A regular meeting of the Downtown Advisory Commission was held on Thursday, February 14, 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 (7): Mark Misselhorn, Vincent Boyle, Ray Lees, Jon Neidy, Paige Dodson, Alma Brown, Kevin Evans
Absent (1): Jon Jenkins,
City Liaison: Deborah Roethler, Assistant City Manager, City of Peoria (ACM)
Facilitator: Deborah Roethler, ACM
Others Present: Chris Setti of GPEDC, Steve Tartar of the Journal Star, and two residents
City staff: Mayor Jim Ardis, Anthony Corso

Chairman Misselhorn opened the meeting with the introduction of Kevin Evans as a new member of the Commission. Thanked City and Innovation team for use of new space, provided by Bloomberg foundation support.

**MINUTES**

Commissioner Neidy motioned for approval of the minutes of the regular Downtown Advisory Commission (DAC) meeting held on January 10, 2019; seconded by Commissioner Brown. The motion was approved unanimously.

**2019 DAC STRATEGIC DIRECTION DISCUSSION**

Commissioner Misselhorn reviewed the creation of the four focus areas in the last meeting and ACM Roethler reviewed the details of each area and the plan for the meeting – to confirm the four focus areas, assign commissioners to each focus area and talk through first tasks for each team.

Commissioner Misselhorn then asked Mayor Ardis to say a few words. Mayor Ardis commented on his support of the process/approach of the commission to 2019 strategy and recommendations. He asked that the commission consider adding connectivity as a consideration to the Parking and Infrastructure focus area. This would look at how to cultivate and develop the connection to Bradley as well as the impact of opening up Fulton Plaza. He stated that it would be nice to have the groups thoughts on the value of opening Fulton Plaza. He would like to see Bradley in the People Strategy. And, he encouraged that the Commission look at the Riverfront Masterplan and think about both sides of the road. Look south of water street, and don’t limit your thinking of the post office as a dead end or a roadblock. Finally, he requested that the commission plan to present to the City Council later this year with a 15- to 20-minute update.

Commissioner Lees asked the Mayor for his thoughts on how to think about East Peoria and the Mayor commented that it’s a great opportunity to show the uniqueness of Downtown Peoria.
Commissioner Misselhorn asked for confirmation of the focus areas with the addition of the Mayor’s suggested additions. – motion made by Commissioner Neidy and seconded by Commissioner Evans. Motion was unanimously passed.

Commissioner Neidy asked how this aligned with the 2015 Strategic plan. Recommended calling our efforts Strategic Prioritization rather than Strategic Planning. These elements are driven by observations and feedback from City Staff and Council.

Commissioners were then asked to request assignments and after discussion the following assignments were made:

**Planning and Implementation:** Commissioner Lee, Commissioner Brown  
**People Strategy:** Commissioner Jenkins, Commissioner Boyle  
**Parking and Infrastructure:** Commissioner Dodson, Commissioner Neidy  
**The Value of Downtown Peoria:** Commissioner Evans, Commissioner Misselhorn

The Commission then discussed what that result might look like in the next meeting in terms of getting organized on their focus areas and bringing their progress back to the commission to move toward recommendation. Commissioner Dodson requested that the City keep the Commission apprised of relevant issues coming forward from council members. And, she then requested and received clarification on what triggered the open meeting act.

For the next meeting, the Commission agreed that each focus group should have no more than three priorities to investigate for presentation to council. And each focus group will recommend three issue areas for the March meeting.

Commissioner Lee recommends that we try to quantify the decision making process to help ensure that our judgements / recommendations are feasible in the eyes of the City.

Commissioner Neidy suggested we need to ensure that we continue to consider the plans by the city as we work on our recommendations. And, ACM Roethler noted that City Staff will be available to help them navigate resources and alignment with the City.

**NEW BUSINESS & PUBLIC COMMENT**
No new business.

**ADJOURNMENT**
Chairman Neidy made a motion to adjourn; seconded by Chairman Evans. The Downtown Advisory Commission Meeting adjourned at approximately at 5:05 p.m. after the motion was approved unanimously.

Deborah Roethler, ACM, City of Peoria  
City Manager’s Office