

**MINUTES OF AN OPEN MEETING TO CONDUCT A  
VISION 2020 PLANNING SESSION  
OF A MAJORITY OF THE QUORUM  
OF THE CITY COUNCIL OF PEORIA, ILLINOIS**

A meeting of Greater Peoria Vision 2020 was held Thursday, July 11, 2002, at L.R. Nelson Corp., One Sprinkler Lane, Peoria, Illinois, at 4:12 p.m. Council Members present: Ardis (arrived at 4:25 p.m.), Gulley, Nichting (left at 5:00 p.m.), Sandberg (arrived at 4:26 p.m.), Teplitz, Turner, Mayor Ransburg – 7.

Also in attendance were Facilitator Lyle Sumek, Lyle Sumek Associates, Inc., Heathrow, Florida; City Clerk Mary Haynes; Ted Berger, Mayor's Intern; members of the media.

**Clerk's Note: These Minutes are to be used in conjunction with the handout working document "Leadership Strategic Plan Workshop" dated June, 2002.**

Mr. Sumek explained the process the group would follow at this meeting. They would continue working on an outline for a strategic plan. He wanted the discussion focused on core businesses of the City. The Council was to determine what are essential businesses, he said. He explained Cities do not look at their programs (or businesses) each year to ascertain what is still critical or cost-effective. He said this meeting would build off what the members did in a previous meeting and his work with the Staff. In addition, he said, the Council will be asked to focus on what is critical to long-term sustainability, what is essential, who our customers are, what our core businesses are, how we decide what is essential, etc.

Mr. Sumek explained an essential business is what is mandated; there is no choice but to do it. The second level, he explained, are those things that are critical to the sustainability of a city, such as maintaining the infrastructure. Another way to determine which is a non-essential business is one you can find in the yellow pages, he stated. He added it was important for the Council to look for the City's core competency. Mr. Sumek explained the difference between privatization and contracting out – privatization is when the City is not in that business; contracting out means the City is still responsible, but the City hires it out.

Councils can decide that a non-essential business is critical to their particular city, he added.

Mr. Sumek explained it is important for the Council and the Administration to shift from the attitude of providing public service to being in the service business. Cities need to avoid the degree of entitlement and to identify criteria to apply for budget cuts, he stated. It would be important to eliminate non-essential services, he added.

Mr. Sumek explained everyone needed to shift attitude and process; for example, what is the value we are giving to our community and who are our customers?

Tonight we will focus on business and values and Saturday we will focus on businesses, goals and actions.

Mr. Sumek handed out pages 218-272 for the Leadership Strategic Plan Workshop binder, comprised of Part XI (Our Core Businesses) and Part XII (Our Guiding Values).

**Page 219 – Essential Service Criteria**

1. Is the service mandated State and federal government?
2. Is not or could not be provided by other government, private sector, community agencies?

3. Is the service unique to Peoria?
4. Is the service needed by our citizens to live their daily life?
5. Does the service protect citizen safety?
6. Does the service protect citizen health?
- (#7 was eliminated)

In discussion, the Council chose #1, #2 and #5 as priorities, with #6 marginal. Mr. Sumek explained that any business not fitting in one of those four categories would be addressed in the next set of criteria.

#### **Page 221 – Critical to Sustainability Criteria**

1. Does the service expand the local economy private, non-profits?
2. Does the service protect the interest of the City of Peoria citizens?
3. Does the service generate a profit – generating revenues?
4. Does the service protect/enhance property value?
5. Does the service protect the City's infrastructure and investment?
6. Does the service invest in the City's future?
7. Does the service enhance the image and reputation of the City of Peoria?
8. Does the service enhance the quality of life in the neighborhood?
9. Does the service enhance our relationship with our partner?
10. Does the service protect the river and natural resources?
11. Does the service preserve uniqueness – historic character, culture and arts?
12. Does the service promote community unity and pride?
13. Is the service an advocacy for the interest of the citizens?
14. Does the service support quality education – educational standard of achievement?
15. Does the service enhance the ease of mobility?

In discussion, the Council chose #1, #2, #3, #5, #6, #8 and #11 as priorities.

#### **Page 223 – Non-Essential Service Criteria**

1. Is the service a primary responsibility of another government agency?
2. Is the service provided cheap, high-quality by the private sector?
3. Is the service provided by a community organization?
4. If the City quit providing the service, would anyone notice?
5. Can the City afford to provide the service?
6. Does it hurt our reputation?
7. Is the service a "want" by a small number of customers?
8. (Added) Is the service needed by a small number of customers?

In discussion, the Council chose #1, #2, #3, #5 and #8 as priorities.

Council Member Turner said our City needs to do more partnering to get things done. Council Member Nichting said other people can use the word "partnering" to get the government involved.

Mr. Sumek then introduced the topic of who are customers are (page 224); for example, are they in a neighboring city?

These could be potential customers:

Residents, property owners and non property owners, residential/commercial, non-residents, potential businesses, other cities, social service agencies, senior citizens, users of services, visitors, workers in Peoria, business taxpayers, current businesses (may have different and competing needs), Generation X

(young adults), families, singles, recreational guests, other units of government, students, youth 8-18 (with youth activities come parents), ethnic communities, convention attendees (business travelers), spectators (sports), pet owners, medical profession/treatment, deceased/families.

It was suggested to look at potential long-term customers to perhaps see where you want to be going.

Mr. Sumek asked the Council to choose the City's six most important customers. The Council identified four: resident property owners; visitors; those working in Peoria; current businesses.

Council Member Nichting left at 5:50 p.m.

When asked for six additional (secondary) customers, the Council chose seven: potential businesses; senior citizens; families; medical community; ethnic community; convention business travelers; guests (recreation/leisure activities).

Council Member Sandberg said we could provide parking and charge them. Council Member Gulley said that would separate residents from non-residents, and he looks at non-residents in a different customer base.

When someone comes up with a service, the Council should ask: Who are our customers?

This becomes a basis for the Council to discuss its projects and services – who is covering the cost of delivering that service?

#### **Page 225 – City Businesses / City of Peoria**

1. Prevent and respond to emergency situations
2. Enforce laws, codes, ordinances
3. Plan for City's future development and redevelopment
4. Manage City's roads and transportation system
5. Protect river and natural resources
6. Operate City facilities
7. Coordinate with other providers of municipal services
8. Govern the community
9. Stimulate economic growth and expansion
10. Represent and be advocate for City of Peoria

The Council discussed the core businesses by functionality. They determined service improvement needs to be addressed. The Council expressed that the core businesses needed to be refined and a discussion needed to be held regarding values. Mr. Sumek explained that these, then, would be reflected in the Council's Action Plan.

#### **Page 226 – Potential City Businesses / City of Peoria**

Council Member Turner determined that Charlotte, North Carolina, is a profit-making city. Mr. Sumek explained some Cities have employees bid for jobs or prove their value added, and some employees are accountable for the bottom line – fiscal as well as safety. For example, he explained some police chiefs can bid out their own fleets to save money and come in with an improved bottom line.

#### **Page 227 – Service Business / Prevent and Respond to Emergency Situations**

Areas of improvement for these and all the core businesses listed in the various pages throughout this section were discussed.

In discussion, Council Members Turner and Teplitz said Police and Fire safety and service delivery is extremely good. Council Member Turner suggested we need to look at whether we can provide total service for Peoria Heights and charge them; utilizing this approach, both Cities would save money.

Council Member Sandberg mentioned regulations in neighboring areas which conflict with ours, such as burning leaves, presents problems. For example, when we help out through mutual aid agreements, this leaves our citizens short of fire service.

Potential revenue streams, such as utilizing an advanced life support transport team, would help Peoria maximize investment to provide cashflow and rely less on taxes, it was determined.

Mr. Sumek suggested the Council study these areas as ones to guide Peoria as their potential direction.

Council Member Teplitz expressed concern with some programs, such as the County housing prisoners from other jurisdictions. She explained that people arrested by City police are often released on a Notice to Appear because the County jail does not have room to house them. She said it is a major concern when the criminal element is released right back into the neighborhoods.

False alarms and how they are handled was discussed. It was determined that responding to false alarms was expensive and that fines were not always collected.

#### **Page 230 – Service Business / Enforce Laws, Codes, Ordinances**

Council Member Turner pointed out he has often advocated true community policing by recommending that officers stop and talk with neighborhood residents who are outdoors, thereby allowing the officers to get to know the people in their area. He added police should build bridges, not just be enforcers.

Knowing the community is a key element, the Council agreed.

Mayor Ransburg added he thinks it is important to make sure there is compliance and that laws are observed. He said collecting fines and fees is also important.

Mr. Sumek advocated that this new attitude should not just be giving lip service, but having accountability. In other words, he explained, it is important to judge whether this project/program is responding to our intended customer.

Council Member Turner said it is important to fold these sorts of priorities into our decision-making process with the entire Council. Council Member Sandberg agreed that the Council, as a collective body, needs to accept this as our business plan and then incorporate all these criteria into our decision-making.

Discussion was held on developing a three-tiered system for codes so that reasonable development can occur, especially in older areas identified as needing improvement. It was also pointed out that some neighborhoods cannot be helped simply by code enforcement and therefore require more extensive redevelopment efforts. The Council agreed that when you consider things in this light, you can better target your resources.

#### **Page 233 – Service Business / Plan for City's Future Development and Redevelopment**

Mayor Ransburg said we should develop a reputation for being developer-friendly.

Council Member Sandberg said the City needs different standards as areas transition from urban to suburban/rural.

Council Member Turner reported that one issue to address is City participation to support infrastructure as needed, regardless of its location. He said it sometimes creates problems when there is money in a fund earmarked for a specific project area, but it cannot be used in another area.

Council Member Ardis left at 7:10 p.m.

Mayor Ransburg questioned why construction drawings were necessary for remodeling projects. He suggested that the requirement to pass code inspections in order to be issued a Certificate of Occupancy would be sufficient and would assist developers.

Council Member Sandberg said we should eliminate the State of Illinois regulations as they relate to handicapped accessibility issues and just utilize the Americans with Disabilities Act requirements.

Mayor Ransburg says we need to be more flexible regarding parking regulations, etc.

**Page 236 – Service Business / Manage City Roads and Transportation System**

Council Member Sandberg stated our roads cannot just be for cars, to the detriment of the surrounding areas. He cited one-way streets as prohibitive to investment.

Mass transit issues such as ridership, second-shift service and budgets were discussed.

**Page 239 – Service Business / Protect River and Natural Resources**

Council Member Sandberg said this should be included on the list as one of the biggest problems for redevelopment.

Council Member Gulley said people are not developing in areas where they could and should, and our bottom line is impacted due to regulations that are unbendable, regardless of the size of a project. He added that things such as location and size of project need to be taken into consideration.

Mayor Ransburg pointed out that preservation of our natural resources needs to be addressed on a regional basis.

Mr. Sumek requested the Council to look at the Library and what their core businesses are, such as videos and CDs.

Council Member Turner brought up East Peoria landfill issues and the opportunity to generate revenue if we were to accept their waste. He acknowledged this is a volatile issue with Peoria residents.

Council Member Sandberg stated we should look at lengthening the life of our landfill to capitalize on revenue opportunities such as this.

Council Member Turner stated that permitting a landfill is very difficult and residents don't like to pay transfer fees. Therefore, he said that taking in other communities' waste should be looked at carefully.

Mayor Ransburg stated we would have to look at a full cost issue.

Council Member Nichting returned at 7:50 p.m.

**Page 243 – Service Business / Coordinate with Other Providers of Municipal Services**

Peoria County, CityLink (mass transit), Advanced Medical Transport (ambulance), and the power company were added to this list.

Council Member Sandberg pointed out that older areas need infrastructure improvements or consideration for both water and sanitary district repairs due to the age of pipes and equipment. He added CILCO should come up with a plan to plant trees out of the way and a strategy where we can co-exist instead of decimating our trees.

#### **Page 246 – Service Business / Govern the Community**

Council Member Sandberg pointed out that City departments need a more thorough records retention program.

In discussion, the Council determined the ordinances governing land uses and development areas need modification. It was also determined there are differences between policies and procedures and we need to understand this and evaluate procedures. In some cases, this would mean the policy would not have to be altered.

#### **Page 249 – Service Business / Stimulate Economic Growth and Expansion**

A major component is seeking a larger base industry. Regarding restaurants, Council Member Nichting stated they follow markets rather than creating new markets.

Mayor Ransburg stated we need to attract new businesses that would not just be shift.

Council Member Sandberg opposed #7 (government acquiring land for economic development purposes). Mr. Sumek asked whether we should eliminate #7. Council Member Teplitz wanted to keep the door open. Council Member Nichting said government cannot operate quietly, and the land price goes up. Council Member Turner said government sometimes spurs things to happen that would not otherwise happen.

Mr. Sumek said these issues will be addressed later in the process.

Value to the citizens was discussed; e.g., broadening the tax base, attracting young people.

#### **Page 252 – Service Business / Represent and be Advocates for City of Peoria**

In discussion, the Council expressed an interest in developing a legislative agenda of what Peoria wants. Federal regulations need to be addressed as to how they impact our City, such as unfunded mandates, clean water, etc., the Council expressed.

Council Member Turner pointed out we need a joint meeting with legislators. He said we used to do this but have not for several years. In addition, he said we should partner with companies to lobby at the federal and State levels regarding common interests.

Mr. Sumek pointed how brownouts affect business and showed how some businesses relocated because of this. He said there are subtle opportunities in some cases that could work to our advantage and we should seek them.

#### **Page 265 – Guiding Values/City of Peoria**

- Respect

- Results
- Responsibility
- Resourcefulness
- Relationships
- Responsiveness

Mr. Sumek asked the Council Members to complete page 272 for Saturday's session.

Council Member Nichting pointed out you have to allow people to make mistakes when you empower them.

Mr. Sumek explained the Council determines the values – you practice them, the Council holds the Manager accountable for them and asks him to make the employees accountable for them.

Mr. Sumek explained the Council would meet again Saturday, July 13, 2002, to discuss goals and actions.

The meeting adjourned at 8:40 p.m.

## **PLANNING SESSION OF VISION 2020 – JULY 13, 2002**

The Planning Session of Vision 2020, facilitated by Mr. Lyle Sumek, continued on Saturday, July 13, 2002 at L.R. Nelson, One Sprinkler Lane, Peoria, Illinois, beginning at 8:18 a.m.

Council Members present: Ardis, Gulley, Nichting, Sandberg, Spears, Thetford, Turner, Mayor Ransburg – 8.

Others present: Lyle Sumek, Lyle Sumek Associates, Inc., Heathrow, Florida; City Clerk Mary Haynes; Ted Berger, Mayor's Intern; news media.

Mr. Sumek referred to the **Guiding Principles** listed on pages 144-146, which are:

1. Contribute to long-term financial stability of City government
2. Support quality education opportunities
3. Increase employment opportunities and workforce preparedness
4. Expand or diversify the local Peoria economy
5. Attract families – the best place to raise children
6. Increase convenience to access other urban centers
7. Contribute to a safer community and neighborhoods
8. Increase respect of cultural diversity
9. Preserve affordable, quality housing choices
10. Contribute to vibrant downtown – a focal point for the city, the region
11. Provide top-quality, cost-effective and efficient City services
12. Promote Peoria as a medical and educational center
13. Stabilize and improve neighborhoods
14. Strengthen community pride and unity
15. Preserve our small, Midwest city – our feel, our character
16. Increase city's population
17. Preserve our history and heritage
18. Promote Peoria as a regional center
19. Improve regional relationships
20. Enhance quality and public use of river, protect our natural assets

21. Promote Peoria as a cultural and arts center
22. Retain home for global corporations
23. Enhance the beauty and attractiveness of our community
24. Support local businesses to grow

Mr. Sumek said these principles ought to be used when the Council looks at a policy; he added the Council's vision is the operating set of principles.

Council Member Turner clarified that if a proposed policy doesn't meet these principles, it would then be in conflict with our vision.

Mr. Sumek told the Council this list is something that should shape their policies. Council Member Nichting pointed out some of these are diametrically opposed to each other. Mr. Sumek explained the Council will prioritize them, and not all will make it to the list.

Council Member Nichting expressed concern that on any given Tuesday, if there is not Council agreement with these visions, it will take Peoria in the wrong direction. Mr. Sumek pointed out these give clarity to the Staff, and he pointed out that Boards and Commissions need to be monitored as well regarding whether they are using them.

Council Member Nichting said we should not forget what our primary focus is.

Council Member Teplitz requested that another item be added as #25: Support recreational and leisure opportunities and facilities. Mr. Sumek said he will also add "Tourist destination" as #26, based on discussion, and while this will be the first cut, there will be refining.

Mr. Sumek requested the Council go through an exercise and choose ten out of the 26 items listed (see preceding page). Nine principles were chosen: Nos. 1, 3, 4, 6, 7, 11, 12, 13 and 24. He then asked the Council to look at the remainder and choose up to four more, with the understanding they could vote for the same ones they did before, but not the list of nine. Out of that round, #2 and #5 emerged.

Council Member Sandberg expressed concern that #19 (Improve regional relationships) was not in the mix. He explained the City needs to reach out, and #19 would achieve that. Council Member Turner agreed, saying it will make the area too competitive. He added East Peoria is currently trying to get our businesses to move there, but instead, we need to reach out and work together. Mayor Ransburg requested that #19 and #10 be included.

Mayor Ransburg said the economy drives events downtown.

Council Members Spears said we need to stimulate all the areas, not just downtown.

Mr. Sumek suggested that the Council add #16 (Increase City's population), but explained this is on the margin and if Peoria does the other things, the population of skilled workers will increase.

## **Page 149      Peoria 2007: Our Goals**

Mr. Sumek pointed out this exercise assists the Council in looking at the next five years. The listed goals are:

1. Strong local economy
2. More jobs, more people
3. City as a service business
4. Downtown/Riverfront – a regional center

5. Healthy, stabilized neighborhoods
6. Improved mobility: within city and region, access to urban centers
7. Educational excellence, from pre-school to university
8. Effective civic partnerships and leadership producing results

In discussion, #1, # 3, #5 and #7 were chosen as the priorities.

If you have too many goals, they will not be achieved, Mr. Sumek cautioned.

**Page 150      GOAL: Strong Local Economy**

A goal should be simple, brief, something we can remember and use, cautioned Mr. Sumek. An objective needs to have a means to an end, the Council should be able to explain it to citizens, the Council should be able to fill in the gaps and should list actions to make this a viable plan.

Council Member Spears said we have to improve transportation access, making us a link to major urban centers.

The five objectives that emerged from the selection exercise (pages 150-151) were: #1 (Retention and growth of current business), #3 (Development of bio-collaborative economy – attraction of and development of bio-tech businesses), #6 (Strengthened major medical center – regional and national clientele served), #9 (Unified economic development policy and structure – working with businesses) and #12 (Attraction of a strong workforce living in Peoria).

**Page 154      ACTIONS THE COUNCIL WANTS TO ACCOMPLISH 2002-2003, AS RELATES TO PREVIOUS GOAL**

1. Proactive business retention program
2. Bio-collaborative: City participation
3. City economic development policy, restructuring and strategy
4. Tourism development and strategy, with actions
5. Development policies, regulations and processes
6. Marketing Peoria strategy
7. Permit waiver policy: evaluation, direction
8. TIF: Evaluation and policy direction
9. Convention hotel development: direction
10. Incentives for developers: policy framework
11. Northside Adams Plan: re-activation
12. Inner-city business development strategy

Mr. Sumek stated these are specific action items the Council would like to see addressed during the next year and came from both Council and Staff.

Council Member Nichting said we should concentrate on development of a planned revitalization of the warehouse district, and add as #13 “Changing codes and zoning ordinances in the area of Kumpf to MacArthur, Jefferson to the Riverfront.”

The Council was requested to choose four; they determined that Nos. 2, 5 and 12 would meet their needs. Mr. Sumek expressed interest that they did not choose #3.

In discussion, the Council admitted they aren’t always clear what they want to do and sometimes choose an opportunity, absent a policy.

Council Member Thetford said #3 belongs in there, too, because if we don't have that, we will have problems with others, especially #12. In discussion, Mr. Sumek pointed out #5 is different from #3.

The revised choices were #2, #3, #5 and #12.

**Page 164      GOAL: City as a Service Business**

Mr. Sumek reported Staff gave this Goal the lowest ranking, while the Council identified it as a priority.

Council Member Sandberg said this is "where the rubber meets the road" and should not really be a policy – it should be what Staff does. Mr. Sumek explained this attitude goes back from a public service attitude to a city as a service business, and a shift in thinking is required.

The prioritized objectives were: #1 (Core City services and service levels: definition on need, cost of service analyzed, benchmark measures), #2 (Changing the corporate culture of the City of Peoria – business-oriented, cost-conscious, cost-effective delivery), #3 (Greater accountability for financial resources, performance, results), #6 (Financial policies followed in budget and Council decisions) and #9 (World-class City management and workforce – quality services responsive to community need).

**Page 168:      ACTIONS THE COUNCIL WANTS TO ACCOMPLISH 2002-2003, AS RELATES TO PREVIOUS GOAL**

Council Member Turner said to be efficient, the Council should prioritize a part of #7 on page 169 (City management performance evaluation and redirection), to include retaining the most effective people.

In discussion, the Council prioritized these actions: #2 (Long-term financial plan and reporting: development), #3 (Business plans for departments, services), #7 (City management performance evaluation and redirection) and #14 (Redirecting organization culture: defined values, aligning the organization).

The Majority of the Quorum of the Council took a recess at 9:50 a.m. and reconvened at 10:04 a.m.

**Page 180      GOAL: Healthy, Stabilized Neighborhoods**

In discussion, the Council chose the following objectives: #1 (Quality public infrastructure: streets, sidewalks, curb/gutters), #4 (Safe streets and neighborhoods – citizens feeling safe at home, out on neighborhood streets), #5 (Improve neighborhood appearance – clean, green, painted) and #9 (Expanded homeownership and ownership opportunities).

**Page 184      ACTIONS THE COUNCIL WANTS TO ACCOMPLISH 2002-2003, AS RELATES TO PREVIOUS GOAL**

Council Member Sandberg pointed out Peoria already has a wellness strategy (#3 on page 184). In discussion, it was pointed out that a good neighborhood improvement strategy is results-oriented, not just performance. The Council determined that a better name, such as "Neighborhood Revitalization," should be used.

Mr. Sumek reported these actions came up in interviews with both Council and Staff.

Given an opportunity to choose five Actions, the following four were chosen by the Council: #1 (Neighborhood [specific]: crime strategy), #3 (Neighborhood strategy: evaluation of needs, goals and actions), #7 (Infrastructure improvement plan: development and funding) and #10 (Code enforcement policy and program/compliance).

**Page 194      GOAL: Educational Excellence: From Pre -School to University**

Council Member Turner expressed concern with educational goals because he feels the City can provide funding and express interest, but we cannot set their policies.

Council Member Nichting stated District 150 is reaching problems like Chicago. He added this might have to be changed at the State level and put in the hands of the City, like Chicago. Council Members Thetford and Turner reminded all that the limited dollars and other City problems cause concern, and they expressed caution regarding taking on the School District.

Council Member Teplitz said until the inner-city schools are improved, our neighborhoods won't be as vital and strong as we would like. However, while the Council recognizes we are not the School Board, perhaps we can figure out what can we do as a City to have influence – by allocating money, offering advice, or discussing what we have the capacity to do.

Council Member Turner reminded the Council there are turf issues here.

Council Member Thetford stated that if we did well what we are supposed to do as a City, that would help the School District.

Council Member Spears remarked that we don't do enough to turn the image of District 150 around.

Council Member Thetford stated we have some fine schools, but because of crime around the schools and housing stock and infrastructure falling apart, there is an increased perception that people don't want to live there, and there are safety issues as well. We need to support the schools, she added.

Council Member Sandberg stated the educational system is not problematic because of inactivity of the School Board or teachers; crime in neighborhood is the problem. He discussed the expulsion policy and said when problem children are expelled, the problem doesn't go away, you just relocate the problem. He stated we need to work together.

Council Member Tuner stated we need to look at the actions of the Board of Realtors. He said it does a disservice to our city when they point out the problems of crime in the inner-city and the problems with School District 150. Council Member Sandberg said real estate commissions are based on selling price, so people are directed to the higher priced areas, which does not help District 150.

Mayor Ransburg said we can't talk about growing the economy and not be concerned about education and what we directly control. He added we need to see what we can do to help and what our role is or can be. He added we need to look at transportation as a tool.

Council Member Nichting questioned whether this Goal (Educational Excellence) is still valid, because there is still crime in the neighborhoods which we are failing to address, but we don't want to talk about it. We should want to keep this as a goal, he clarified.

**Page 197      ACTIONS THE COUNCIL WANTS TO ACCOMPLISH 2002-2003, AS RELATES TO PREVIOUS GOAL**

Council Member Turner brought up the voucher issue and requested that it be added as an Action for this Goal. It was determined that voucher dynamics would be added to these Actions as #4.

In discussion, Council Member Thetford stated we should add "making schools safe havens" as another action. She explained the Safe School Policy Strategy should be #6, and #7 should be making schools safe havens

Mr. Sumek asked the Council to first select four Actions for this Goal and then to perform the exercise to choose the final four.

Those chosen were: #1 (District 150 Strategy: partnering with City and School District), #2 (Bradley University: land acquisition for expansion), #3 (Parent responsibility ordinance) and #7 (Safe haven). Council Member Turner expressed concern with the proposed parental responsibility ordinance. He stated that while there is a responsibility to "take Johnny to school," he cannot support jailing people for kids they cannot control.

Council Member Teplitz said the issue is children in first grade whose parents don't care and are not sending them to school. She explained we cannot have first and second graders not attending school. Their parents just don't support these kids or take responsibility to take these children to school, and something should be done, she explained.

Mayor Ransburg stated this is something the City could do as a community to support the schools, and this is the kind of thing the City could do in conjunction with the School District.

The Council requested that Mr. Sumek add educational institutions as Action #5 (page 198).

Mayor Ransburg requested adding as #8 "multi-use facilities" and as #10 "utilizing before/after-school programs."

Council Member Spears stated we should recognize students' achievements at Council meetings. In discussion, "recognition and marketing" became #9, as determined by the Council.

Mayor Ransburg requested that health care be added as #11.

Council Member Sandberg stated we should review and study the financial inter-dependence between the City and school districts so we have a real understanding of how our decisions (such as TIFs, taxes, etc.) affect them.

Council Member Gulley stated business involvement should be encouraged in educational programs. He cited such things as expansion of the Adopt-a-School Program and that we should reward or recognize businesses which participate.

In discussion, it was determined that the Council wished to Scratch #1 and combine it with #5. Mr. Sumek then asked the Council to choose four final actions from the list, and they chose three: #5 (Educational Institutions/District 150 Strategy), #8 (Multi-Use Facilities), and #9 (Educational Achievement Recognition and Marketing).

#### **Page 157      GOAL: More Jobs, More People**

Mr. Sumek requested that the Council return to Pages 157-58 and choose second tier options, as previously discussed. The exercise was repeated, and the following objectives were determined to be the second tier: #1 (Families choose to live in Peoria, children choose to return to live and raise their children), #2 (Prepared workforce for our business and 21<sup>st</sup> century economy), #5 (Work opportunities for all skill levels) and #7 (Strong working relationship and collaborative efforts: City, ICC, schools, Bradley University).

#### **Page 161      ACTIONS THE COUNCIL WANTS TO ACCOMPLISH 2002-2003, AS RELATES TO PREVIOUS GOAL**

The Council expressed concern regarding the listed action (#1) pertaining to the Workforce Development Plan. They wanted it to read “review workforce plan and determine City involvement.” The Council expressed concern and frustration with the program as it is currently operated and the fact that if the City does not participate in the federal program and spend the money, some other City will.

The Council determined that #2 (District 150 Strategy) should not be prioritized because it links to another area.

The following Actions were chosen by the Council as their priorities: #4 (Zoning Ordinance: evaluation, policy direction, refinement), #7 (Affordable Housing Study), #9 (Homeownership: Incentives Program) and #10 (City Image: Marketing Program).

Council Member Sandberg stated the Zoning ordinance needs a major overhaul. Council Member Spears said there were supposed to be overlays included in the current ordinance, and there have been none.

**Page 173      GOAL: Downtown/Riverfront, a Regional Center**

Mr. Sumek once again put the Council through the exercise, and they chose the following objectives: #1 (Business development expanded in the River Corridor and Downtown), #2 (People living downtown, along the River, 24/7), #7 (People continue to work downtown – alive during day) and #9 (Safe environment for families in Downtown/Riverfront daily and during events).

In discussion, there was a tie with #3, but part of the Council group wanted to make it #9.

Council Member Sandberg stated that having cameras does not help with the perception of safety at the Riverfront.

**Page 177      ACTIONS THE COUNCIL WANTS TO ACCOMPLISH 2002-2003, AS RELATES TO PREVIOUS GOAL**

A discussion was held regarding whether or not the recently held charrettes were valid or would work or be successful in their implementation. Mr. Sumek remarked that most of the charrettes he had seen had failed.

Council Members Teplitz and Thetford left the meeting at 11:35 a.m. because they said the process was no longer productive.

A discussion was held regarding the recently held charrette and the study area it related to. Mayor Ransburg stated that the City started with the Museum, but felt we should include the downtown riverfront and neighborhoods that were close to the area. Council Member Sandberg felt we forgot the area west of Knoxville and north of I-74.

It was determined to make #8 (page 178) the Charrette Study Plan and determining the implementation process as an action. It was also determined to drop #1 (Riverfront: review status and plans, next steps) and #3 (Downtown Riverfront Plan: revision, direction, actions) because they were tied to #8.

Council Member Sandberg stated everything is tied to money and we don't have a clear financing funding strategy identified, especially with the Sears block. He remarked we don't own all the property and we cannot even buy the three remaining pieces.

It was determined to add #9 to page 179 – Funding Policy & Strategy for land acquisition and major projects. The selection exercise was then repeated and the following were determined as priorities for action: #5 (Downtown Parking: evaluation and plan), #7 (Development policies and standards), #8

(Charrette Study Plan, determining implementation) and #9 (Funding policy and strategy). Mr. Sumek then stated he would bring back a draft and identify who needs to proceed with each piece of the implementation. He stated there would be action to the Staff and policy to the Council. He added that the other points which were not prioritized would eventually be looked at again.

Mayor Ransburg stated our challenge is to stick to the plan.

Council Member Turner explained that realistically, there are elements in this Plan that can be done. He questioned how long this plan could sit on the shelf. Mr. Sumek responded this should be looked at every year, that the Council should look at goals, get a performance report from Staff and make alternative choices. Mr. Sumek explained that 60-70% of the Plan could be achieved, and not all would have a dollar cost. He stated the Council should receive monthly status reports and that by utilizing this Plan, there is a likelihood the Council will make a difference.

Mr. Sumek then introduced an interim step called a **Community Summit**. He explained this would be a three-hour structured process and that each Council Member would invite three or four people, and they would be randomly mixed up and rotated throughout the evening. He added it was essential that youth be invited to participate because they bring a fresh perspective. He continued that the Council would dialogue with these citizens and get further insight before the Council finalized the Plan. He expressed regret that Council Members Teplitz and Thetford left the meeting early and explained he was pushing them to define the points of the charrette and the action steps which would be needed to implement them. Council Member Turner stated that some citizens took offense when the planner blasted several areas of the city. Mr. Sumek explained that the Vision Book (Plan) is a backdrop, and the invitees to the Summit would be asked "What does this Plan mean to you?" He stated the Summit would be a discussion about the Plan from the citizens' perspective and that it would be a collaborative effort. He stated the discussion would be about goals and issues and looking at the framework of the Plan. He added he would like to hold the Summit after school starts, the first part of September.

### **ADJOURNMENT**

The meeting concluded at 11:55 a.m.

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Mary L. Haynes, MMC  
City Clerk of Peoria, Illinois