SUMMARY MEETING MINUTES
COMMITTEE OF THE WHOLE SESSION
PUBLISHED BY THE AUTHORITY OF THE CITY COUNCIL OF BLOOMINGTON, ILLINOIS
MONDAY, NOVEMBER 20, 2017; 5:30 P.M.

1. Call to Order

The Council convened in Committee of the Whole Session in the Council Chambers, City Hall Building, at 5:30 p.m., Monday, November 20, 2017. Mayor Renner called the meeting to order and directed the City Clerk to call the roll.

2. Roll Call

Aldermen Present: Mboka Mwilambwe (Late Arrival 5:56 p.m.), Amelia Buragas, Joni Painter, Karen Schmidt, Scott Black, Diana Hauman, David Sage, Jamie Mathy, Kim Bray and Mayor Tari Renner.

Staff Present: Steve Rasmussen, City Manager Tempore; George Boyle, Assist. Corporation Counsel; Brendan Heffner, Police Chief; Cherry Lawson, City Clerk; Bob Yehl, Water Director, Scott Sprouls, Information Services Director; and other City staff were present.

3. Recognitions / Proclamation

Presentation of the Bloomington 101 Certificates to the following participants: Monica Adams, Holly Ambuehl, Tracie Anderson, Sarah Bauer, Bonnie Brown, Julia Cozad-Callighan, Andrew Crist, Tara Desmond, Julie Drake, Chuck Erickson, Steve Grady, Terri Helregel, Elizabeth Kooba, Mark Muehleck, Mark Murray, Katie Reeter, and Wendy Secord.

4. Public Comment

Mayor Renner opened the meeting to receive Public Comment.

Bruce Meeks	Donna M. Boelen	Jeremiah Houston	William Gustavson	Angela Scott

5. Consideration of approving the Committee of the Whole Meeting Minutes of October 16, 2017

Motion by Alderman Schmidt, second by Alderman Bray that the minutes of the Committee of the Whole Meeting of October 16, 2017 be dispensed approved with a correction to the minutes.

Mayor Renner directed the Clerk to call the roll which resulted in the following:

Ayes: Aldermen, Sage, Painter, Schmidt, Black, Hauman, Buragas, Mathy, and Bray.

Nays: Alderman Mwilambwe.

Motion carried.

6. Presentation and discussion regarding the funding request from B-N Advantage for Bloomington.

Austin Grammer, Economic Development Coordinator introduced Charlie Moore, President & CEO of McLean County Chamber of Commerce, and Kyle Ham, CEO of B-N Advantage Economic Development Council and asked Council for consideration to combine the presentations and discussions for Item 6 and 7 as they are interrelated.

Alderman Schmidt stated that she would recuse herself for the discussion regarding the Wesleyan University portion. Alderman Hauman requested that the items remain separate as Alderman Schmidt is important to the discussion for item 6. Mayor Renner concurred and requested that both items remain separate.

Mr. Grammer stated the B-N Advantage item is a collaborative effort that works to extend the capacity of City staff to promote economic development on a county-wide regional basis. He referred to the council memo stating a number of the City's comprehensive plan goals related to economic development overlaps very nicely with the B-N Advantage Strategic Plan. There is significant benefits to the City by having and actively participating in a regional effort.

Kyle Ham, CEO of B-N Advantage Economic Development Council stated he would start and Charlie Moore, President & CEO of McLean County Chamber of Commerce would jump in the presentation. He discussed the pillars of economic development in McLean County consisting of finance and insurance sector, agricultural sector, healthcare as well as the education sector. Despite the long running economy, the warning signs are beginning to show across the State of Illinois. The solution to some of the problems economically is growth.

Charlie Moore, President & CEO of McLean County Chamber of Commerce provided an updated to the work that B-N Advantage has done. He referred to the information that was provided to the City Council. From the beginning of this initiative, there is a combined total investment commitment and in-kind services that add up to nearly $600,000 in private sector commitment and implementation of this strategy. The work and future work of each of their identified task forces including, Work Force Development, Quality of Life and Place, Entrepreneurship, Marketing Communication, and Metrics of how they will report on the work that B-N Advantage is reporting on. Lastly, the financial request from the City of Bloomington as it relates to economic development budget as noted in the City staff prepared documents. The overall request is for $97,000 in new investment in each of the following areas that he previously identified; along with an additional $50,000 from the EDC on top of the City's previous commitment level.

Alderman Hauman ask for clarification of how B-N Advantage, EDC and McLean County all fit together, and why there are three organizations. Mr. Moore supports the business community; B-N Advantage works on two levels, help retain existing businesses through expansion, but also to recruit new business. When this group came together, the conversations were how to best market this community—branding opportunities. B-N Advantage is a strategy with a plan.

Alderman Buragas asked about the private commitments for 2017 and 2018 for approximately $215,000 in investment in B-N Advantage, and are now asking the City to invest $247,000. Does B-N Advantage have any other commitment from area regional partners and/or what type of 'ask' would Mr. Ham be asking of those entities? Mr. Ham stated, they are also asking the Town of Normal for a similar request, and in the process of asking the County; which may result in a longer conversation. They have been asking the private sector as well.

Alderman Buragas, what has B-N Advantage accomplished in its years of operation, and what projects are being worked on? Mr. Ham stated from a marketing/communication standpoint, EDC does not have a marketing/communication person. They saw the need for EDC, but B-N has hired someone and has taken on that responsibility of having a full-time person to tell the community story. They are building a business plan around the eco-system. Mr. Moore stated, they look at how to leverage its resources so as to not be duplicative with the work that is being done throughout the community.

Alderman Black, the sense that he is getting from residents in Ward 7, they would like to see more economic development targeted in our historic neighborhoods. There are challenges in the historic communities as he has discussed those previously. He has heard much concern express over the airport. When the City considers its own Economic Policy, they look at it in the 'but for' philosophy.

Alderman Schmidt, she has many questions about the quantifiable results—return on investment from the last couple of years that the City has invested in the organizations. She would like to see some very specific benchmarks. She is very interested in knowing about the work of Austin Grammer and Sally Heffernan in terms of attracting and chairing these efforts as well as the added value.

Mr. Grammer stated that is presented through the marketing materials that the EDC and through the B-N Advantage efforts together that expands the capacity of his work at the City. If he is not having to spend time creating marketing materials to market the community, he could spend time doing other things that are specific to the City development. He is very supportive of the marketing efforts of both entities.

Alderman Mathy, the City definitely needs numbers and metrics to let the community know what is being purchased and obtained from these entities. The most frequent comment that he hears is there is a level of frustration from those who receive economic assistance—outside or out of town developers.

Alderman Mwilambwe, one aspect that he is interested in is new business attraction. Because the local landscape is changing, it is his hope that there will be some aggressive measures in term of recruiting new business to Bloomington-Normal. He would like to see some benchmarks and goals numbers and/or metrics.

Alderman Schmidt asked whether there is a summary to provide to City staff as both items 6 and 7 were not presented together.

Mr. Grammer stated, with the B-N Advantaged being outlined in the Council Memo, we have $390,000 that has been set aside this fiscal year. As City staff is setting the budget for the next fiscal year and out years, he asked if this is a program that Council wish to entertain; that is, without having a specific agreement in hand. It sounds as though there is a desire from the Council to have some additional conversation and deliberations and move forward towards an agreement with some defined deliverables and metrics. He asked whether there is a consensus among the Council to retain this funding into the future.

Mayor Renner stated, that does not mean that the Council is in agreement to the 'ask' by the Chamber or B-N Advantage; just a general commitment. He asked Mr. Austin, what is City staff seeking from the Council on this item.

Mr. Grammer for this current fiscal year, the City has budgeted $390,000 for B-N Advantage that has not been committed. Last year was the same, budgeted but not committed. Direction for City staff would be to continue to budget these funds, knowing that no funds from the City has been committed [to date]. There appears to be some desire to moving forward with a financial commitment. Staff is seeking that direction from the Council.

Mayor Renner stated, at 500' the City is committed to something, but not committing to a particular dollar amount even within the budget. Mr. Rasmussen stated, the way he views this item today is the City has received the presentation from both entities, and staff can bring this back to Council on the next agenda for a vote for some amount of funding, at some time in the future.

Mayor Renner stated many of the micro-questions can be answered in some of the smaller group meetings with Mr. Ham and Moore with three-on-one members of Council before it is brought back to the full body for a vote.

7. Presentation and discussion regarding the funding request for 2017-2018 for the Small Business Development Center located on the Illinois Wesleyan University Campus.

[Minutes: 6:27 PM - Alderman Schmidt Recused Herself]

Mr. Grammer referred to the council packet materials citing a lengthy history the Small Business Development Center that was in operation at the Illinois State University campus for a number of years and had a major impact on our local economy, as well as assisting a number of our local businesses. Illinois Wesleyan University IWU) has stepped up and with the partnership of the Bloomington-Normal Economic Development Council has reopened the Small Business Development Center (SBDC) on the IWU campus earlier this year. In order for that SBDC to continue to operate additional funds are needed as well as a funding commitment. The City's Economic and Development Strategic Plan states the importance of supporting entrepreneurism, fostering it and naming the Business Development Center as being one of the City's components to business support. As discussed earlier, supporting an SBDC in the community, helps to extend the abilities of the City's offices of economic development. He fully supports the funding for the SBDC as outlined as a way to assist small businesses.

In the Council Memo is an outline for funding request for FY2017, FY2018, and FY2019 as to provide financial security to and a continuation of a funding commitment into the next couple of years. City staff is seeking direction from the City Council as to the percentage of financial split the City Council would be willing to support as we look to partner with the Town of Normal, IWU and the EDC on the joint funding for the SBDC.

Mayor Renner asked whether this item could be discussed in a three-on-one meeting with members of Council. Mr. Grammer stated, request and direction that City staff received from Illinois Wesleyan that based upon their support of the SBDC this year they are looking to reapply to DCO for the federal Small Business Development funding, they would prefer the funding from the Town of Normal and the City of Bloomington and the EDC to partner together through the proposed joint funding agreement (sooner rather than later) are looking for a commitment. City staff is seeking direction on the level of funding commitment and whether the Council would like to have this item brought back on the Council agenda in November for action.

Mayor Renner asked whether Item No. 7 would take precedence over Item No. 6 in terms of the discussion, and there is greater specificity to Item No. 7…he asked whether Mr. Grammer is seeking direction from the Council as to whether to place this item on the November Council Agenda. Mr. Grammer affirmed stating, the $390,000 that was budgeted for the B-N Advantage for this fiscal year of which none has been committed. It would be that the B-N Advantage would be in support for the SBDC. City staff would propose using a portion of the budgeted amount to apply to the SBDC.

Alderman Bray asked for clarification of the match to the funding request that the City has received. Mr. Grammer deferred to Kyle Ham to provide additional information. Mr. Ham stated, provided information on the funding side, and Karen Bissoni, Director of the Small Business Development Center provided some background on the SBDC, and stated the funding for the SBDC is critical for its existence in the community.

Alderman Bray asked for clarification on the private sector versus government sector match of funding source. Mr. Ham stated in order for them to leverage the $80,000 match from the federal government, they need to raise a certain amount of money, either from the private or public sector, forming a partnership…the local match is Bloomington-Normal, and private sector businesses doing that match. Wesleyan is in the process of applying for next year funding match.

Alderman Mathy stated he is glad to see other alternatives being made available to persons in the community looking for assistance with developing a business. Alderman Hauman stated, job growth comes from new businesses or micro-businesses. After attending the National League of Cities Conference (NLC), she is incline to support the SBDC.

Alderman Mwilambwe, he is interested in seeing this funded as he has had personal experience in attending the B-N By the Numbers.

Alderman Black reading from pages 64-65 of the council materials, the SBA/DECO is an $80,000 contribution. He asked are those funds from the federal government to the state. Mr. Ham stated the federal SBA sends money to the state as a pass-through. This is a much different approach than what the SBDC had previously. Alderman Black expressed concerns with the funding model and agreement, but stated he believes the SBDC should be funded. He asked, what if the state does not fund the SBDC, does that mean Mr. Ham and others will come back to the City of Bloomington and the Town of Normal for assistance if filling in the gap. Would this program survive on its own?

Mr. Ham speaking on behalf of his board of directors, Illinois Wesleyan University, and President Jensen we are all committed to this. Despite the actions by the State of Illinois, their desire is to operate independently of the State and community partners.

Mayor Renner asked whether there were any objections in the Council moving forward with a 60/40 split or have more time as suggestion by Mr. Rasmussen to move forward with a 50/50 split and that it be brought back to the Council for a vote. Alderman Bray stated two options as proposed by Mr. Rasmussen.

8. Discussion to clarify processes for City elected officials to place items on a City Council agenda. *(Presentation by Alderman Dave Sage 10 minutes/ Council discussion 10 minutes.)*

Alderman Sage stated that he had been reflecting on the practices of City Council as well as acknowledging the challenges of city staff, budget deficits and the economy. He commented on the Council Retreat where the Council discussed three items that would assist them and staff to perform at a higher level.

1. The City plan must be clear, specific and majority supported. Administration, department heads and City staff must have clear goals, priorities, and objectives from the Council by majority vote, and that is directly link to whatever is driving the plan for the City.

2. City plan amendments if or when new goals, priorities, projects and/or objectives are added through Council majority approval, they must link to the Council approved plan. Or, the plan must be amended accordingly.
3. Council decisions must stand in order for Administration, Department Heads and City staff to assure they are working on the right priority, in the right order at the right time; majority Council decisions must stand. Wasted work on withdrawn decisions or rework due to a final decision being put on hold for more information creates significant waste of time, staff frustration and impacts Council productivity on other Council approved priorities.

Alderman Sage asked Council to submit their ideas, suggestions and/or feedback to Corporation Counsel Jeff Jurgens by December 1, 2017. The consolidated ideas and recommendations would be brought back to Council at the December 11, 2017 scheduled Council Meeting.

Alderman Buragas asked whether the Aldermanic Request Form was being altered based on the suggestions presented by Alderman Sage. Alderman Sage stated the comments, recommendations and/or suggestions from Council to Mr. Jurgens may result in some changes to the ordinance.

Alderman Schmidt, the former City Manager David Hales suggested having department heads to create some reports of those things that have been requested by Aldermen, so to assist them in knowing what has been entered into My Bloomington that may alter Council's priorities. Mr. Rasmussen, he would provide that listing to Council very soon. City staff is also working to the My Bloomington app to make it more user friendly for the Council.

Alderman Black, people are concern with Open Meeting Violations—where five (5) people are deciding on policy decisions before the item comes to the Council. What are the implications from an OMA perspective of having a five (5) person majority feedback on the public? The Committee of the Whole Meetings Agendas may be the vehicle to add other business by the Aldermen. City staff would be able to provide some feedback at that time.

Alderman Buragas expressed concern over adopting new procedures would hamper the Aldermen's ability that restricted its ability to put new ideas into the public forum, creating the impression that we cannot discuss ideas would be a concern. Moving too quickly may result in unintentional outcomes.

Alderman Mwilambwe, his desire is for Council to be a higher functioning Council as this suggestion provides the body an opportunity to do so.

Alderman Painter, does not see this situation lasting forever. The City has lost its City Manager as well as Community Development Director, Procurement Manager, Chief Accountant a position in the Clerk's Office position, and the Compensation Benefits Manager who is set to retire. The City is short-staffed, and she does not want to add to City staff workload, and she does not see a problem with the Open Meeting Act. This is an opportunity to aid in teamwork, and assist in time management.

Alderman Bray, she views this as an administrative piece. Council should bring forth all of the skills that it has collectively, and determine how best to develop an administrative model considering all of the challenges of the City.

Alderman Mathy, the idea of having a new business section at the end of the agenda is very appealing, as well as having conversations of transparency among the Council and constituents and informing them those ideas that Council is considering for the future. It is possible that the City may hear of more ideas from the residents.

Alderman Buragas asked the following questions: How many Alderman Request have been submitted? How many Alderman Request actually lead to Council action? She would like to have more information on those types of questions.

Mayor Renner, he doesn't believe there should be an issue with bringing this item back to Council for discussion on December 11; however, there is also discussion concerning expediting the meeting packets as well. This is the essence of what Council decision making should look like, there was good discussion among the Council with tangible suggestions. Regardless of what happens with the agenda, if four Aldermen wants an item on an agenda, the item will be on an agenda. He will do a better job to discuss with the Council those items that he and Mr. Rasmussen would like to have on an agenda.

9. Executive Session Meeting

<u>Motion to Enter Into Executive Session</u>

Motion by Alderman Hauman, second by Alderman Bray to enter into a closed session.

Mayor Renner directed the Clerk to call the roll which resulted in the following:

Ayes: Aldermen, Sage, Mwilambwe, Painter, Schmidt, Black, Hauman, Buragas, Mathy, and Bray.

Nays: None.

Motion carried.

A. Personnel - Section 2 (c) (1) of 5 ILCS 120/2)

Motion to Adjourn Executive Session

Motion by Alderman Hauman, second by Alderman Mathy to adjourn closed session.

Motion carried. (Viva voce)

10. Adjournment

Motion to Return to Special Session and Adjourn Meeting

Motion by Alderman Mwilambwe, second by Alderman Hauman to return to Regular Session.

Mayor Renner directed the Clerk to call the roll which resulted in the following:

Ayes: Aldermen, Sage, Mwilambwe, Painter, Schmidt, Black, Hauman, Buragas, Mathy, and Bray.

Nays: None.

Motion carried.

Meeting Adjourned at 8:04 p.m.

CITY OF BLOOMINGTON **ATTEST**

Tari Renner, Mayor

Cherry L. Lawson, City Clerk