tony Petrea, and Brenda Johnson. Others present included Chuck Simms, Mayor Mike Burton, JoAnn Hollenkamp, and Martha Reinkensmeyer.

After reviewing the minutes from the July 9, 2014 meeting, John Zieren made the motion to approve the minutes. David Koch seconded the motion. After roll call, all were found in favor.

The first item on the agenda was signs. Brenda Johnson began the discussion by reminding everyone that the Masons had asked about placing a sign for their organization on Carlyle's welcome signs. When this was brought in front of the City Council the Council requested that the EDC set a policy for the placement of these signs on the welcome signs. Brenda stated that she had called several local communities and none of these communities had policies for placing organizational signs on their welcome signs. Brenda explained that there could be as many as twelve churches and three or four service organizations interested in placing signs on the welcome sign. She stated that at this time signs could be placed on both the north and east signs. Discussion then ensued on how to let the churches and organizations know about this opportunity and how to set the policy. JoAnn stated that a letter could be sent to all the churches and organizations. It could also be put on the City's Website and a legal notice could be placed in the paper. Tony stated that the churches and organizations could be asked to agree to a two-year permit and conform to the City's specifications. He also stated they would have to understand that placement of their signs would be at a first come first serve basis. It was decided that the churches and organizations would be responsible for purchasing their own signs. The signs may be either square, round, or oval but they must be 18" by 18". There will not be a charge to place an organizational sign on the welcome signs, but they may only be placed on the welcome sign for two years. After two years, the churches and organizations will need to reapply for another permit. The City has the right to remove signs that are in need of repair. It was also decided that JoAnn would create the form that organizations and churches will need to complete; she would put the copy in Brenda's box and copy the committee for final approval at the next meeting. No motions were made.

The second item on the agenda was public comments. JoAnn provided the Committee with an update on the Enterprise Zone. She stated that it cannot exceed 26 square miles including the areas from the participating communities and Clinton County. She provided the members with a map put together by Moran Development and asked the members to look it over and see if anything could be added to the Enterprise Zone. John Zieren suggested the north side of Fairfax Street. It was also decided that the west side of 127 where it runs through town, the north side

of Old 50, and the area south of Methodist Street should all be added to the map. JoAnn said she would talk to Moran Development about adding them to the map. She then presented the Committee with the current ad running in the Tourism Bureau's magazine. She also provided the possibility for a new ad. JoAnn stated that the old ad only shows the Suspension Bridge. She believes the City needs an ad that shows more of what is available in Carlyle. She is also interested in purchasing a larger ad in the magazine. Mayor Burton then explained that a marketing intern from Southern Illinois Mayor's Association will be visiting Carlyle. SIMA has started a program called Community Spotlight and has chosen Carlyle as the first community to spotlight. JoAnn resolved to provide the committee with a final ad copy for approval at the next meeting.

With no further business to discuss, Brenda Johnson made a motion to adjourn. John Zieren seconded the motion. The meeting adjourned at 7:55 p.m.

Respectfully submitted,
Martha Reinkensmeyer