



CITY OF
BLOOMINGTON
SPECIAL SESSION
MEETING
AUGUST 28, 2017

AGENDA



**SPECIAL MEETING SESSION AGENDA
OF THE CITY COUNCIL
CITY HALL COUNCIL CHAMBERS
109 E. OLIVE STREET, BLOOMINGTON, IL 61701
MONDAY, AUGUST 28, 2017; 5:15 P.M.**

1. Call to Order
2. Roll Call of Attendance
3. Public Comment
4. Closed Special Meeting
 - A. Review of Closed Session Minutes – Section 2(c) (21) of 5 ILCS 120/2) (10 minutes)
 - B. Pending Litigation - 2(c) (11) of 5 ILCS 120/2) (10 minutes)
5. Adjourn Closed Session
6. Return to Open Session
7. Presentation and discussion regarding the Establishment of Downtown Development division within the Community Development Department. *(Presentation by Steve Rasmussen, Assistant City Manager 5 minutes, Council discussion 15 minutes.)*
8. Presentation and discussion of an Ordinance Amending Chapter 2, Article II, Section 17 of Bloomington City Code, of the City's Shade Tree Ordinance. *(Recommend Council discuss and provide direction on the proposed Ordinance Amending Chapter 2, Article II, Section 17 of Bloomington City Code, of the City's Shade Tree Ordinance.) (Presentation by David Hales, City Manager 5 minutes, Council discussion 15 minutes.)*
9. Adjourn (approximately 6:25 PM)



**SPECIAL SESSION MEETING
AGENDA ITEM NO. 7**

FOR COUNCIL: August 28, 2017

SUBJECT: Presentation and discussion on the Establishment of Downtown Development as a division within the Community Development Department.

RECOMMENDATION/MOTION: Discussion only

STRATEGIC PLAN LINK: Goal 6 Prosperous Downtown Bloomington

STRATEGIC PLAN SIGNIFICANCE: 6b. Downtown Vision and Plan used to guide development, redevelopment and investments

BACKGROUND:

The objective of this move would be to better enact recommendations from the Comprehensive Plan, to solidify working partnerships with the City, to establish work plans to facilitate completion of priorities, and to further the City Council's Downtown objectives.

The current DBA Board would continue to serve in an advising role, but the new City division might more appropriately be named Downtown Development Division, but with many of the same functions as the current DBA. The new Downtown Division would become a Division of the Community Development Department.

History: The DBA has had numerous incarnations across the decades, changing and adapting as the City's needs and leadership changed. As Bloomington Unlimited, and then Uniquely Bloomington, this organization received \$200,000 annually from the City of Bloomington. After Uniquely Bloomington was dissolved and reformed as the Uniquely Bloomington Downtown Association (UBDA), City support was adjusted. It has been at \$90,000 annually since 2011. Downtown Bloomington was accepted into the Main Street Program in 2005. The Main Street Program structure, following the Four Points to revitalization established by the National Trust, set the framework for the organizations' current efforts which include beautification, special event programming and communications. See attached Main Street Brochure.

Currently, the DBA is solely responsible for the following Special Events: The Award Winning Farmers' Market, Monthly First Fridays, Art Walks and Loft Tours and Downtown Cruise In. The DBA also assists with the following Special Events: Criterium Bike Race, WGLT Summer Concert, Sunrise Rotary Brats and Bags, and the annual Lincoln's Festival.

As the DBA goes forward in 2017, the focus has returned to Downtown Development and in celebrating the Downtown's prominence as our City Center. There are several prime parcels for

either restoration and repurposing, or brand new development, which could be for a new hotel and conference center, a live/work art space, additional cultural amenities such as a science and industry museum (City Museum in St. Louis was cited as an exciting model), or in more heritage tourism experiences, like an Automobile/Route 66 Museum and eatery. These and many other initiatives would become the focus for this new City Division, such as assisting in the development of the Creativity Center, branding the Downtown as a Cultural District and driving tourism to that district.

Advantages: The new Division, with its working knowledge of and relationships with Downtown stakeholders would provide resources and support within the City organizational structure. In addition, its current staff, with its already established public art and special events programming, could continue to enhance the downtown experience, while enhancing the Downtown environment through department efforts to implement recommendations from both the Strategic Plan and the Comprehensive Plan. Since the adoption of the Strategic Plan in 2013, the DBA has actively pursued completion of what is frequently referred to as “low hanging fruit” on the implementation grid. It established a non-endowment fund through Illinois Prairie Community Foundation to provide resources to enhance the quality of life downtown. The “Friends of Downtown Bloomington Fund” has made it possible for the DBA to add, to date, 7 public art installations, and expand the adopt-a-pot flower program to include tree well gardens, which help create a sense of place in our City Center. In addition, the DBA Executive Director, as a member of the Downtown Traffic Committee meets monthly with City staff to discuss parking concerns, and brainstorm ideas for parking enhancements. The Executive Director also currently co-chairs the Downtown Wayfinding Signage Committee.

The current DBA, in full cooperation with the City’s Public Works Department, has improved downtown trash pick-up, added public recycling centers, and continues to employ Marcfirst to assist with litter management in the downtown. The current DBA, however, struggles with a lack of proper funding. Currently, a significant portion of DBA funding is used to cover fixed operational costs such as rent, utilities and salaries. Given an annual budget of \$90,000, this does not go very far to cover the variety of events funded by the DBA. Relocating to a city owned facility and become a member of City staff would allow for those funds to be used instead for programming, thus allowing for the development of bigger, bolder and better regional activities.

The Downtown Bloomington Association was designated an Illinois Main Street Community since 2005. Since that time, the DBA has been monitoring the progress of the district through the collection of reinvestment numbers. In 2016, property owners invested \$1.1 million in their buildings and nine new businesses opened within the district creating 12 new jobs.

As part of the City, the new Division could also assist the reinvestment numbers grow by assisting with the one-stop shop to streamline the building permit process. This will make it easier for property owners to make improvements to their properties. Additionally, by working with the City’s Economic Development Coordinator the new Division can market available properties more efficiently and assist them in locating in the district. The current DBA Staff already has a work plan full of activities that support and promote the downtown. The Staff of the DBA has unique skill sets that can assist other departments within the City of Bloomington. Once the DBA staff joins the City, some of its duties such as accounting and Human Resource actions will be done by other City Staff thus freeing up the new Division staff to do more things directly related to the

Downtown and the goals set for in the City’s Master Plan. Some of these goals and the hours weekly spent on them are listed below:

Task	Hours/week
Expedite information flow from all City departments to the Downtown business and property owners	3
Remove Downtown work from City staff	2
Become the one stop shop for information pertaining to downtown redevelopment projects	2
Create a town/gown outreach program to better engage campus community and alumni	2
Enhance the further development of the emerging Cultural District and creativity center	2
Improve and maintain accurate databases for residential, businesses and property owners	2
Streamline the Special Event application process and assist with event coordination	1
Assist in recruiting new desirable businesses to fill downtown vacancies	1
Total	15

Disadvantages: As a not for profit, membership based organization, the current DBA is able to provide services to member businesses, such as corporate advertising and marketing. This level of service could be lost. The current DBA is able to give voice for stakeholders who may have priorities that are not in synch with the City’s efforts. The advisory DBA Board would have to work to fill this gap. The Community Development Department budget would have to be increased to allow for two additional staff members and programming. Job descriptions for those two positions are attached here. The FY 2018 Budget would increase by \$182,457 to include two FTE salary and benefits packages, and funds for continued programming. On the positive side of this, however, the City would not have to fund the DBA as it now exist, which is being funded in the FY 2018 budget at \$90,000, of which \$30,000 has been paid for 4 months through August of 2017. Under this new proposal the Downtown Development Division would be funded at \$272,457 less the \$90,000 currently funded, leaving an increase of \$182,457.

Conclusion: Given the advantages, however, staff recommends the creation of a Downtown Development Division as part of the Community Development Department and budget it at \$272,457 annually. And that the two individuals in the current DBA be transferred to the City with no further advertising of these positions. If the Council concurs with this position, an ordinance will brought forward making the necessary changes.

COMMUNITY GROUPS/INTERESTED PERSONS CONTACTED: McLean County Facilities Management and the current DBA Board.

FINANCIAL IMPACT: The budget amendment would include using fund balance to cover the additional cost of \$182,456.78 that would be absorbed in the FY 2018 Budget. Please see the Exhibit 1D for the details of the Proposed Budget Amendment.

COMMUNITY DEVELOPMENT IMPACT: As discussed above.

Link to Comprehensive Plan/Downtown Plan Goals: D-1. Continue to build a healthy Downtown that offers a range of employment, retail, housing, cultural and entertainment opportunities for all.

FUTURE OPERATIONAL COST ASSOCIATED WITH NEW FACILITY

CONSTRUCTION: The new Division would be housed in the three offices facing Washington St. on the Ground floor of the Government Center North end. This move requires the addition of two small partitions and one door.

Respectfully submitted for Council consideration.

Prepared by: Steve Rasmussen, Assistant City Manager

Reviewed by: Nicole Albertson, Director of Human Resources

Financial & budgetary review by: Chris Tomerlin, Budget Analyst
Carla A. Murillo, Budget Manager

Legal review by: Jeffrey R. Jurgens, Corporation Counsel

Recommended by:



David A. Hales
City Manager

Attachments:

- Event and Outreach Coordinator Job Description
- City Staff Manager Job Description
- Proposed Ordinance and Budget Amendment Exhibit
- City Staff Downtown Brochure

ORDINANCE NO. 2017 –

**AN ORDINANCE AMENDING THE BUDGET ORDINANCE
FOR THE FISCAL YEAR ENDING APRIL 30, 2018**

WHEREAS, on April 10, 2017 by Ordinance Number 2017-26, the City of Bloomington passed a Budget and Appropriation Ordinance for the Fiscal Year Ending April 30, 2018, which Ordinance was approved by Mayor Tari Renner on April 11, 2017; and

WHEREASE, a budget amendment is needed as detailed below;

NOW, THEREFORE BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF BLOOMINGTON, ILLINOIS:

Section One: Ordinance Number 2017-26 (the Budget and Appropriation Ordinance for the Fiscal Year Ending April 30, 2018) is further hereby amended by inserting the following line item and amount presented in Exhibit 3A in the appropriate place in said Ordinances.

Section Two: Except as provided for herein, Ordinance Number 2017-26 shall remain in full force and effect, provided, that any budgeted or appropriated amounts which are changed by reason of the amendments made in Section One of this Ordinance shall be amended in Ordinance Number 2017-26.

Section Three: This Ordinance shall be in full force and effect upon its passage and approval.

PASSED the 28th day of August 2017.

APPROVED the ____ day of August 2017.

APPROVED:

Tari Renner
Mayor

ATTEST:

APPROVED AS TO FORM

Cherry L. Lawson
City Clerk

Jeffery R. Jurgens
Corporation Counsel

FY 2018 Budget Amendment-Exhibit 8B-7

Account #	Fund	Account Description	Partial Cost for FY 2018	Comments	Full Cost for FY 2019
10010010-40000	General-Non Departmental	Use of Fund Balance	\$ (144,304.85)		N/A
		TOTAL TRANSFER OUT FROM GENERAL FUND:	\$ (144,304.85)		
10015440-61100	General - Downtown Development	Fulltime salary	\$ 66,241.32	2 positions/based on 8 months	\$ 99,362.00
10015440-62108	General - Downtown Development	BCBS - employee plus 1	\$ 17,702.24	2 positions/based on 8 months	\$ 26,553.36
10015440-62100	General - Downtown Development	Dental - employee plus 1	\$ 683.84	2 positions/based on 8 months	\$ 1,025.76
10015440-62102	General - Downtown Development	Vision - employee plus 1	\$ 116.80	2 positions/based on 8 months	\$ 175.20
10015440-62110	General - Downtown Development	Group Life (\$50,000)	\$ 428.00	2 positions/based on 8 months	\$ 642.00
10015440-62120	General - Downtown Development	IMRF Pension (City Contribution)	\$ 8,465.65	2 positions/based on 8 months	\$ 12,698.46
10015440-70615	General - Downtown Development	Sponsorship Expenses - Farmers Market	\$ 36,000.00		\$ 36,000.00
10015440-70615	General - Downtown Development	Sponsorship Expenses - First Fridays	\$ 10,000.00		\$ 10,000.00
10015440-70615	General - Downtown Development	Sponsorship Expenses - Additional Festivals/Events	\$ 36,000.00		\$ 36,000.00
10015440-70610	General - Downtown Development	Advertising	\$ 20,000.00	Based on 8 months	\$ 30,000.00
10015440-70410	General - Downtown Development	Janitorial Services	\$ 8,667.00	Based on 8 months	\$ 15,000.00
10019170-75012	General-Economic Development	To Downtown Business Association	\$ (60,000.00)	Transfer 8 months external DBA payment	\$ -
		TOTAL TRANSFER IN:	\$ 144,304.85		\$ 267,456.78
					\$ (90,000.00)
					\$ 177,456.78
		Net Transaction:	\$ -		

Outreach and Events Coordinator

Reports To: Downtown Development Manager

FLSA Status: Exempt

Grade: L

Department: Community Development

Summary: Plans, creates, implements and monitors marketing strategies, messages and campaigns to support the Downtown Development Division (DDD) and its programs. Creates and coordinates production and placement/distribution of a wide variety of promotional materials and mechanisms to maximize visibility, attendance, revenue of the DDD and its events. Works through a variety of media and contacts to create and maintain a positive image for the Downtown Bloomington area regionally and nationally. Manages and coordinates the Downtown Bloomington Farmers' market and other signature events. Work is reviewed under broad policy direction of the Downtown Development Division Manager. This position serves as back up for the Downtown Development Manager in his/her absence.

Essential Functions: Other duties may be assigned. This list may not include all tasks and/or knowledge which may be expected of the employee, nor does it cover all of the specific duties which may be required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Creates and implements both seasonal and individual event marketing plans, budgets and strategies for Downtown Bloomington events.
- Develops and maintains additional revenue streams via corporate event sponsorships, market vendor fees, and other venues, and implements programs to maintain these funding sources.
- Develops and maintains relationships with Downtown Bloomington Businesses and Downtown Property Owners' Association. Provides updates about events and other happenings in the downtown.
- Researches, analyzes, and monitors community demographics in order to capitalize on marketing opportunities and expand the customer base patronizing the Downtown and its special events.
- Serves as staff liaison to civic organizations representing and promoting Downtown Bloomington and its events and programs as directed by the Downtown Development Manager.
- Creates and places all paid advertising, both print and broadcast, for Downtown Bloomington and its events, staying within respective budgets for these items.
- Writes and oversees design and distribution of Downtown Bloomington publications and promotional materials the district and for both seasonal and individual events, as well as communications for print, social, and broadcast media distribution in coordination with the Downtown Development Manager and other areas within the City.
- Plans and coordinates special events to promote Downtown Bloomington and its programs, which includes but is not limited to the Farmers' Market and First Fridays.
- Serves as manager-on-duty at the Farmers' Market to ensure a Downtown Bloomington staff presence at each public event.
- Participates in the hiring process and training of office interns and volunteers.
- Monitors and tracks time and attendance for interns and volunteers.
- Manages all administrative tasks for the DDD including record keeping, project status reporting, meeting agendas, etc.

Qualifications:

1) Education/Experience:

- Bachelor's degree in marketing, communications, public relations, advertising, business administration, agriculture or related field.
- Three to five years of progressively responsible experience in marketing and communication in a non-profit organization.
- Any combination of education, training and experience which provides the required knowledge, skills and abilities to perform the essential functions of the job.

2) General Skill Levels:

- Thorough knowledge of marketing and communications mechanisms used by non-profit operations and the ability to apply that knowledge in integrated, multi-channel promotional efforts.
- A knowledge and passion for downtowns, farmers' markets and local foods.
- Strong and persuasive writing and speaking skills.
- Creativity in the design and use of a variety of media for publicity and promotion and social media campaigns.
- Ability to use word processing, spreadsheet, Internet, e-mail software, and other applications as needed by the department.
- Ability to analyze, organize and plan the needs of seasonal and individual event marketing campaigns.
- Ability to train and supervise volunteers and interns
- Ability to establish and maintain effective working relationships with external agencies and patrons, subordinates, peers and supervisors.
- Ability to exercise sound judgment in evaluating situations and in making decisions.
- Ability to give verbal and written instructions.
- Ability to direct, appraise and discipline staff in a respectful and constructive manner.

3) Certificates and Licenses: Valid Illinois State Driver's License and ability to meet the transportation requirements of the job.

4) Physical Requirements/Working Conditions: Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Requires vision (which may be corrected) to read small print.
- Requires the mobility to stand, stoop, reach, and bend.
- Requires mobility of arms to reach and dexterity of hands to grasp and manipulate small objects.
- Requires the ability to travel throughout the City to its various work locations. Work environments are indoors and outdoors and employees work in a wide variety of conditions.
- Perform lifting, pushing and/or pulling which does not exceed 25 pounds and is an infrequent aspect of the job.

Downtown Development Manager

Reports to: Director of Community Development

FLSA Status: Exempt

Grade: M

Department: Community Development

Summary:

The Downtown Development Manager is responsible for the development, execution, implementation and documentation of Downtown Development Division (DDD) activities for the City of Bloomington. This position works with key internal and external stakeholders throughout the City to determine overall development objectives, action plans and other developmental activities to move key initiatives forward, and has responsibility for project oversight and administration in coordination with the Economic Development Coordinator (EDC). This position enthusiastically and consistently promotes downtown development through various public relations initiatives, works cooperatively and effectively with businesses and property owners and prospective developers, identifies and secures grant funding, and performs all management functions associated with DDD activities.

Essential Functions: Other duties may be assigned. This list may not include all tasks and/or knowledge which may be expected of the employee, nor does it cover all specific duties which may be required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Serves as the primary DDD liaison with the general public, developers, retailers, and property owners.
- Manages the City's efforts at business retention in the Downtown Bloomington area and develops initiatives to attract new and desirable retail businesses and office employers to the Downtown area in coordination with the EDC.
- Works directly with the Community Development Director to provide current and future growth strategy recommendations to the Deputy City Manager regarding policy matters and implementation strategies pertaining to Downtown redevelopment.
- Establishes and maintains effective working relationships with persons and groups directly and indirectly involved with Downtown development.
- Coordinates with the McLean County Chamber of Commerce, Economic Development Council, the Bloomington-Normal Convention and Visitors Bureau, the Downtown Bloomington Association, Downtown Property Owner's Association and surrounding area, to promote Downtown Bloomington as a destination for shoppers and tourists.
- Communicates both public and private construction/development activities occurring Downtown.
- Coordinates projects, activities, and special events with the Downtown Bloomington Association (DBA), Downtown Property Owner's Association, the City of Bloomington, and the public.
- Works closely with local lending institutions to assist developers, businesses, and other investors in financing private projects in the Downtown and surrounding areas.
- Administers the DDD Budget. Develops and maintains the overall budget and maintains oversight of individual projects within.
- Develops and conducts ongoing public awareness and education programs designed to create appreciation and awareness of the Downtown and its goals and objectives.
- Writes, edits, and publishes website materials, informational brochures, information packets, newsletters, for Downtown Development.

- Coordinates beautification initiatives for the Downtown area in collaboration with the Parks & Recreation Department.
- Serves on various committees as appropriate.
- Encourages a cooperative climate with other Downtown or community organizations.
- Creates and manages marketing initiatives designed to attract patrons to Downtown Bloomington in coordination with the EDC.
- Supervises part-time or temporary staff members and student interns assigned to work on Downtown activities.
- May work closely with a variety of consultants assisting the City with retail marketing, advertising, and way finding.
- Coordinates the pursuit of various grants, both private and public.
- Insures the DDD abides by all applicable federal, state, and local laws and regulations, while maintaining associated records and reporting procedures.

Qualifications:

1) Education/Experience:

- Bachelor's degree from an accredited college or university in Public Administration, Urban Planning, Business Administration, Marketing, Commercial Real Estate or a related field. A Master's degree in one or more of the fields listed above preferred.
- Three to five years of progressively responsible experience in the field of economic development, marketing, small business development and/or redevelopment and record of significant achievement in these areas.
- Any combination of education, training and experience which provides the required knowledge, skills and abilities to perform the essential functions of the job.
- Municipal government experience preferred.

2) General Skill Levels:

- Considerable knowledge, skill and experience in one or more of the following areas; public relations, economic development, small business development, and marketing as they relate to the revitalization of a municipality's business district.
- Ability to establish and maintain positive interpersonal relationships with elected officials, City staff, developers, civic and business leaders, property owners, small business owners, fellow employees, local media representatives, and individuals of diverse socio-economic and ethnic backgrounds and the general public.
- Ability to follow a prescribed management philosophy that is input oriented and values creative problem solving in the context of an organization that values service, people, integrity, responsibility, innovation and teamwork.
- Ability to complete a variety of diverse project goals in a very fast paced and changing environment.
- Effective verbal and written communication skills, including the ability to make effective public presentations and to represent the City to local, state and national media on matters pertaining to Downtown redevelopment.
- Considerable skill in the use of personal computers, Microsoft Office Suite and the ability to create interesting and effective brochures, packets, newsletters and website material.
- Ability to provide positive customer service and the ability to work positively as part of the City of Bloomington's management team.

3) Certificates and Licenses: Valid Illinois State Driver's License and ability to meet the transportation requirements of the job.

4) Physical Requirements/Working Conditions. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Requires vision (which may be corrected) to read small print.
- Requires the mobility to stand, stoop, reach, and bend.
- Requires mobility of arms to reach and dexterity of hands to grasp and manipulate small objects.
- Requires the ability to travel throughout the City to its various work locations. Work environments are indoors and outdoors and employees work in a wide variety of conditions.
- Perform lifting, pushing and/or pulling which does not exceed 25 pounds and is an infrequent aspect of the job.

DRAFT

What can I do?

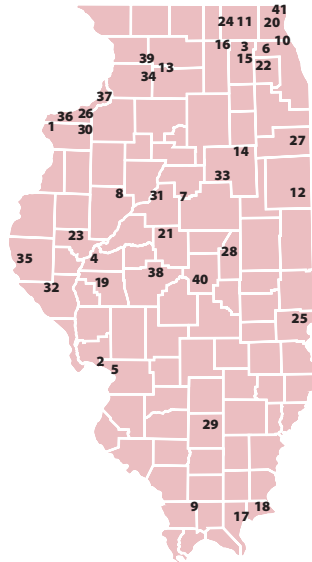
If your community does not have a Main Street program and you would like to learn more, visit the National Main Street Center website at www.preservationnation.org/main-street. If your community has a Main Street program, contact your local organization to:

- Learn about volunteer opportunities
- Find local programs that assist businesses
- See events and promotions coming to your downtown
- Support your local program with a donation



Communities

- | | |
|------------------------|-----------------|
| 1 Aledo | 22 Lombard |
| 2 Alton | 23 Macomb |
| 3 Batavia | 24 Marengo |
| 4 Beardstown | 25 Marshall |
| 5 Belleville | 26 Moline |
| 6 Berwyn | 27 Mokenca |
| 7 Bloomington | 28 Monticello |
| 8 Canton | 29 Mt. Vernon |
| 9 Carbondale | 30 Orion |
| 10 Chicago-Six Corners | 31 Pekin |
| 11 Crystal Lake | 32 Pittsfield |
| 12 Danville | 33 Pontiac |
| 13 Dixon | 34 Prophetstown |
| 14 Dwight | 35 Quincy |
| 15 Elgin | 36 Rock Island |
| 16 Genoa | 37 Silvis |
| 17 Golconda | 38 Springfield |
| 18 Hardin County | 39 Sterling |
| 19 Jacksonville | 40 Taylorville |
| 20 Libertyville | 41 Waukegan |
| 21 Lincoln | |



For more information contact:



ILLINOIS
MAIN STREET



State of Illinois
Office of the Lt. Governor
DEPARTMENT OF COMMERCE
AND ECONOMIC OPPORTUNITY

Christina Rogers

Coordinator

Illinois Main Street
217-558-2880
Christina.Rogers@Illinois.gov
illinoismainstreet.org



Angelo Kyle

Deputy Director, Regional Economic Development

Department of Commerce and
Economic Opportunity (DCEO)
312-814-5803
Angelo.Kyle@illinois.gov

IN PARTNERSHIP WITH



NORTHERN ILLINOIS UNIVERSITY

Center for
Governmental Studies

Outreach, Engagement, and Regional Development

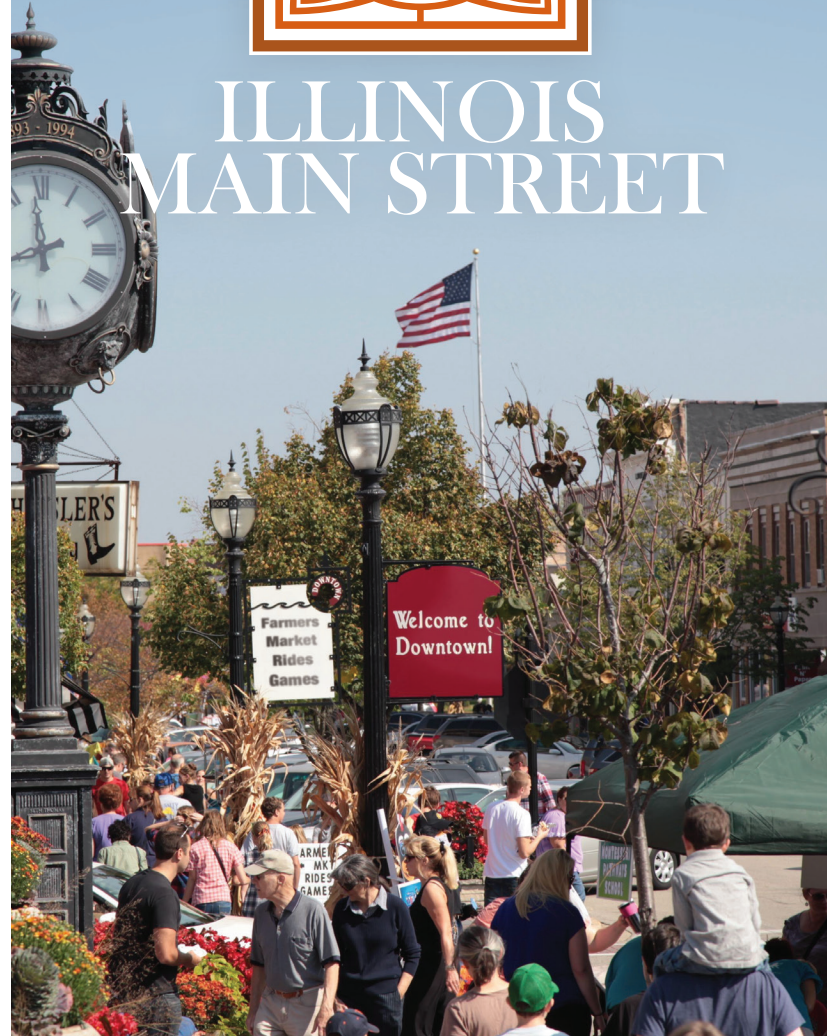
illinoismainstreet.niu.edu



ILLINOIS HISTORIC
Preservation
AGENCY



ILLINOIS MAIN STREET



Your Downtown is Important

You can help revitalize it!

illinoismainstreet.org



What is the Main Street Approach®?

The Main Street Program was developed by the National Trust for Historic Preservation to help revitalize traditional downtowns and neighborhood commercial centers. Each state has their own Main Street coordinating program. Illinois Main Street is the coordinating program for Illinois. It was founded in 1993 and serves 41 local Main Street organizations.

A Main Street program is a grassroots, volunteer-driven non-profit business. A professional executive director and a volunteer board manage the program and help volunteers carry out the projects. It is based on the belief that successful downtown revitalization takes into account all aspects of downtown. This is called the **Main Street Four-Point Approach®**. Its volunteers are mobilized through committees or teams that reflect the 4 points. Here is what each committee does:

- 1. Design**—Enhances downtown’s physical environment so it is an attractive place to work, visit and live.
- 2. Promotion**—Showcases downtown by leveraging its unique history, culture, architecture and businesses to attract visitors, customers and residents.
- 3. Economic Restructuring**—Attracts new entrepreneurs and helps existing businesses grow by responding to present and future economic opportunities.
- 4. Organization**—Engages and educates the community on the importance of downtown, and ensures that the local Main Street program is adequately funded, staffed and efficiently managed.

Why is downtown important?

Downtown is your community’s most visible indicator of its heritage, pride and economic vitality. It can be an asset or a liability in recruiting new residents, new businesses and industries, retirees, tourists, and others to your community, and in retaining those you already have. The Main Street Approach is a downtown revitalization tool that encourages forward-thinking economic development and historic preservation so this unique community asset and legacy can be passed on to future generations.



Does Main Street Work?

In 2013, Illinois Main Street downtowns gained:



CONSIDERATION OF
APPROVING THE CREATION
OF A
“DOWNTOWN DEVELOPMENT
DIVISION”
IN THE CITY

OPERATIONS---

- CURRENT “DOWNTOWN BLOOMINGTON ASSOCIATION” (DBA)
CONTINUES TO EXIST BUT AS AN ADVISORY BOARD
- CURRENT ACTIVITIES
MOVE ACTIVITIES TO CITY AS THE
“DOWNTOWN DEVELOPMENT DIVISION” (DDD)
OF THE COMMUNITY DEVELOPMENT
DEPARTMENT

EMPLOYEES --

THE TWO CURRENT
EMPLOYEES BECOME
CITY EMPLOYEES AND
MOVE TO THE COMMUNITY
DEVELOPMENT DEPARTMENT IN THE
GOVERNMENT CENTER

FUNDING--

- THE CURRENT DBA IS FUNDED BY THE CITY AT \$90,000
- THE NEW DDD WOULD BE FUNDED AT \$272,457
- LESS THE CURRENT \$90,000 THIS LEAVES A NET INCREASE OF \$182,457 TO THE COMMUNITY DEVELOPMENT DEPARTMENT

DBA FUNDRAISING—

- \$12,000 IN DBA DUES WOULD CONTINUE TO GO TO DBA
- \$10,000 IN FUNDRAISING ACTIVITIES WOULD GO TO DBA

...ALL TO HELP PROMOTE DOWNTOWN
BLOOMINGTON



**SPECIAL SESSION MEETING
AGENDA ITEM NO. 8**

FOR COUNCIL: August 28, 2017

SUBJECT: Presentation and discussion of an Ordinance Amending Chapter 2, Article II, Section 17 of Bloomington City Code, of the City’s Shade Tree Ordinance

RECOMMENDATION/MOTION: Council discuss and provide on the proposed Ordinance Amending Chapter 2, Article II, Section 17 of Bloomington City Code, of the City’s Shade Tree Ordinance.

STRATEGIC PLAN LINK: Goal 5: Great Place – Livable, Sustainable City

STRATEGIC PLAN SIGNIFICANCE: Objective 5c. Incorporation of “Green Sustainable” concepts into City’s development and plans.

BACKGROUND: The City of Bloomington receives, from time-to-time, requests from residents to remove trees within the City’s right-of-way. The City’s Shade Tree Ordinance governs this process and provides the City Forester may grant such requests when “the desired action or treatment is necessary and that the proposed method and workmanship are satisfactory.”

City staff is recommending the ordinance be amended to provide clear standards on when such permits should be issued, as well as an appeal process.

COMMUNITY GROUPS/INTERESTED PERSONS CONTACTED: N/A

FINANCIAL IMPACT: N/A

COMMUNITY DEVELOPMENT IMPACT: N/A

FUTURE OPERATIONAL COST ASSOCIATED WITH NEW FACILITY CONSTRUCTION: N/A

Respectfully submitted for Council consideration.

Prepared by: David Lamb, Assistant Superintendent of Parks

Reviewed by: Jay Tetzloff, Director of Parks, Recreation, and Cultural Arts/Miller Park Zoo

Financial & budgetary review by: Carla A. Murillo, Budget Manager

Legal review by:

Jeffrey R. Jurgens, Corporation Counsel

Recommended by:

A handwritten signature in black ink, appearing to read "David A. Hales". The signature is fluid and cursive, with a prominent initial "D" and "H".

David A. Hales
City Manager

Attachments:

- Ordinance

ORDINANCE 2017 - _____

AN ORDINANCE AMENDING THE CITY CODE PROVISIONS ON THE
REMOVAL OF TREES FROM PUBLIC PLACES

BE IT ORDAINED BY THE CITY COUNCIL
OF THE CITY OF BLOOMINGTON, ILLINOIS:

SECTION 1. That Chapter 2, Article II, Section 17 of Bloomington City Code, 1960, as amended, shall be amended by changing the order of business for items (5) and (6) as follows:

- (a) Preserve or Remove. No person shall trim any limbs on a tree 5" diameter breast height or greater or remove trees in public places without first filing an application and procuring a permit from the City Forester.
 - (1) Application Date. The application required herein shall state the number and kind of trees to be trimmed or removed; the kind and condition of nearest trees upon the adjoining property; and such other information as the City Forester shall find reasonably necessary to a fair determination of whether a permit should be issued hereunder.
 - (2) Standards For Issuance of Permit Related to Trimming. The City Forester shall issue the permit for trimming ~~provided for herein~~ when he finds that the desired trimming action or treatment is necessary and that the proposed method and workmanship are satisfactory.
 - (3) Standards For Issuance of Removal Permit. For the removal of trees, a permit shall be issued when the City Forester determines the removal is necessary because the tree is infested, diseased, dead or declining and has not yet been removed by the City or because the tree constitutes a public safety risk to pedestrians, motorists, or buildings. In determining the potential public safety risks to motorists, the City Forester shall consult with City's Traffic Engineer and obtain an assessment based on standard traffic or related guidelines. If an application for removal of a tree is approved, the City Forester must also approve the proposed removal method. The City Forester may also require the planting of one or more replacement trees at the applicant's sole cost and expense.
 - (4) A person to whom an application is denied by the City Forester may, within ten (10) days of service of the denial of the application, appeal the decision to the City Manager who shall review such decision within five (5) days and make his decision therein. Unless the decision is revoked or modified, it shall remain in full force and effect.

SECTION 2. Except as provided herein, the Bloomington City Code, 1960, as amended shall remain in full force and effect.

SECTION 3. In the event that any section, clause, provision, or part of this Ordinance shall be found and determined to be invalid by a court of competent jurisdiction, all valid parts that are severable from the invalid parts shall remain in full force and effect.

SECTION 4. The City Clerk is hereby authorized to publish this ordinance in pamphlet form as provided by law.

SECTION 5. This ordinance shall be effective immediately after the date of its publication as required by law.

SECTION 6. This ordinance is passed and approved pursuant to the home rule authority granted Article VII, Section 6 of the 1970 Illinois Constitution.

PASSED this _____ day of August, 2017.

APPROVED this _____ day of August, 2017.

APPROVED:

Tari Renner, Mayor

ATTEST:

Cherry Lawson, City Clerk