



CITY OF  
BLOOMINGTON  
COMMITTEE OF THE  
WHOLE MEETING  
AUGUST 20, 2018



## **City Logo Design Rationale**

The symbol for the City of Bloomington is multifaceted in its visual and conceptual approach. Visually the symbol and the City's identity represent a modern progressive style which is consistent with the City's government. The symbol is based on three different concepts which combine to represent the City in a contemporary and appropriate way.

First and foremost is the chevron. The City government is a respected agency dedicated to serving the public. In this way, the chevron represents service, rank and authority.

The symbol may also be seen as a three dimensional building. This represents growth and diversity in our community.

Finally, the flower or plant derived from the original name "Blooming Grove," represents a community that is friendly and safe. Progress and growth are also associated with plant life as well as regeneration and renewal.

The symbol's positive upward movement is representative of the City's commitment to excellence!

## Brief Summary of Five Council Priorities

### Five Priorities

At the September retreat, Council informally selected its top five priorities, and since that time staff has seen that these five areas are the dominant focus of the Council's policy deliberations. The selected priorities are:

1. Economic Development
2. Infrastructure
3. Financial Planning
4. Reduced Emergency Response Times
5. Downtown Implementation Plan

The value in naming priorities is to establish policy direction, make that direction known to stakeholders and guide policy, budget and operational decisions. As we work to develop the City's FY17 budget, staff would find value in formalizing the five priorities for the next fiscal year.

Prior to formalization, we have prepared this brief summary to begin the dialogue about what each priority means, where it stands and what it will take to advance each going forward.

#### 1. Economic Development

- A. Economic development was overwhelmingly recognized by the Council as **essential to the financial sustainability** of the community. It is our prime means to diversify our tax base and expand our revenue streams.
- B. City of Bloomington economic development is undertaken in parallel with **regional collaboration** and economic development initiatives of the EDC, B/N Advantage and others.
- C. The time is right to review our **economic development strategic plan and incentive policy**. Tools such as TIF are invaluable for the redevelopment of areas such as Colonial Plaza, and will be key to our success.
- D. Economic development cannot stand alone and depends on sound infrastructure and quality of life to successfully ensure a financially-sound future for our community.

#### 2. Infrastructure

- A. The City is decades behind in funding much-needed **infrastructure maintenance**, estimated to total \$400M or more. Reliable infrastructure with the capacity to handle growth is essential to economic development, quality of life and the City's financial long-term stability.
- B. Our City's recently completed **infrastructure Master Plans**, encompassing streets, sanitary sewers, storm water, facilities, sidewalks and more provide detailed inventory, condition rating and make it possible for us to assess and prioritize critical needs.
- C. The next essential step is to develop a **five year Capital Improvement Plan** to address the most urgent/timely needs, AND a funding strategy.
- D. Some projects included in the City's Master Plans are prime candidates for borrowing. Financing options are many, and Council will determine a preferred strategy, ranging from conservative to aggressive.

3. Financial Planning

- A. Since the Great Recession, we are all adapting to a new economy that requires us to have a **long-term, continuously evolving plan for financial sustainability**, including a plan for appropriate reserves. We must have a balanced budget to avoid the pitfalls and reputational damage that many other governments continue to experience.
- B. A deficit in the City's General Fund was averted in the near term through Budget Task Force recommendations and the Council's recent adoption of a 1% sales tax increase. However, the City's expenses, especially those tied to Police and Fire pensions and labor costs, will continue to increase over the years. The **potential for a General Fund structural deficit** will continue to threaten future budgets.
- C. It will take all of us, including our citizens, to develop solutions for achievement of financial sustainability. We must focus on refining our financial projections, re-forecasting when appropriate, identifying programs and services, establishing appropriate levels of service performance measures, and prioritization.
- D. A **Capital Improvement Plan and funding** is critical to the City's financial strategy now and going forward.

4. Reduced Emergency Response Times

- A. Despite the excellent efforts of our first responders, the Fire Master Plan identified that **service to the City's northeast portion is inadequate and response times are below our standards**. Long-term, the Master Plan recommends a new Fire Station facility to serve the northeast area of the City. In the short-term, we must identify creative and innovative methods to reduce EMS and fire suppression response times.
- B. Quality public safety services are essential to a community's Economic Development and, with so many financial resources devoted to public safety, **finding efficient solutions to public safety issues** contributes to the long-term financial health of the community.

5. Downtown Implementation Plan

- A. The Downtown Master Plan was adopted by the City Council in 2013 without an Implementation Plan. Increased interest in Downtown economic development, notably in the proposed addition of hotel and/or convention center space, indicates this is the time to **design the City's role** in success of the Downtown.
  - a. It will take inside and outside **resources to vet potential Downtown projects**.
  - b. We must determine the amount and type of **public engagement** that is appropriate for Downtown development proposals.
  - c. Traditionally, municipalities play a role in Downtown **streetscape improvements** and meeting its **parking needs**.
- B. We can **build upon the qualities that make our Downtown special**, such as our ties to President Lincoln and Route 66, both expertly displayed in the new Visitors Center at the McLean County Museum of History. Smart economic development in Downtown will expand on existing assets and attractions like the Museum, the BCPA and the Coliseum.



**RESOLUTION NO. 2016 -29**

***A RESOLUTION ADOPTING A MISSION, VISION AND VALUES STATEMENT FOR THE CITY OF BLOOMINGTON***

**WHEREAS**, the City of Bloomington ("City") is an Illinois home-rule municipality; and

**WHEREAS**, the City is known as the "Jewel of the Midwest;" and

**WHEREAS**, the City is a great place to live, work and play; and

**WHEREAS**, the City Council desires to adopt a statement expressing the Organizational Mission, Vision and Values of the City.

**NOW, THEREFORE, BE IT RESOLVED BY THE** City Council of the City of Bloomington, McLean County, Illinois, as follows:

**Section 1.** The above stated recitals are incorporated herein by reference.

**Section 2.** The City Council of the City of Bloomington hereby formally adopt the following as the City's Organizational Mission, Vision and Values:

**Mission:** To lead, serve and uplift the City of Bloomington

**Vision:** A Jewel of Midwest Cities

**Values:** Service-centered, results-driven, inclusive.

**Section 3.** All resolutions in conflict with this Resolution, as well as any previous statements adopted on the mission, vision and values of the City are hereby repealed.

**Section 4.** This Resolution shall be in full force and effect immediately after its passage and approval.

**APPROVED** by the City Council of the City of Bloomington, McLean County, Bloomington, Illinois, July 25, 2016, by a vote of 7 to 1. (Nay: Alderman Kevin Lower) (Absent: Alderman David Sage)

CITY OF BLOOMINGTON

Tari Renner, Mayor

ATTEST

Cherry L. Lawson, City Clerk

# AGENDA



**COMMITTEE OF THE WHOLE  
OF THE CITY COUNCIL  
CITY HALL COUNCIL CHAMBERS  
109 EAST OLIVE STREET, BLOOMINGTON, IL 61701  
MONDAY, AUGUST 20, 2018; 5:30 P.M.**

1. Call to Order
2. Roll Call of Attendance
3. Public Comment
4. Presentation, discussion, and direction Total Compensation Study. (15 minutes)
5. Presentation, discussion, and direction on Future Agenda Topics.
  - a. City Manager Report (5 minutes)
  - b. Council Initiatives
    - i. Alderman Diana Hauman: Lake Bloomington Representation (5 minutes)
    - ii. Alderman Diana Hauman: Tree Removal at Lake Bloomington (5 minutes)
6. Closed Session
  - A. Collective Bargaining – Per Section 2(c)(2) of 5 ILCS 120/2 (30 minutes)
7. Adjourn Closed Session
8. Return to Open Session
9. Adjourn (*Approximately 6:30 p.m.*)



## City Manager Report Upcoming Agenda Items

The City Code provides that a portion of each Committee of the Whole meeting will be dedicated to previewing upcoming non-routine items being proposed by City staff. These items include: (1) the expenditure of money over \$250,000; (2) development agreements; (3) amendments to the City Code; (4) implementation or modification of City policies; and (5) other items of interest as determined by the City Manager. This report is designed to provide the above-required preview and is for informational purposes only. It is, however, preliminary and subject to modification.

Note it is often difficult to predict what issues may arise before a meeting and therefore it is likely some non-routine agenda items are not identified on this report. It should be noted the failure to include an item on this report, whether routine or not, does not prohibit it from being placed on either of the meetings listed below or any other future meeting. In addition, the items listed on this report may be rescheduled or removed from the originally designated meeting agenda based on a variety of factors.

August 27, 2018	
1	Leak Protection and Private Sewers/Private Water Service Lines Presentation (Water Dept.)
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September 10, 2018	
1	Change Order – St. Peter Aquifer Project (Water Dept.)
2	Rental Assistance Program Agreement for Former BHS Building/510 E Washington Street (Community Development Dept.)
3	Business Registration Ordinance (Community Development Dept.)
4	Fee Increase Ordinance (Community Development Dept.)
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MAYOR & ALDERMANIC  
AGENDA INITIATIVE PROPOSAL FORM

SPONSOR: DIANA HAUMAN

PROPOSED INITIATIVE:

- ① Discuss how Lake Bloomington residents  
can have representation (not elected) on  
council.
- ② Discuss how decisions are made concerning  
LB - policies, procedures

ESTIMATED CITY STAFF TIME TO RESEARCH & PREPARE FULL COUNCIL MEMO ON PROPOSED INITIATIVE INCLUDING BACKGROUND AND ANY NECESSARY RESEARCH:

- Nominal (less than 5 hours)
- Moderate (5 to 10 hours)
- Significant (more than 10 hours)

ESTIMATED COST OF PROPOSED INITIATIVE: nominal/none

WILL THE PROPOSED INITIATIVE REQUIRE A BUDGET AMENDMENT:

- Yes
- No

WHAT CITY PROGRAMS OR STAFF ACTIVITIES ARE PROPOSED TO BE CUT OR REDUCED IN LIEU OF THE PROPOSED INITIATIVE, IF ANY:

\_\_\_\_\_  
\_\_\_\_\_

DATE SUBMITTED: 8-14-18

D. Hauman  
SIGNATURE



MAYOR & ALDERMANIC  
AGENDA INITIATIVE PROPOSAL FORM

SPONSOR: DIANA HAUMAN

PROPOSED INITIATIVE:

Discuss trees at Lake Bloomington.  
• How costs are arrived at for removing trees  
• What are "policies" related to trees removal  
& replacement

ESTIMATED CITY STAFF TIME TO RESEARCH & PREPARE FULL COUNCIL MEMO ON PROPOSED INITIATIVE INCLUDING BACKGROUND AND ANY NECESSARY RESEARCH:

- Nominal (less than 5 hours)
- Moderate (5 to 10 hours)
- Significant (more than 10 hours)

ESTIMATED COST OF PROPOSED INITIATIVE: none

WILL THE PROPOSED INITIATIVE REQUIRE A BUDGET AMENDMENT:

- Yes
- No

WHAT CITY PROGRAMS OR STAFF ACTIVITIES ARE PROPOSED TO BE CUT OR REDUCED IN LIEU OF THE PROPOSED INITIATIVE, IF ANY:

\_\_\_\_\_  
\_\_\_\_\_

DATE SUBMITTED: 8-14-18

D Hauma  
SIGNATURE