A regular meeting of the Downtown Advisory Commission was held on Thursday, May 10, 2018, at 4:00 p.m. at Two25, 225 NE Adams St, with Chairman Mark Misselhorn presiding and with proper notice having been given.

ROLL CALL
The meeting was called to order at 4:05 p.m.

Roll Call confirmed the following Commissioners
Absent (4): John Gibson, Katie Shackelford, Becky Frye, and Jon Neidy
City Liaison: Cesar Suarez
Presenters: AJ Friedrich-Bradley University, Nick Stoffer-City of Peoria, Andrea Klopfenstein-City of Peoria
Others Present: About 16 other people attended the meeting.

Chairman Misselhorn thanked the City of Peoria and Two25 for hosting the Commission meeting. He thanked those in attendance and encouraged the group to invite more people to the DAC Meetings.

MINUTES
Commissioner Jenkins motioned for approval of the minutes of the regular Downtown Advisory Commission (DAC) meeting held on April 12, 2018; seconded by another Commissioner and approved unanimously.

DOWNTOWN RESIDENT AND EMPLOYEE SURVEY - Presentation
A.J. Friedrich of Bradley University shared details of the survey via a pp presentation. The goal was to gather over 300 responses. The survey asks residents and employees about the availability and the desire of present and future amenities for the downtown which include food, fitness, salons, parking, safety, cleanliness, affordability, and overall satisfaction events.

Resident Survey – 67 of 101 surveys (3/29/2018) were received to better understand their thoughts of downtown. The ratings from the survey on a scale of 10 showed:

- Entertainment (7.52) and Safety (7.33) were key reason for moving to Downtown
- The following were rated: Shopping (3.42 – 4.58), Sense of Community (5.21), Sense of Safety During Day/Night (8.62/6.32), Cleanliness (7.2), Public Transportation Affordability (6.8)
- Many surveyed indicated they shop outside of Peoria for grocery, pharmacy, and beauty supplies and a grocery/convenient store was the greatest demand for a new store.

Employee Survey – 309 of 356 surveys (4/18/2018) were received from 11 companies in the Downtown Area to better understand their thoughts on Downtown. The survey showed:

- Employees on average go to a restaurant/coffee shop Outside Downtown (3.28 weekly) than within Downtown (1.8 weekly)
- 68% responded negatively to reverse angle parking
- Cleanliness/Safety ranked (7.99 of 10) for day and (5.57 our of 10) at night.
- Convenience and Grocery story (7.54) were most requested businesses to add to downtown, followed by Food Carts/Trucks (7.27) and Childcare Service provider (7.04)
• Employees are happy with their Downtown location (8.24)

Key Suggestions for Downtown. . .
People are intending to live downtown for the foreseeable future so:
- Look into opening a grocery and/or convenient store.
- Start to build a sense of community.
- Bring more restaurants and shopping so people aren’t going to other areas in East Peoria and Peoria Heights
- Work on retaining younger residents.
- Start to turn the night life into something more than the bars and nightclubs.

DOWNTOWN WAYFINDING STUDY/PLAN - Update
Nick Stoffer, of Public Works gave an update presentation on the Wayfinding Study. Funds were received by the Tri-County Planning Commission to conduct the study. The Corbin Design Group was selected from 15 proposals received. The Wayfinding Plan would include signage designs, location suggestions, and drawings to take to manufacturers, and budget estimates. The Wayfinding Plan will also take into consideration mobile apps, websites, and touch kiosks.

Nick shared a few slides on two designs made by the consultant. He said Corbin was moving quickly and there would be public meeting in early June to share several design options. Nick also shared the importance of naming or renaming key districts, perhaps Health Hill instead of the Medical District.

It was shared that a study of 1st-time visitors found that 70% would likely extend their visit or return for another visit based on good community wayfinding signage. The Wayfinding Plan should be completed by June, 2018.

STORMWATER UTILITY FEE – Presentation
Andrea Klopfenstien, of Public Works gave a comprehensive presentation of the City’s Combined Sewer Overflow (CSO) challenge and the need for a Stormwater Utility Fee (SUF) to address this community wide issue. Essentially stormwater runs-off of impervious surfaces, and as it flows into a combined storm/sewer infrastructure downstream, it causes a sewer system over flow that pollutes the Illinois River. The solution is to reduce or remove stormwater from entering the the stormwater and/or sewer system by: the removal of impervious surface, creation of detention/retention ponds, and separating storm and sewage pipes. It is estimated that infrastructure improvements would cost roughly $200 million.

The equitable solution was to create a SUF to pay for infrastructure improvements based on the amount of impervious surface on the property. The SUF would start at $3.00 per 1,000 sf of impervious surface per month, and each year the monthly fee would be increased. The average home would pay about $7.80 per month, that will be in effect June 1, 2018. The new bills would be mailed direct starting July, Aug, and Sep, and be paid quarterly. For more information Andrea encouraged people to go to https://peoriastormwater.com/

There also were discussion on Stormwater Utility Credits and Grants. Andrea shared that these programs are under development and should appear on the City’s website soon.

NEW BUSINESS & PUBLIC COMMENT
Chairman Misselhorn mentioned a few items: a) A Master Plan for the Riverfront from bridge to bridge is underway with the first public meeting to be held on May 15 at the Gateway Building, b) Mardi Gras in May will have great entertainment, c) Summer Concert Series is Kicking-Off, and d) the IL American Institute of Architects name three buildings (City Hall, Riverfront Museum, and Obeds & Isaccs) in Peoria among the 200 great places.
Commissioner Lees mentioned a speaker Chuck Marone and a panel that discussed the concept of Strong Towns and mentioned that economic viability will depend on the downtown as an employment center and should serve as a strong urban core. It was also shared that we can’t look for anyone to “Save us” because no one will, instead we need do it ourselves through incremental scale development.

Patrick Sullivan asked about the Downtown Council’s Plan for the formation of a Special Service Area. Michael Freilinger mentioned the City has a draft ordinance and may consider the matter at the 2nd Council meeting in June. Freilenger shared the funds would be used for a variety of purposes as allowed in the legislation.

**ADJOURNMENT**
The Downtown Advisory Commission Meeting adjourned at approximately 5:45 p.m., after the motion was approved unanimously.

Next meeting is June 14, 2018.

Cesar Suarez, City of Peoria
City Manager’s Office