

The meeting was called to order by Kristy Howell at 4:30 p.m.

Present: Barb Platta, Troy Reed, Lisa Uphoff, Randy McGuire, Kristy Howell, Liz Heider, Brad Mahony

Also Present: Ray Forsythe, City Administrator; Jon Oliphant, Planning and Development Director; Maureen Lyons, Communications Specialist; Chris Dillion, Campbell Coyle Real Estate

1. Public Comments:

None

2. Approval of Minutes from January 21 Meeting: **Randy McGuire made motion to approve minutes, seconded by Liz Heider. Motion approved.**

3. Business Items:

A. Status of TIF Extension and discussion on TIF guidelines:

The TIF extension is moving in the right direction and it looks very positive that it will be approved.

Comments: Great news. No questions.

B. 2021 Marketing Initiative and Bradley University Consulting Project:

Maureen Lyons updated the group on the continued work with Business Builders Marketing, the marketing team out of Normal, IL that manages the City's digital advertising initiative. The City runs targeted ads on Google and Facebook in order to increase Washington's online presence and create a "top-of-mind" mentality to residents in surrounding communities. The City also participated with a team of students from Bradley University for their senior capstone project. The project consisted of distributing a resident survey that the City can use to market city services, such as schools, safety, community, etc. Results are forthcoming but the response was twice what was required for the capstone course.

Comments: No questions or comments.

C. Comprehensive Plan Update:

As mentioned at the January meeting, the City received a Statewide Planning & Research grant from IDOT to help complete the Comprehensive and Collaborative Land Use, Economic Development, and Transportation Plan. The consultant team led by Civic ArtWorks has been primarily doing reviews of past plans, data gathering, and analyzing existing land use conditions. Now that the bulk of that has been completed, initial public outreach is planned and will continue throughout the planning process. Chris Dillion was on the call and would like to pose two questions within the topic of "Washington's Economic Potential within the Next Decade:"

1. Imagine a refreshed US Business 24 within the next 5-10 years. Improved infrastructure continues to accommodate automobile traffic but it also makes the corridor more pedestrian and bicycle-friendly. Given this new look and functionality, what mix of uses has the potential to be successful here?

2. What economic drivers distinguish Washington from other communities within central Illinois?

Comments:

General responses to prompt #1:

- **Kristy will send Jon a video she took while driving on North Knoxville and was impressed by curb appeal, extra wide sidewalks and light posts.**
- **Randy noted that everyone seems to be walking more, updating 24 needs to allow for people to be out and about and shopping, walking, exercising. We want people to be out and walking the square.**
- **Parking needs to be increased. The ability to eat and drink outside would be great.**

General responses to prompt #2:

- *Kristy has a lot of customers that come in from other communities and then spend the day in Washington. She hears a lot of feedback that “everyone wants to move to Washington.” Washington has a huge community spirit and very family-oriented.*
- *Schools are great and a big driver to get young families. The parks are also a big factor. Close to Peoria.*

D. Future Meeting Date: Schedule for Thursday, June 3 at 4:30PM.

Hopefully an in-person meeting can be scheduled. Reserve the Fire House for social distancing.

4. Other Business:

None.

5. Adjournment: *Motion approved by Troy Reed, seconded by Brad Mahoney. Motion moved. Meeting adjourned at 5:25PM.*