

**SUMMARY MINUTES OF THE  
WORK SESSION CITY COUNCIL MEETING  
PUBLISHED BY THE AUTHORITY OF THE CITY COUNCIL  
OF BLOOMINGTON, ILLINOIS  
MONDAY, JUNE 13, 2016; 5:40 P.M.**

The Council convened in Work Session in the Council Chambers, City Hall Building, at 5:40 p.m., Monday, June 13, 2016.

**1. CALL TO ORDER**

The Meeting was called to order by Mayor Renner who directed the City Clerk to call the roll and the following members answered present:

**2. ROLL CALL**

Aldermen: Kevin Lower, David Sage, Mboka Mwilambwe, Amelia Buragas, Joni Painter, Karen Schmidt, Scott Black, Diana Hauman, Jim Fruin, and Mayor Tari Renner.

Staff Present: David Hales, City Manager; Steve Rasmussen, Assistant City Manager; Cherry Lawson, City Clerk; Jay Tetzloff, Zoo Supervisor; Austin Grammer, Economic Development Coordinator; Nora Dukowitz, Communications Manager; Jeff Jurgens, Corporate Counsel; Nicole Albertson, Human Resources Director; Ken Bays, Assistant Police Chief of Administration; Scott Sprouls, Information Services Director; Jim Karch, Public Service Director; Curtis Webb, Executive Director, U.S. Cellular Coliseum.

**3. PUBLIC COMMENT**

Mayor Renner opened the meeting to receive Public Comment. The following individuals provided comments during the meeting.

Carl Teichman  
Jared Hall  
Donna Boelen  
Gary Lambert

**4. PRESENTATION AND DISCUSSION ON THE PROPOSED CONTRACT  
BETWEEN THE CITY OF BLOOMINGTON AND VENUWORKS – COLISEUM**

David Hales, City Manager, provided introductory remarks. He thanked the employees who worked to finalize the Professional Services Agreement with VenuWorks for the US Cellular Coliseum (USCC) management.

Jeff Jurgens, Corporate Counsel, summarized the contract and the process to move forward. All agreements would be available on the City's website, [www.cityblm.org](http://www.cityblm.org), under the Transparency Portal tab. Individuals from various departments were involved in the agreement process along with the Bronner Group, Government Management and Technology Consulting Services, located in Chicago, IL. The City's focus was on Industry Standards and reviewing other contracts common in this field. The group leaned on past experience with what worked, what fell short and what was desired moving forward. Feedback from Council and the public were taken into consideration.

Contract highlights for the proposed Compensation Agreement included 1.) A \$9,500 monthly management fee; 2.) A Disincentive fee; 3.) The Consumer Price Index (CPI) increase would be limited to three percent (3%). Commissions to VenuWorks included five percent (5%) of gross food and beverage sales and contract revenues.

Other Contract highlights included: 1.) a five (5) year term, July 1, 2016 to June 30, 2021 with the right to terminate after three (3) years; 2.) Oversight agreements between the City and VenuWorks; 3.) Capital Improvements; 4.) Transparency; and 5.) Focus to maximize the USCC potential.

Event Reports would be available online showing estimated ticket sales, how much the City paid for the show, Facility fees, parking, etc. Monthly financial reports would be posted twenty (20) days after month end.

Next steps included: further discussion at the Committee of the Whole, June 20, 2016 and Consideration and Action by Council at the June 27, 2016 Council meeting.

Alderman Black questioned whether the USCC name would be changed. Curtis Webb, Executive Director, U.S. Cellular Coliseum, stated VenuWorks had been working with a company from Milwaukee, WI to determine what the naming rights would be worth to a potential client. The report would be reviewed in the next week. Recommendations would be brought to Council for approval. Alderman Black stated profitability from the USCC should be viewed more broadly as the economic impact affected restaurants, stores and other vendors.

Alderman Schmidt questioned the relationship and communication between the USCC and the Bloomington Center for the Performing Arts (BCPA). Mr. Webb stated communication and working closely with the BCPA was important. Alderman Schmidt questioned interaction with the Pepsi Ice Center. Mr. Jurgens stated clearer operations understanding between the USCC and the Pepsi Ice Center were undergoing review.

Alderman Mwilambwe questioned upcoming events. Mr. Webb stated Hockey dates had been scheduled. Upcoming shows, beginning in September 2016 through February 2017, were being reviewed. Cleaning the building was a priority to reintroduce the USCC to the public in the fall.

Alderman Lower questioned communication between USCC and Illinois State University Redbird Arena. Mr. Webb stated competition was to be expected between communities.

## **5. PRESENTATION, DISCUSSION AND DIRECTION TO CITY MANAGER AND/OR RELATED ACTIONS ON THE MUNICIPAL SALES TAX SHARING**

Mayor Renner provided introductory remarks. During the One Voice trip, officials from the Town of Normal (Town), the City and McLean County (County) discussed sales tax sharing. A sixty/forty (60/40) revenue distribution concept was presented, sixty percent (60%) to the City and forty percent (40%) to the Town to match population percentages. Metro Zone would be dissolved. A periodic reevaluation would be included.

Alderman Fruin stated no discussion of specifics or analysis had occurred. Metro Zone's statistics were released to the Pantagraph. Discussion on the concept with Council was desired. David Hales, City Manager, stated no presentation was created.

Alderman Sage stated a balance between the Town and the City businesses had occurred. Establishments were equally distributed with no poaching occurring. Business decisions were made when determining locations. He was not in favor of pursuing the discussion. Metro Zone was a different topic needing separate discussions.

Alderman Painter stated, according to the Pantagraph, the 2015 sixty/forty (60/40) split would have the City paying \$360,000 to the Town. The 2017 projection, from the State, would have the City owing \$638,504 to the Town. The Metro Zone was created in 1986 to provide orderly and planned growth and development to an area designated as an Enterprise Zone. The Metro Zone was part of the Enterprise Zone, located west of I74/55. All Enterprise Zones had an end date. This particular Enterprise Zone ended July 1, 2016. She believed the contract for Metro Zone would end also. Over the last five (5) years, the City had paid the Town over \$1 million from the Metro Zone agreement. To support partnerships, sales taxes were raised at the same time for the Town and the City. The City had over \$400 million in deferred Capital expenditures for roads, sewers and sidewalks needing attention. She was not in favor of pursuing the discussion.

Alderman Mwilambwe stated poaching was not an issue. Businesses move from one locale to another. The City had budgeted \$390,000 to B-N Advantage for economic development. He was not in favor of further discussion.

Alderman Black stated no proposal was brought forth. Discussion on the topic could occur if a resolution was brought forth for Staff consideration. Public feedback would be needed. He was in favor of further discussions.

Alderman Schmidt believed that the City and the Town worked together well. Collaboration on shared goals was encouraged. The Metro Zone should be a separate conversation and not tied in with this concept. She was not in favor of Staff time for further consideration of this concept.

Alderman Hauman questioned having an Economic Development Staff person representing both the Town and the City. She questioned changes in population affecting any agreement that may arise. She questioned having a long range plan with priorities for the City.

Alderman Buragas stated the Town and the City were unique as Twin Cities. This changed the dynamics of cooperation, collaboration and competition. Companies were interested in business due to the entire community size. She was in favor of further discussions.

Alderman Fruin stated studies from other organizations, such as Bloomington-Normal Economic Development Council (EDC), Chamber of Commerce (Chambers), Regional Planning, School Districts or an independent organization would be beneficial. Staff time would not be required. Shared revenue was one opportunity for a unified, regionalized community. Others could include: 1.) Fire Station locations; 2.) Libraries; and 3.) Recreational venues. Regional services that the City had requested financial support from other governmental bodies included: 1.) a Police firing range; 2.) a Fire Department training tower; 3.) a Fire Station located on Central Regional Airport property. Questions often asked included: where was the community dividing line; and why two (2) school districts. He was in favor of further discussions.

Alderman Lower stated he was not in favor of a shared sales tax. The Town and the City were independent yet interdependent and should build on those strengths. Competition was good for the consumer and the community.

Mayor Renner asked whether there was a consensus to move forward with further discussion on the sales tax sharing.

Ayes: Aldermen Fruin, Hauman, Black and Buragas.

Nays: Schmidt, Painter, Mwilambwe, Sage and Lower.

## **6. ADJOURNMENT**

Mayor Renner asked for a motion to adjourn the meeting.

**Motion by Alderman Hauman, seconded by Alderman Schmidt, that the meeting be adjourned. Time: 6:56 p.m.**

**Motion carried, (Viva Voce).**

CITY OF BLOOMINGTON

ATTEST

---

Tari Renner, Mayor

---

Cherry L. Lawson, City Clerk