

Finance Committee

April 1, 2024

6:00pm - City Hall Council Chambers

Chairman Ptak called the Meeting to order at 6:00 pm

ROLL CALL

Present: Chairman Ptak, Aldermen Bacidore, Thompson, Reynolds, Lavieri, Jeppson, Herndon, Crane

Absent: NONE

Others Present: Deputy Clerk Brent Bader, Economic Development Director Curt Bedei, City Engineer Brian Brown, Director of Public Works Kevin Fay, City Building Inspector Andy Bacidore, Fire Chief Jerry Janick, City Attorney James McPhedran, City Treasurer Virginia Kochanowski

A quorum was present.

Moved by Alderman Reynolds and seconded by Alderman Crane to approve the minutes from March 18, 2024.

Voice vote, all ayes. Motion carried.

Chairman Ptak started the conversation in regard to hiring GSLI. The economic development committee had a meeting last week to discuss this. This company would be hired to market open plots within the city of La Salle. This may help get city of La Salle get more on the map.

Economic Development director Curt Bedei stated that this company is very good at marketing. This company would come into town and get a better idea of the town, the quality of life and the available properties that the city has and is trying to market out to businesses, industrialists, and all investors. They have a very thorough clientele list that is actively always looking for potential new pieces of property to invest in. He believes this is a great way for LaSalle to get marketed.

Chairman Ptak mentioned that with La Salle Ventures buying the property at 178 & 80 at the northwest corner, this will also put La Salle on the map to market that area. He mentioned that the setup fee would be \$9,950, with a monthly fee of \$950, which is \$11,400. He mentioned that there are two programs with a lighthouse package being \$21,000 and the Elite Package was a \$8,500, with a total of \$29,850. If the city decides to sign they would get a little break of \$26,500. Ptak mentioned that the city has mentioned that they have had other companies solicit to them with Retail Strategies being about \$100,000. Ptak believes this would be a great tool for Curt to have to benefit the city of La Salle. He mentioned that this company has been in business for 26 years.

Alderman Lavieri did ask how much the annual renewal was. Ptak said it goes down to \$11,400. This company does go around to shows, marketing available lots for sale in the city of La Salle.

Alderman Crane did ask what the difference is between the company that the city is currently discussing and the stuff that the Heritage Corridor does for the city. Bedei states that this company deals with manufacturers and industrial businesses strictly. He mentioned that Heritage Corridor is an overseeing Convention and Visitor's Bureau where they market our area to tourists. Bedei stated that both entities have their own demographic, with one bringing tourists in and the other bringing in business.

Alderman Lavieri stated that this company will only be working with five cities within the state, allowing La Salle to be somewhat exclusive with this company.

Alderman Thompson stated that he does believe that both the city and Bedei does need these tools for the economic development of the city. He believes the city did get this for a reasonable price. Alderman Thompson stated that during the three-way call, it was mentioned that they would work out a "non-compete." Thompson asked that this does happen. Thompson believes that anything in the Illinois Valley area would take away from La Salle. Thompson would like to know that the time and money that the city is spending, they are not splitting their time amongst other local communities. He wants to make sure that this is stipulated.

Alderman Bacidore asked if Ptak remembered a Don. Ptak does recall who he was. Bacidore mentioned that this gentleman mentioned that the city would not have enough empty buildings to fill when he is done. Ptak mentioned that this was Retail Strategies. Bacidore doesn't believe that the city got one thing from that gentleman. Bacidore questions how much different this company is from the last. Bacidore believes that these companies sell a good package, but the city never gets anything in return. Chairman Ptak believes that this is just a good tool to give Bedei and the city a try again. Alderman Thompson does believe that the city does have to try something different, and this company does come with a 26-year track record. Alderman Lavieri mentioned that the city does get two tickets to trade shows and the city can see them hopefully marketing their town.

Alderman Bacidore questioned if the city needs to sign more than one year at a time. Alderman Lavieri believes that the city needs to give most things 3-5 years. Chairman Ptak stated that the city can analyze after the end of the first year. Bedei did mention that if the city did not receive anything after the first year, it is still important to see how many visitors the city did receive because of this program.

Alderman Bacidore asked if it was possible to find a company that ran off a commission.

Moved by Alderman Jeppson and seconded by Alderman Lavieri to bring the recommendation to city council regarding the Economic Development Committee's recommendation regarding hiring Global Site Location Industries (GSLI) for \$26,500,

with the exclusive stipulation, for economic development consulting services, subject to entering into a contract.

ROLL CALL

AYES: Chairman Ptak, Aldermen Thompson, Reynolds, Lavieri, Jeppson, Herndon, Crane

NAYS: Alderman Bacidore **Absent:** None **Abstain:** NONE

MOTION CARRIED: 7-1

Moved by Alderman Thompson and seconded by Alderman Crane to table the recommendation regarding the Economic Development Committee's recommendation regarding selection of fiber service provider.

Alderman Thompson if the council could have a little more conversation with both fiber companies before next finance meeting in two weeks.

ROLL CALL

AYES: Chairman Ptak, Aldermen Bacidore, Thompson, Reynolds, Lavieri, Jeppson, Herndon, Crane

NAYS: None **Absent:** None **Abstain:** NONE

MOTION CARRIED: 8-0

Moved by Alderman Crane and seconded by Alderman Jeppson to approve the recommendation regarding donating \$250 to LaSalle Boys Baseball. This was the same amount as last year.

ROLL CALL

AYES: Chairman Ptak, Aldermen Bacidore, Thompson, Reynolds, Lavieri, Jeppson, Herndon, Crane

NAYS: None **Absent:** None **Abstain:** NONE

MOTION CARRIED: 8-0

Alderman Lavieri asked to look up if the city has donated the same amount to girls' softball as they did to boys' baseball. Bader stated that he will look into that for next meeting.

Moved by Alderman Thompson and seconded by Alderman Reynolds to adjourn the meeting.

Voice vote, all ayes. Motion carried.

Chairman Ptak adjourned the meeting at 6:17pm

A handwritten signature in black ink, appearing to read "Amy Quinn". The signature is fluid and cursive, with "Amy" on the first line and "Quinn" on the second line.

Amy Quinn, City Clerk