



**November 2021 Meeting  
South Side Christian Church  
2600 South MacArthur Boulevard  
Thursday, November 11, 2021**

**November Meeting Minutes**

1. **Welcome** – Katie Davison
  - a. Meeting convened at 7:31am
  
2. **MBA Business**
  - a. Secretary's Report – Jess Weitzel
    - i. Approved as presented
  - b. Treasurer's Report – Katie Davison
    - i. Balance as of 10/31/21: \$19,979.38
    - ii. Approved as presented
  
3. **Speaker(s):**
  - a. Ryan McCrady & Abby Powell, Springfield Sangamon Growth Alliance
    - i. Ryan has a history with the area; his family used to live on State Street before relocating out of town
    - ii. SSGA focuses on supporting economic development across the county in three ways:
      1. Retaining businesses
      2. Business expansion
      3. Business attraction
    - iii. Importance of community marketing & branding: Thrive in SPI campaign – shows what it is like to live, work, and play in Sangamon County – launched in September 2020 (60% of 2MM views from outside of Illinois)
      1. Community can assist via the Thrive Ally campaign – being an advocate for our community; reach out to the SSGA on joining
    - iv. YouTube channel available that features a variety of videos about different issues and topics in the area

- v. SSGA website has a Job Tools resource that lists available positions, Inside Track to assist business HR departments (portal for posting resumes for local employers to review), list of available internship opportunities
- vi. New relationship with NextSite, a data resource that helps attract retail businesses: tracks smartphone data on where people are coming from (home & work) and is updated within 48 hours
  - 1. Specific focus will be on serving areas which have been harder to develop
- vii. Q&A
  - 1. Can duration of trip be tracked? Yes and it also includes demographic data.
  - 2. How will we ensure that we are focusing on areas that need it? Base data analysis is being done now for any community in the County that already funds the SSGA, other communities in the County would pay a subscription fee. The consultant is also invested in the success of getting new businesses into locations because part of their contract payment is that they receive a success fee paid by the SSGA.
  - 3. How can this be applied to tourism? Since it tracks smart phone movement, the exchange of currency is not needed, it's strictly off of location. That being said, they can track who goes to what site and then see where those visitors come from and where they go after.

#### **4. Local Government Update**

- a. Alderwoman Ward 6, City of Springfield: Kristin DiCenso
  - i. Absent, no report
- b. Alderman Ward 7, City of Springfield: Joe McMenamin
  - i. Veteran's Day parade starts at 10am
  - ii. Ryan McCrady brings a massive amount of experience and while Abby was a loss for the City, she brings a great amount of experience and familiarity with the City
  - iii. Asked for a list of buildings that would be impacted and taken down by each potential plan
  - iv. Hoping to discuss a potential \$10MM project at December meeting – has been in development for 10 years
- c. Mayor, Village of Jerome: Mayor Mike Lopez
  - i. Absent, no report
- d. Mayor, City of Leland Grove: Mary Jo Bangert
  - i. A thanks to all Veterans for their service
  - ii. Leland Grove will be doing a Toys for Tots drive one Saturday in September (date TBD); date will be provided either via email or by next membership meeting

- e. Board Member, District 23, Sangamon County: Kevin McGuire
  - i. Absent, no report
- f. Springfield Neighborhood Police Officer: Cody Musson
  - i. Absent, no report

**5. Announcements**

- a. IDOT Community Advisory effort on the redevelopment of MacArthur Boulevard
  - i. Discussed drainage issues, safe sidewalks and crosswalks, beautification & design cohesion
  - ii. Second meeting held 11/10/21 to compare four various options from the feasibility study
    - 1. Two showed the Boulevard having 7' sidewalks on each side, two should 10' sidewalk on one side and 5' on the other (switched which side on each plans); all plans showed the number of properties and buildings that will be impacted by each plan; bicycle accommodations have to be made
    - 2. Some solutions are available to some of the issues created by the increased right of way, such as doing combined parking lots, etc. (Nate Bottom at the City and Molly Berns at the County are involved in brainstorming possible workarounds to deal with these issues)
    - 3. Also an opportunity to bury power lines and make City-level decisions to improve the Boulevard as well
    - 4. Still considered a 5-year project with possible construction to start in Summer 2025
- b. Board Nominations for 2022
  - i. Will announce slate today for a vote at our December meeting
    - 1. Officers
      - a. President: Katie Davison (continuing)
      - b. Vice President: Michael Higgins (continuing)
      - c. Secretary: Denise Perry (former at-large member)
      - d. Treasurer: Justin Creasey (continuing)
    - 2. At-large
      - a. Continuing: Julie Dirksen, Doug Dougherty, Loretta Durbin, Chris Hanken
      - b. New additions: Bill McMahan, Paul Layton, Josh Sabo
  - c. Annual Meeting next month on Thursday the 9<sup>th</sup> here at the church. We will be serving coffee, juice, pastries, quiche, and fresh fruit.

**6. Adjourned at 8:31am**

Respectfully submitted,

Jess Weitzel, MBA Board Secretary