A regular meeting of the Downtown Advisory Commission was held on Thursday, January 9th, 2020, at 4:30 p.m. at Twin Towers HR Training Room, 456 Fulton, Room 420, with Chairman Mark Misselhorn presiding and with proper notice having been given.

ROLL CALL

The meeting was called to order at 4:30 p.m. Roll Call confirmed the following Commissioners:

Absent (2):  Jon Neidy, Ray Lees
City Liaison:  Kevin Evans
Others Present:  Pat Sullivan, Michael Freilinger, Jim Ardis, John Kelly, Jake Hamann, Zach Oyler, Sid Ruckriegle, Denise Moore (Note: Jim Ardis left after comments, Sid Ruckriegle left after comment both left prior to arrival of Denise Moore) At no time were more than 3 council people present.

City Staff:  Josh Haven, Senior Planner, City of Peoria

Chairman Misselhorn opened the meeting at 4:30 PM.

MINUTES

Mark Misselhorn welcome commissioners to 2020 actions called for motion to approve minutes from December.

MOTION: to approve the minutes of the regular Downtown Advisory Commission (DAC) meeting held on December 12, 2019. The motion was approved unanimously.

INTRODUCTION: FEEDBACK 2020

MARK MISSELHORN ASK KEVIN EVANS TO PROVIDE OVERVIEW OF FEEDBACK SOLICITED KEVIN SHARE SLIDE DECK WITH FEEDBACK ASKED FOR JIM ARDIS TO MAKE COMMENTS RATHER THAN PRESENTS COMMENTS MADE BY MAYOR.

FEEDBACK FROM JIM ARDIS:

- Beatification of Fulton Sheen expected to attract 1000’s to Downtown from around world
- Tying the corridors between Cathedral and Medical Campuses (OSF, UPM-P and UICOMP)
- Connecting Cathedral and Central Business District
- Connecting Central Business District to Warehouse District
- Connecting Medical Campuses to Bradley
- Understanding and communicating with OSF HQ and how it impacts the rest of the block and other properties they are currently occupying
- Parking in Warehouse District
- Converting 1way streets to 2way traffic strategically

Mark Misselhorn invited additional attendees to give comment on priorities for downtown comments included:

FEEDBACK FROM SID RUCKRIEGEL

- Turning 1way streets to 2way traffic
- Wayfinding – funding a multiyear staggered implementation option
- Better alignment with Bradley and the City to engage student body earlier and more consistently in of campus activities that showcase the City of Peoria to students.
• City Budget storytelling: How do we do a more effective job of communicating how the spending within the city aligns with the budget priorities (Example why is spending in the downtown important for other parts of the city that are not downtown)
• Visitors of downtown need better tools to experience downtown examples (TripAdvisor, Yelp)

FEEDBACK FROM JOHN KELLY:
• Need to get input from downtown business owners and residents to understand their perception of whether they feel the city is taking steps to enable business or steps that make business more difficult. Do residents feel the city can do more specific things to make downtown more livable.

FEEDBACK FROM ZACH OYLER:
Focus on the Central Business District, Central business district needs a champion much like Pat Sullivan has been a champion for the warehouse district. How do we attract the type of investment happening in the warehouse district into the Central Business District? What can we do to gain activity to begin some momentum in Central Business District?
• Communications on Food Service
• List of Places to eat
• Maybe an APP
• Raise the density of downtown
• Creation of a tool kit for Entrepreneurs that can assist them and enhance chances of success once they decide to invest in an opportunity downtown

FEEDBACK FROM DENISE MOORE
• UICOMP Communications of services not enough people know what or who they are
• Connectivity and walkability of city
• Wayfinding
• Food/businesses review of brick and mortar v mobile (Need more food downtown no food on Washington)
• Main street is big concern (Parade does not even come up main street)
• Building owners are too passive what can we do to stimulate a desire to develop and be more progressive

FEEDBACK FROM PAT SULLIVAN
• New business owners need mentors to help them navigate the lessons they need to know before they run out of money
• Communications tools to know what’s happening in town to aid in appropriate levels of staffing for events
• Taxes and fees on brick and mortar businesses are out of balance compared to the lack of taxes and fees levied on mobile food businesses
• Lack of enforcement of existing laws on mobile food businesses should be reviewed as well.
• Develop clusters businesses draw like businesses
• Parking – split deck 800-1000 block of Washington,

FEEDBACK FROM MICHAEL FREILINGER
• Oak street Warehouse District parking
• Need to attract more businesses to downtown (Farnsworth, CORE) moving downtown there should be a campaign to pressure businesses to move or to stay downtown by peers
• Need more daytime activity in downtown (employees)
• City needs to address parking
• Biggest issue is parking 800 parking stalls needed right now
• DDC will have done its job once parking issue is resolved and DDC will refocus efforts into CBD
• Wayfinding implementation of phased approach with Pedestrian wayfinding the initial phase
• Priority 1 More Parking now
• Priority 2 Extending the TIF prior to expiration
• Priority 3 State transition of Historic Tax Credits
• Priority 4 Zoning changes that allow residential use of previously zoned commercial space that is now vacant

FEEDBACK FROM JAKE HAMANN
• Hosting/Programming in downtown Peoria Made, Peoria Innovation Alliance, Peoria Innovation Hub
• Move to get Landlords to be more flexible to allow more popup and short-term business test to emerge
• Foster more POPUP business opportunities
• Development of Fulton Square

ADDITIONAL FEEDBACK FROM ASSISTANT CITY MANAGER DEBORAH ROETHLER (INCLUDED IN SLIDES)
• What are the recommendations that continue to move Warehouse District
• Feedback from resident, and business owners to raise the attractiveness of downtown
• Seeking recommendations to enhance the vibrancy of Warehouse District and Central Business District and downtown in general
• City is negotiating parking solutions public comments on parking options now might be counter productive

ADDITIONAL FEEDBACK FROM COMMUNITY DEVELOPMENT DIRECTOR ROSS BLACK (INCLUDED IN SLIDES)
• Riverfront Development
• Use of SSA (Special Service Area) to stimulate development downtown
• Connection to the Near Northside
• Recommendations for opportunities for when I74 bridge is closed

DISCUSSION:
• Need to discuss what’s happening versus what isn’t happening
• Changing the Narrative
• How to enable more business activity
• Marketing and communications tools and efforts need to be enhanced
• We will be seeking further feedback from Stakeholders

NEW BUSINESS & PUBLIC COMMENT
No New Business

MOTION TO ADJOURN BY JON NEIDY SECOND BY PETER KOBAK APPROVE UNANIMOUSLY

ADJOURNMENT

Kevin Evans Senior Economic Engagement Specialist