A regular meeting of the Downtown Advisory Commission was held on Thursday, April 11, 2019, at 4:00 p.m. at City of Peoria, Twin Towers Place, 123 SW Jefferson, Room 420, with Chairman Mark Misselhorn presiding and with proper notice having been given.

ROLL CALL
The meeting was called to order at 4:00 p.m.

Roll Call confirmed the following Commissioners
Present (8): Mark Misselhorn, Vincent Boyle, Ray Lees, Jon Neidy, Paige Dodson, Jon Jenkins, Alma Brown, Kevin Evans
Absent (0): None
City Liaison: Deborah Roethler, Assistant City Manager, City of Peoria (ACM)
Others Present: John and Sharon Amdall, Pat Sullivan
City staff: Josh Naven

Chairman Misselhorn opened the meeting at 4:05 PM.

MINUTES
Commissioner Brown motioned for approval of the minutes of the regular Downtown Advisory Commission (DAC) meeting held on February 14, 2019; seconded by Commissioner Evans. The motion was approved unanimously.

MEETING OPENING
Commissioner Misselhorn opened the meeting by reminding the Commission of the mission and purpose of the DAC. The DAC:

- Serves as advisors to the Mayor and City Council
- Advocates for the downtown area
- Listens to downtown businesses / residents
- Concerns itself with quality of life / business issues
- Learns from other communities and leverages successes
- Works to attract business / residents / visitors to downtown
- Acts as the voice of Downtown Peoria

It is their job to look for opportunities and ideas that will improve the quality and character of the downtown experience – to help make Downtown Peoria the thriving and livable center of our region.

Staff Liaison Roethler then talked through the meeting priority to identify and discuss items that could quickly be brought to council, and a timeline for getting prepared prior to the meeting. All idea presentations should be sent to ACM Roethler in two weeks, after which, she will socialize through City Staff to ensure the idea is fully
understood and in proper context for presentation to council, and the Commissioner team will socialize with partner organizations such as the DDC. The timeline is to get feedback and update by the. Next meeting so that the commission can approve the resulting document prior to presentation to Council. There is some ambiguity on the Council Presentation date, as the City is exploring a standing Policy Session with council members that would be the venue that should be used for this discussion.

She will send the commission and example presentation to help with consistency across presentations.

**VALUE OF DOWNTOWN CONTINUED DISCUSSION**

Commissioner Evans led a discussion on the boundaries of downtown. He presented several maps that have been used by various organizations, studies, and plans that look at downtown and there were significant differences. The Commissioners generally thought that a less defined approach was appropriate rather than defining people and businesses as “in” or “out” of downtown.

The Value of downtown team will bring a “fuzzy” map back to the Commission at its next meeting

**PLANS AND STUDIES**

Commissioner Lees and Brown shared a review of their priority focus in plans for downtown: Wayfinding and Riverfront.

On Wayfinding they shared that the Wayfinding plan had not yet been adopted by the City, while the Bicycle Wayfinding plan has. They recommended that Council should approve the Wayfinding plan and integrate with the Bicycle Wayfinding plan. This was met with general agreement from the Commission.

They then discussed the Riverfront Master Plan as essential to the beauty and vibrancy of downtown and recognized the current efforts to complete.

Staff Member Josh Naven confirmed the general time line for the plan would lead to integration into the Comprehensive Plan by end of year. The Commissioners recommended that Council should guide the City to look at ways to activate the Riverfront with low-cost “pop-up” activities, events, and installations in the Summer and Fall of 2019. This might be sponsored by local businesses.

**PARKING AND INFRASTRUCTURE CONTINUED DISCUSSION**

Commissioner Dodson and Neidy shared their priority on the recommendation that Council provide guidance to the City that the Planning Standard should include a review of how every plan engages the Combined Sewer (CSO) – even if the comment is that it does not interact with the CSO.

The Commissioners then added to the Wayfinding recommendation that Pedestrian Wayfinding be prioritized and implemented now – the shift from one-way to two-way of streets etc. does not effect this part of the plan.

They further discussed what the City might be able to do at a relatively low expense to provide correct and consistent information on all parking meters, consider expanding the Passport App, provide correct and consistent information on parking lots and larger, attractive, more visible (consistent) parking lot and parking structure signs.
PEOPLE STRATEGY
The Commissioners discussed their support of more Riverfront engagement over the summer. They are working on items that will take longer to finalize and will have more to discuss in the coming months. They are looking at what it would take to have a more coordinated communication about Peoria for visitors and residents. ACM Roethler advised that talking with Stacey Peterson and Chris Setti would help them better understand the dynamics and what has been tried in the past.

SUMMARY OF FIRST COUNCIL RECOMMENDATIONS and OWNERS
1) Commissioners Brown and Lee: Wayfinding Plan Recommendations
2) Commissioners Neidy and Dodson: Standard to include CSO in Planning
3) Commissioners Boyle, Lee and Jenkins: Test New (Inexpensive) Ideas ahead of Riverfront Master Plan

OTHER NEXT STEPS
1) Commissioners Misselhorn and Evans: Downtown Map
2) Commissioners Misselhorn, Lee and Brown: Downtown Streetscape Organization
3) Commissioner Boyle and Jenkins: Learn more about past efforts to consolidate information about Peoria and its brand
4) Commissioners Neidy and Dodson: to discuss the operational and organizational structure surrounding parking and meter signage and payment options.

NEW BUSINESS & PUBLIC COMMENT
Pat Sullivan commented that he considers himself part of the Warehouse District, not Downtown. And they he felt that the highly walkable streets and sidewalks were a major factor in turning around that neighborhood.

ADJOURNMENT
Commissioner Jenkins made a motion to adjourn; seconded by Commissioner Neidy. The Downtown Advisory Commission Meeting adjourned at approximately at 6:00 p.m. after the motion was approved unanimously.