

Council Minutes

JULY 5, 2000

MINUTES OF A SPECIAL MEETING OF THE ZION CITY COUNCIL
HELD ON WEDNESDAY, JULY 5, 2000, AT 5:03 P.M. IN THE CITY
COUNCIL CHAMBERS, CITY HALL, ZION, ILLINOIS

Mayor Harrison called the meeting to order.

On call of the roll the following answered present: Commissioners Monk, Taylor and Mayor Harrison. Commissioners Bennett and Rogers were absent.

CENTRAL BUSINESS DISTRICT REDEVELOPMENT PLAN

Business Districts, Inc. (BDI) presented a proposal for the redevelopment of downtown Zion. President Terrence Jenkins would serve in the role of consultant, proposing strategies. Project Director Bridget Lane would handle the implementation. BDI's focus is to assess the business district and ascertain what market place is served. They develop a strategic plan to maximize the potential, through the understanding of the marketplace. An action plan would be developed for a 1 to 5 year period. The strategy is consensus built, then the action plan is very specific with measurements for success. The philosophy is that the downtown is a business owned and run by the community. There would need to be a strong public/private partnership. Mayor Harrison stated Zion has hired two previous consultants, and questioned how BDI would be different. Ms. Lane stated the development and implementation focus would contain specific action plans and goals, while reviewing previous studies for background. BDI would produce an interactive business plan, focusing on implementation. Action plans are written to allow the community to be self-sufficient. The implementation plan needs to be locally driven. Ms. Lane stated most sales from downtown business come from a market within 2 to 4 miles. Factors that are analyzed are niche type businesses, environments, residential markets, diversity and demographics, and a service, products, food/beverage and entertainment mix. Food, beverage and entertainment are key components for revitalizing downtowns, as studies have shown that 50% of all meals are now consumed outside of the home. BDI can help attract people and businesses that are already successful in other communities. BDI also helps to understand the gap between owners' costs and the market values, and knowing what programs are available to fill the gap. BDI would be involved in workshops and meetings, and inviting the media. Mayor Harrison noted that a major chain restaurant has shown interest in Zion, and the City needs to change to become more viable for such businesses. The seven member Business Development Council

(BDC), who has been meeting on a regular basis, have also interviewed BDI, along with other companies. Mike Ruchti stated he was impressed with the action plan, as it is not just another analysis. Mr. Ruchti stated some of the ideas are similar to Main Street programs. Bill Warren stated BDI has practical experience, with ideas and details on how to actually get the projects accomplished. Jeff Bicket noted the plan started with a single building façade upgrade, and is now generating a plan for all downtown. Mayor Harrison stated the BDC would work closely with BDI, bringing information to the Council for approvals and authorization for expenditures. It was moved by Commissioner Taylor, seconded by Commissioner Monk to approve the proposal for an action plan for revitalization of downtown Zion from Business Districts, Inc., authorizing the expenditure of \$19,920.00. The vote on roll call was: Commissioners Monk, aye; Taylor, aye; and Mayor Harrison, aye. Motion carried.

ADJOURN

There being no further business to come before the Council at this time, it was moved by Commissioner Taylor, seconded by Commissioner Monk and unanimously approved the meeting be adjourned at 6:33 p.m. Motion carried.