

REPORT TO COUNCIL - DECEMBER 5, 2016

ONLINE PRESENCE

- **City Website**
 - Pageviews YTD: 118,028
 - Unique Users YTD: 22,299
- **Facebook Page**
 - Likes: 1,705
 - Post Impressions YTD: 472,290

PRESENTATIONS GIVEN

Entrepreneurship. On November 16th, Paul delivered a presentation to WIU's senior level business management class (MGT 474) on entrepreneurship and small business management.

Stockdale Fellows Program. On the evening of November 29th, Paul participated in a panel presentation to Monmouth College's Stockdale Fellows. The Stockdale Fellows program is the College's most prestigious scholarship, leadership and enrichment program - the program aims to develop student leaders through a mix of special leadership courses, community service and scholarship. The program also includes several educational enrichment opportunities, including study-abroad opportunities, independent research, internships and specially funded entrepreneurial projects.

MEETINGS ATTENDED

Business Resource Luncheon. Paul represented the City of Monmouth at First Mid-Illinois Bank & Trust's regional Business Resource Luncheon, held in Galesburg in late October. The event brought together regional business support resources to allow new and existing businesses to network and find the support and technical assistance they need.

Tri-State Development Summit. Paul attended the annual Tri-States Development Summit on November 18th, held at Iowa Wesleyan University in Mount Pleasant, Iowa. The summit brought together economic developers from 36 counties to discuss regional issues from transportation technology to future workforce development. Speakers included the Assistant Secretary of the US Department of Commerce, both Iowa and Illinois' top State economic development managers and the Department of Transportation directors from Iowa, Illinois and Missouri.

ENTREPRENEURSHIP DEVELOPMENT

CEO Program. The next step in getting the Warren County CEO Program launched is assembling the advisory board. The 10-12 member board will govern the operation and funds for the program. The board will have representation from the City, Monmouth College, both school districts, Midwest Bank, Security Savings, the Monmouth-Roseville education foundation and several key community members. All seats on the board have been filled, and it will come together for the first meeting in early December.

Co-working Space. The Public Library has finished their work on the second-floor space, and local wi-fi is now enabled. The inaugural co-working day will happen later this month.

DOWNTOWN

Facade Program. The five awardees from the last council meeting were notified, and work will move forward as weather permits. The committee is still waiting on several estimates for tuck pointing work on Shyvel's. The board will be meeting to consider Jason Robbins' application later this month.

BUSINESS DEVELOPMENT

Shops of Monmouth. Acting on some discussion points from November's Retail Sector breakfast, Amy and Paul put together a 2016 Shops of Monmouth holiday shopping poster, with text in English, Spanish and French. That poster, along with a significantly-updated ShopsOfMonmouth.com website, was ready before Small Business Saturday.

Retail Coach. Lowell and Paul has a conference call with Aaron Farmer of the Retail Coach to plan post-ICSC retailer followups, specific shovel-ready site marketing and putting together an updated retailer match list.

Informational Materials. Paul developed several single-sheet informational resources for potential and existing business owners and managers. These include an overview of Monmouth as a vibrant business destination, and overview of economic development and entrepreneurial support offered by the City and an outline of the most desired retail businesses we'd like to see start up here in Monmouth.

Respectfully submitted,



Paul Schuytema, Director of Community and Economic Development

Downtown Monmouth Streetscaping and Beautification Survey Results

229 survey responses

Preferences:

Option 1 for the Public Square

- It will look so very different. A fresh new start!
- Better drivability and accessibility.
- The history of the "circle" square needs to stay the same.

Diagonal parking for downtown Main Street

- Diagonal allows more parking that seems safer for entering and exiting the parking spot.

Bike lanes was very close (yes: 48.85; no: 51.15)

- I believe our town should be more biking friendly and a bike lane downtown would be a great start!
- While I love the idea of bike lanes, it doesn't just make sense to have them here and not elsewhere, especially when bikers can take side streets.
- Just having a bike lane in the 200 block of S. Main St. will serve no purpose unless you put bike lanes on other streets like E. Broadway, W. Broadway and N. Main St.

Green space on Main Street blvd.

- Green spaces located in the middle of lanes provide more safety since it would separate traffic.
- Looks nice, but if you add trees and bushes, you need to maintain these. Afraid with trees, you'll have too many leaves in the fall that will never be picked up.

Parking spaces on the auction lot's north side. Other ideas:

- Dog park.
- Could you hold a contest for public art? Maybe partner with the Buchanan Center to get some cool outdoor sculpture. Make it a focal point of green beauty.
- How about something for kids: slides and a jungle gym, etc.
- I'd love to see the exposed walls defining this space have murals.
- I have never found parking to be an issue. I would rather see a green space, outdoor local artist exhibition space, or a performance area to encourage people to play music, perform plays, or other artistic endeavors.

- I think a space where maybe you project a movie on a building for outdoor movies during the summer would be a neat thing.
- I would like to see the space developed to house a farmer's market and serve as a venue for public events involving food and music. Could be ice cream socials with band concerts or Eddie B's barbecue with blues music. Some kind of stage and lots of tables with umbrellas.
- Splash pad for kids to play in. Or area for food trucks to be allowed to set up for a few days/weeks.

There were a lot of passionate responses to the open-ended questions. There were some naysayers, but overall, the feedback was helpful. For example, most people liked the idea of having trees in the boulevard area in the middle of the street, though they wondered what would happen to snow and salt piles in the winter. Lots of people like the idea of bike lanes. Most (self-described) bikers, however, were not interested. Bike lanes in just that small section are not particularly helpful or safe. Bikers felt like they would be more likely to continue to use side streets.

The question about changing the old auction lot site to a parking and pedestrian plaza received the most interest. Some people think the entire space should be parking; others think we have plenty of parking already. Several people suggested the Farmer's Market relocate there. Some suggested murals and splash pads.