



East Central Illinois  
Economic Development District

**Quarterly Meeting Minutes**  
**Friday, September 5, 2008**  
**J. Dimit Meeting Room – CCRPC**  
**9:00 a.m.**

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1 **In Attendance:** Lloyd Murphy (Tuscola) President, Barbara Wysocki, John Dimit and C. Pius Weibel  
2 (Champaign Co.), Brian Moody (Douglas Co.), Ken Barragree (Iroquois Co), Max  
3 Olson, Mike Wileaver (Piatt Co), Diane Johnson (Ford Co.), Todd Lee  
4 **Others:** Paul Faraci (DCEO), Joe Streit (Parkland Bus Dev Cntr), Erik Kotewa (CCEDC), Trisha  
5 Mason (ECIDC)  
6 **CCRPC Staff:** Susan Chavarria, Brent Rose, Mary Cummings

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8 *Minutes*

9 **I. Call to Order**

10 President Lloyd Murphy called the meeting to order at 9:10 a.m.

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12 **II. Roll Call – Sign-in Sheet**

13 Roll was taken by written record and a quorum declared present.

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15 **III. Approval of Minutes**

16 A. *Tuesday, May 20, 2008*

17 There being no changes or additions, **Mr. Moody made the motion to approve the minutes**  
18 **of May 20, 2008 as presented. Mr. Barragree seconded the motion. Upon vote, the**  
19 **motion carried unanimously.**

20  
21 **IV. Approval of Financials**

22 A. *Balance Sheet and Income Statement from October 1-2007 to May 31, 2008*

23 B. *Balance Sheet and Income Statement from October 1-2007 to June 30, 2008*

24 C. *Balance Sheet and Income Statement from October 1-2007 to July 31, 2008*

25 Mr. Rose explained that the income is the quarterly grant from the EDA that goes directly into the  
26 checking account at Tuscola National Bank. He stated that the expenditures are to CCRPC for  
27 staff time and expenses.

28  
29 **There being no further discussion, Ms. Wysocki made the motion, seconded by Mr. Moody,**  
30 **to approve the financial statements as presented. Upon vote, the motion carried**  
31 **unanimously.**

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33 **V. Old Business-None**

34  
35 **VI. New Business**

36 A. *Presentation – Open Economic Network – Trisha Mason (ECIDC)*

37 Mr. Moody introduced Ms. Trisha Mason from ECIDC (East Central Illinois Development  
38 Corporation (Coles County). He recently attended a conference held by the Edward Lowe  
39 Foundation in cooperation with I-Open Networks and heard the presentation by Ms. Mason from  
40 ECIDC, which is an economic development corporation in Coles County. He wanted her to share  
41 this presentation with this ECIEDD and to find out more about their corporation. He pointed out  
42 that their organization is very active and tracks things we could apply to our region as well.

1  
2 Ms. Mason presented a PowerPoint presentation. Below is the outline of her presentation. She  
3 explained that the ECIDC (East Central Illinois Development Corporation) was comprised of the  
4 following counties: Christian, Clark, Coles, Cumberland, Douglas, Edgar, Effingham, Moultrie,  
5 and Shelby. She stated that the ECIDC was formed in 1984 with 25 charter members. She stated  
6 that the mission was to establish a regional identity as a foundation on which to promote the  
7 region globally with the goal of attraction and retention of businesses, industries, residences and  
8 tourism, while providing educational opportunities to our membership, our governmental units,  
9 and our residents.

10  
11 In 2008, their Board of Directors established 5 major goals to move the region forward. They  
12 enlisted the assistance of Mr. Ed Morrison from I-Open in order to begin the collaboration efforts.

#### 13 14 History of Economic Growth

- 15 • History of economic growth in the area – experienced dramatic growth early in the  
16 Twentieth century.
  - 17 ○ Growth continued through WWII and then declined. S-Curve caught up to previous  
18 economy. Internet began and economics have exploded.
- 19 • Second curve – based on networks and have to rethink. Lots of opportunity with second  
20 curve.
  - 21 ○ 2<sup>nd</sup> Curve – strategies based on “linking and leveraging”- need new models of  
22 economic development across economic boundaries.

#### 23 24 Expanded Networks

- 25 • Expanded networks will drive innovation in Great Lakes
- 26 • Comparison slide of 1<sup>st</sup> curve thinking and 2<sup>nd</sup> curve thinking
- 27 • Successful regions will move civic thinking from hierarchies to networks - new visions  
28 needed
- 29 • Successful regions will overcome the “power” of the invisible fence – Need to take down  
30 boundaries in order to work with each other.
- 31 • Successful regions will see the value in networks.
- 32 • Successful regions will take the “shanghai perspective” – need to look at things from  
33 different perspectives.

#### 34 35 East Central Open Retreat Information

- 36 • Collaborative efforts of ECIDC and Partners: include Tuscola Economic Development,  
37 CWIB, Ameren, DCEO, Shelby Electric, Southeastern IL Community Foundation, Coles  
38 Together, Agracel, Inc., and Lakeland College. Date of retreat is October 22-23, 2008 in  
39 Allerton Park, Monticello.
- 40 • Objectives of retreat
  - 41 ○ Building relationships
  - 42 ○ Mapping and connecting assets across boundaries
  - 43 ○ Engaging all leaders in constructing a plan
  - 44 ○ Creating growth through open sharing of ideas and adoption of them
  - 45 ○ Transforming our communities
- 46 • Strategies involve open participation and leadership direction
  - 47 ○ Roles each member plays – find out where connections can be made and work  
48 together.
  - 49 ○ Take map and see what outcomes could be
- 50 • Strategies involve linking and leveraging assets in five “asset networks” – Action Teams
  - 51 ○ Brainpower – education
  - 52 ○ entrepreneurship

- 1           ○ Innovation
- 2           ○ Quality places
- 3           ○ Branding stories- Civic collaboration
- 4       • Retreat is to create a strong core of leaders – essential
- 5       • Strategic Doing (in a nutshell)
- 6           ○ 4 transformative questions
- 7           ▪ What could we do together? – Explore assets and maps to discover new
- 8           possibilities not previously visited.
- 9           ▪ What should we do together? – take list of possibilities and align them with
- 10          strategic outcome.
- 11          ▪ What will we do together? – Takes mapped steps and assign them to an
- 12          individual or group in order to achieve goals outlined.
- 13          ▪ What are we learning together? – Set regular meetings - maybe quarterly - and
- 14          review what has been accomplished. Reevaluate strategy.
- 15       • Using Web 2.0 – internet-based tools for networking forums – shared calendar, “to do”
- 16          list, discussion forums – these will keep everyone updated on projects.

#### 18 Strategic Doing

- 19       • Creates strong commitment
- 20       • Goal of “Strategic Doing” – Articulate clear direction and define initiatives that align
- 21          with that direction.

22

23 Ms. Mason explained that their Board of Directors restructured their organization to be more

24 conducive to this process. She stated that the 20-member coordinating council (economic

25 development professionals) was dispersed to the five Action Teams. She pointed out that the

26 Board would be the decision-makers and the leaders of these five Action Teams.

- 27
- 28       • Providing the Tools
- 29           ○ Strategic Doing Pack Guidelines will include a workbook or manual at the beginning
- 30           of the retreat
- 31       • Tools on computer flash drive “key”

32

33 Ms. Mason can be reached at [Tmason16617@lakeland.cc.il.us](mailto:Tmason16617@lakeland.cc.il.us) and the web address for her

34 organization is [www.eciedc.com](http://www.eciedc.com).

35

36 Mr. Moody stated that over the years, other models have struggled due to implementation. He

37 explained that he was attracted to this concept because of the civic engagement and that this

38 concept could be used in an open forum such as a “coffee clutch” meeting. He pointed out that a

39 presentation would be given and then questions would be asked in order to get feedback.

40 Following their first “coffee clutch” meeting, there has been continual feedback and people are

41 taking the ideas and working to accomplish things. Mr. Moody explained that this concept has set

42 up timelines in order to accomplish the goals and this in turn requires a commitment from the

43 individuals. He stated that this has been a positive move so far and that he is looking forward to

44 doing more of this. He pointed out that this is too big of an issue to do by ourselves as a county

45 and these forums have solved many problems. We as a region need to find out more ways to

46 collaborate and need to take action steps in between meetings. He would like to see the ECIEDD

47 send someone to the retreat to assist in absorbing all this information. He announced that the cost

48 of the retreat is \$300 per person.

49

50 Mr. Moore pointed out that the main idea of this presentation was to inform the ECIEDD of what

51 other groups of economic development corporations are doing. Mr. Moody stated that large

52 companies are unlikely to look at one particular county concerning workforce, infrastructure, etc.

1 Mr. Moore added that companies evaluate regions as that is their key to success when taking all  
2 aspects of the region into consideration.

3  
4 Concerning Geographic Information Systems (GIS), Mr. Moore stated that CCRPC has an  
5 excellent GIS department and have been working with other counties in creating models. He  
6 pointed out that through the use of GIS information, a model was created and with this  
7 information, the region could benefit. He stated that we would have a presentation concerning the  
8 economic model that has been developed for this region.

9  
10 Mr. Murphy stated that he was encouraged going through the information on Ms. Mason's  
11 website and that there is much this EDD can adopt. He emphasized that we need to dispel the  
12 boundaries and work on projects collaboratively.

13  
14 Following discussion of sending two representatives to the retreat, **Mr. Moody made the**  
15 **motion, seconded by Ms. Wysocki, to send 2 representatives to the retreat with the ECIEDD**  
16 **funding the cost of registration. From the discussion, and upon vote, the motion carried**  
17 **unanimously.** Mr. Weibel suggested that Ms. Wysocki and Mr. Rose attend.

18  
19 *B. Community Venture Network – John Dimit*

20 Mr. Dimit explained that the CCEDC was invited to attend a meeting of the Community Venture  
21 Network and he distributed some information from that meeting. He stated that the group is  
22 centered out of Minneapolis/St. Paul and Chicago and the Great Lakes area. He stated that the  
23 group meets 3 times a year and there are eight companies that make presentations – high tech  
24 companies looking for location near a university, possible a company looking for a rural location,  
25 etc.

26  
27 Mr. Dimit announced that the cost of membership for the EDC was \$4,000 for the year, but as a  
28 6-county region, the \$6,500 fee could be shared between the 6 counties. He felt this to be an  
29 important opportunity to actively find leads for economic growth instead of just waiting for it to  
30 happen. He suggested that the more active counties share with \$2,000 each and the other counties  
31 could participate financially as much as possible. He wanted to bring this forward as a possibility  
32 for this Board to consider.

33  
34 Mr. Dimit explained that the 3 meetings per year would yield 24 possible projects that could be  
35 considered following the various companies presentations. He stated that the network would  
36 facilitate a private phone conference later. He pointed out, however, that the travel to  
37 Schaumburg may be issue, but we could certainly coordinate travel. He would like to try and  
38 make this a regional effort and we could take as many as needed to the meetings as long as the  
39 county is a member.

40  
41 Mr. Moore commented that anyone doing economic development, significant funds could be  
42 expended to development advertisement to communicate with a potential company. He pointed  
43 out that three times per year we could site and listen to companies who would like to locate  
44 somewhere for various reasons.

45  
46 Mr. Moody stated that Dennis Spice, who is the development side of the Fire Institute and has  
47 had a major capital project that proved successful. He pointed out that this had proved to be a  
48 good investment on their part.

49  
50 Following discussion, **it was the consensus of those present to go ahead and investigate this**  
51 **possibility further.** Staff was requested to return to this Board to see what resources may be  
52 available for this commitment.

1 *C. ECIEDD Retention and Relocation Model Demo and Proposed Fees*

2 Mr. Moore briefly discussed the custom Microsoft application, based on multipliers from  
3 IMPLAN group 2006. He explained that the multipliers measure the impact on every aspect of  
4 business. He stated that there are two separate modules – economic impact of business retention  
5 and fiscal impact during construction and a 5-year operation period.  
6

7 Mr. Moore outlined the revenue that could be created from a new company. He explained that  
8 the revenue sources in the model include sales tax, state income tax, realty transfer tax, motor fuel  
9 tax, etc. He stated that the data is placed into worksheets and the more information you have  
10 from the company, more fields would be filled in for a more accurate accounting of what to  
11 expect over a certain period of time.  
12

13 Mr. Moore showed the difference in industry types and that there is a drop-down menu in the  
14 model from which you can choose the type of industry by a code. He stated that standard industry  
15 classifications that are used nation-wide are included in the model for examples. He explained  
16 that the economic impact could be calculated for any number of industries, including sports and  
17 entertainment activities.  
18

19 Mr. Moore showed the various tables created by the model and that the direct impact model  
20 includes jobs and wages, the indirect impact would be companies from which they purchase  
21 supplies, and the induced impacts are the employees from the new company who spend their  
22 money locally. With the example shown, he stated that there would be significant impact on the  
23 area with the growth of this new company especially utilizing the multipliers. He explained  
24 Table C listing the various companies and industries that would be impacted with a new project in  
25 the area and other business opportunities that would be created in the area.  
26

27 Mr. Moore emphasized that receiving civic support for projects is very valuable. He explained  
28 that employment growth and where employees live in other counties would also impact their  
29 economies as well. He showed the IDOT information as to how far people drive for their jobs.  
30 He stated that larger communities in the region could be purchased and loaded into the model for  
31 the municipal level, i.e. Champaign, Urbana, Rantoul, Danville, possibly Mahomet and  
32 Monticello. He stated that this project he outlined impacted all six counties.  
33

34 Mr. Moore explained that this model could be used for assistance in saving an industry in the  
35 community, not just for new projects. He stated that the proposed fee schedule was also  
36 distributed, but open for discussion; however, CCRPC spent \$20,000 for the model and are  
37 looking to recuperate some of the cost.  
38

39 **VII. Public Participation**

40 **VIII. Adjournment**

41 There being no further business to conduct, **Mr. Moody moved to adjourn the meeting. Mr.**  
42 **Weibel seconded the motion. Upon vote, the motion carried unanimously.** Mr. Murphy  
43 adjourned the meeting at 10:10 a.m.  
44

45  
46 Respectfully submitted,

47  
48 Mary A. Cummings, Recording Secretary