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City Clerk



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City of Mt. Vernon, Illinois
City Council Workshop Meeting
Tuesday, May 28, 2013

MINUTES

The Mt. Vernon City Council held a City Council Workshop Meeting on Tuesday, May 28, 2013 at 3:00 p.m. at the City Hall, 1100 Main Street, old Council Chambers, Mt. Vernon, IL.

ROLL CALL

Roll call showed present: Council Members Ron Lash, Dennis McEnaney, Todd Piper, David Wood and Mayor Mary Jane Chesley.

JOE ZANOLA — HOUSING MARKETING PROGRAM PRESENTATION

Joe Zanola and Rachel Ballard of the Zanola Company LLC appeared to give an update on the housing marketing program. Mr. Zanola advised they would be discussing four things: standards and guidelines, a guide to building and developing in the City of Mt. Vernon, the housing website, and the next steps to be taken in this process. Strategies to be accomplished include: 1) Prove the Opportunity – Mt. Vernon Forward Sharing; Homebuilders and Developers – Best Candidates to Target; City is Open for Homebuilding Business; Selectivity and Personal Outreach; and Bolster Total Growth – Ongoing Communication and Brand Partnerships.

Mr. Zanola noted that recently a training session was conducted for City Engineers, Building Inspectors, Fire Inspectors, Tourism, Ron Neibert, Nathan McKenna and Mary Ellen Bechtel where collaboration and input was shared. A long message and a short message to developers and builders were drafted as follows:

The city of Mt. Vernon, located in south central Illinois is poised for tremendous housing growth. Employers are adding jobs. Business is growing. City revenues are strong. The next phase of expansion is the implementation of a plan for housing development.

A new housing study completed by St. Louis housing market research company Zanola Company justified the need for 360 to 718 new housing units by 2016. Mt. Vernon has also undergone a city rebranding called "Redefining Creativity," accentuating Mt. Vernon's great quality of life and targeting more growth.

Mt. Vernon is definitely open for building business, but there is care to identify candidates to develop and build. There is a purposeful process to personally connect with housing professionals best suited for opportunities in Mt. Vernon. If you can see yourself building, developing, and adding to housing growth in Mt. Vernon, we invite you to learn more.

There is great opportunity— explore homebuilding needed in Mt. Vernon!





Rachel Ballard, of Zanola Company LLC, presented the graphic standards that will be sent to graphics companies doing print work for the Strategic Housing Program. The following standards have been coordinated with the City’s Tourism Department.

 <p>Logo</p>	<p>Main Colors</p>
<p>Spacing: Logo must always have .25 inch on all 4 sides. Minimum Size: 1.25 inches wide</p>	<p> Pantone 2746 C CMYK 98, 96, 4, 0 RGB 46, 54, 143 Web #2E368F</p> <p> Pantone 201 C CMYK 25, 100, 84, 19 RGB 162, 29, 47 Web #A21D2F</p>
<p> </p> <p> </p> <p></p>	<p>Accent Colors</p> <p> Pantone 2587 C CMYK 69, 80, 0, 0 RGB 106, 80, 161 Web #6A50A1</p> <p> Pantone 383 C CMYK 43, 17, 100, 1 RGB 157, 176, 57 Web #9DAF39</p> <p> Pantone 312 C CMYK 73, 10, 8, 0 RGB 1, 174, 214 Web #07AED6</p>
<p>Logo can't be on patterned background.</p> <p></p> <p>Logo can't be on bright background color.</p> <p></p>	<p> Pantone 151 C CMYK 1, 64, 100, 0 RGB 241, 121, 33 Web #F17921</p>
<p>Logo can be on an image if noticeable</p> <p></p> <p>Social Media Logos</p>	<p>Print Fonts</p> <p>IMPACT - Strategic Housing Program Font</p> <p>Georgia Bold/Georgia Italic - (used for headings)</p> <p>Arial - (Main communications, documents)</p>
<p> May use any color variation of the logo shown above. The edges of the logo should not touch the outer corner of the icon box. The top and bottom spacing needs to be equidistant along with the left and right.</p>	<p>Web Fonts</p> <p>Georgia Bold - Font for Headings Font size: 14 Line height: 19 Color: Web #2E368F</p> <p>Arial - Font for main content of website. Font size: 14 Line height: 19 Color: Black</p>

All media inquiries should be forwarded to an authorized spokesperson designated by the City. The communication standards are as follows:

 <h3>Email Communication</h3> <p>All email communication must adhere to the font, color, and logo standards set forth in the graphics standards guide. Messaging should adhere to the Mt. Vernon Strategic Housing Brand Messaging guide (long, medium, and short versions).</p> <p>Signatures Email signatures should follow the following template:</p>  <p>Name Position Company Address City, State ZIP Phone number(s) Email address linked www.buildmtvernonil.com</p> <p>Email body</p> <ul style="list-style-type: none"> • Messages should start with "Hello [First Name]," • Emails should carry the positive tone of the project • Re-read emails carefully and proof to ensure consistent messaging font, tense, and to avoid misspellings <h3>Media Communication</h3>	<h3>Written</h3> <p>All written communication must adhere to the font, color, and logo standards set forth in the graphics standards guide. Messaging should adhere to the Mt. Vernon Strategic Housing Brand Messaging guide (long, medium, and short versions).</p> <p>Letterhead See <i>Mt. Vernon Letterhead Template doc</i></p> <p>Letterhead margins should be set at: L: 1.25", R: 1.25", T: 1.25", B: 2"</p> <p>Heading, Greeting, and Closing See <i>Mt. Vernon Letterhead Template doc</i></p> <p>Date</p> <p>Name [Mr./Ms.] Position, Company Address City, State ZIP</p> <p>Dear [First Name],</p> <p>[Letter Body]</p> <p>Sincerely, [Signature]</p> <p>Name Position, Company</p>
<p>A press release or series of press releases on the existence and progress of the Mt. Vernon Strategic Housing Program will be sent from the city of Mt. Vernon to relevant local media. Only authorized individuals should speak to media personnel. Please forward all media inquiries to the authorized spokespersons.</p>	<p>For any questions contact:</p>  <p>Joe Zanola/Rachel Ballard 9315 Manchester Road Saint Louis, Missouri 63119-1448 P 314-918-7200 F 314-925-7201 M 314-422-4300 jzanola@zanolab.com rballard@zanolab.com www.zanolab.com</p>

The City employees recently trained by Zanola and Ballard received a mini-workshop on marketing materials and the Strategic Housing Program website so that the message and branding are consistent throughout the departments represented. Another intent of the workshop was to ensure that the staff is fully informed regarding the strategic housing program and where to find the answers if needed.

The Mt. Vernon Guide for Residential Development and Builders, created by the Zanola Company, will contain clear and reasonable communication processes for developers and builders working within the City. The Guide contains City ordinances and codes organized in a simple interface that pertain to all aspects of building. Zanola believes the Guide will communicate volumes to those who may be thinking of building and developing here. In preparing for this program, Zanola looked at 25 or 30 other communities that are further down the road in development and building than Mt. Vernon for examples. There are none. Essentially, other communities have a maze or spider web of trying to find your way around their building process.

Ms. Ballard informed that the purpose of the Guide is to have one document that is in regular talk that everyone can understand that will answer all questions about zoning, development and building in Mt. Vernon. This is a huge deal because no other community has it. The best part is that it is also electronic.

The Guide will feature the following categories:

- Land Development
 - Site identification and locations
 - Residential Planning and Preliminary Plat Approval
 - Final Plat Recording and Improvement Plans
 - Development Permitting, Inspections, and Completion Approval
- Residential Building
 - New Homebuilding Guidelines and Standards
 - New Homebuilding Permitting
 - New Homebuilding Inspections and Completion Approval
- Rezoning

The Guide will contain helpful information as follows:

- Process and approval
 - Who is involved?
 - Introduction to steps, timeframe, forms, etc.
 - Applications and approvals needed
 - Who reviews and approves
 - Turnaround timeframe
 - How approvals and issues are communicated
- Contacts and Availability
 - Who to contact and how
 - Days and hours available
 - Helpful resources
 - Links for further information

Ms. Ballard noted that City Manager Neibert, City Engineer Brad Ruble, and City Projects Manager Nathan McKenna have signed off on the content of the website. She will meet with the graphics people on Thursday to make all the final editing.

Neibert noted that he expects to incorporate similar websites for the City's building permit process, liquor licenses, lake licenses, etc.

Ms. Ballard connected to the new website and demonstrated many of the user-friendly aspects. Council Member McEnaney requested that a "comments" page be added to the website so that builders and contractors may give the City their feedback about the process. Neibert noted that he will draft some questions for the comments or feedback page.

Mr. Zanola referred to a matrix entitled 2013 Phase 2 Marketing and Budget Options which is divided into three categories: the marketing campaign; professional outreach campaign for builders; and housing growth program management and ongoing services. Each category contains descriptions along with a budget range.

Ms. Ballard noted that some of the items from the Phase 1 matrix are on Phase 2 because the Council chose not to move forward with them during Phase 1.

Council Member Piper inquired what has been completed on the Phase 1 matrix. Neibert noted that the Communication and Marketing Foundations items were done including:

- complete the concepts of branding, graphics, and messaging;
- provide 2013 refreshed data, demographics, and analysis for marketing;
- create templates kit and style standards for scripts, responses, letters, emails, etc. for communications guide and foundation (version 1);
- establish 2013-2014 goals and measurements and Preview for 2015-2017 (contained in the communications and marketing foundations document);
- gather heartfelt testimonials to enlighten builders and developers to Mt. Vernon's quality of life and appeal as a positive growing community;
- establish training manual for marketing materials and overall program;
- provide training session and web video for those involved in new homes communication;
- finalize recommendations regarding basic steps for homebuilding and development;
- publish (paper and online) Mt. Vernon Guide for Residential Developers and Builders;
- develop and launch new homebuilding "Just Right Website" (version 1);
- establish monthly emails, blogs and web updates to be enticing for building pros (waiting for website to go live before these items are accomplished);
- establish ever-growing target, prospect, and referrals CRM database;
- provide an outreach blitz to reconnect and advance current interested projects;
- provide personal outreach, follow-up and scheduling with high value prospects

Mr. Zanola reviewed the Phase 2 matrix.

City of Mt. Vernon Housing Growth Program
 2013 Phase 2 Marketing and Budget Options

New Homes Marketing Campaign	2013 Budget Range		Recommended	Professional Outreach Campaign Builders	2013 Budget Range		Recommended	Housing Growth Program Management and Ongoing Services		Monthly Budget Range		Recommended
Develop and launch nine additional web pages. To include - Capital Improvement Projects, Employment Information, Local News, Web Magazine, Videos, Events, etc.	\$ 7,600	\$ 7,600	\$ 7,600	Create and launch a Mt. Vernon Builder/Developer Booster Kit. This will include a variety of materials and information to be given to select group of target developers, builders, and others. Kit will be frequently refreshed. Includes releases in 2013 2nd, 3rd, and 4th quarters. Does not include branded promotional products allowance at this time.	\$ 2,500	\$ 5,000	\$ 3,500	Provide housing growth program coordination and management responsibilities, training updates, representation, media contact, quality reviews, on-call needs, custom research support, etc. that is outside of specific marketing and outreach tasks. This will be based on estimated needed monthly hours and resources.	\$ 3,500	\$ 5,700	\$ 4,700	
Launch and continue monthly emails, blogs and web updates to be enticing for building pros. Produce five monthly updates June - December 2013.	\$ 4,000	\$ 6,000	\$ 5,600	Provide materials, outreach, and communication to national housing media. Select materials and information from the Mt. Vernon Building Program will be utilized to create media attention.	\$ 4,500	\$ 5,800	\$ 5,800	Website maintenance. This will be based on estimated monthly hours and resources.	\$ 750	\$ 750	\$ 750	
Establish and launch quarterly "Issue" web magazines with aerial photos, narratives, etc. Includes 2013 3rd and 4th quarter web magazines. Does not include establishing potential sponsorships and advertising.	\$ 5,500	\$ 7,500	\$ 7,500	Housing Opportunity Road Show - Produce a Mt. Vernon housing growth series three times annually. Includes one 2-day Road Show for 2013. Presentations will be in communities where key builders/developers are targeted.	\$ 5,000	\$ 7,500	\$ 7,500					
Prepare and package Mt. Vernon new homes research and materials in 2013 to be ready for 2014 "best places" promotion and outreach to national consumer media. Establish contact list "best places" media contacts.	\$ 4,200	\$ 7,500	\$ 6,500	(initial) Housing Design Charrette - Invite Tim Busse AIA, (and/or other architects) to lead a charrette for infill housing design. Charrette will be aimed at students offering concepts for infill housing designs appropriate for Mt. Vernon as well as other Midwestern communities. Prepare program and release initial publicity for spring 2014 charrette.	\$ 3,500	\$ 3,500	\$ 3,500					
Establish and launch new homes webinar format. Produce 4 webcasts June - December 2013.	\$ 3,500	\$ 5,500	\$ 5,000	Professional Outreach Campaign Community Support	2013 Budget Range		Recommended					
Design and present for approval a package of welcoming branding, signage, and directory information within City Hall for strategic builder program. Recommend if versions will also be applicable for other usages and in other areas within Mt. Vernon.	\$ 2,500	\$ 2,500	\$ 2,500	Establish and launch "Mt. Vernon Businesses for Building" presentations and publicity for local business opportunities with builders and developers. Includes a 2013 3rd and 4th quarter group presentation. Utilize group's interest to further reinforce appeal to builder and developer prospects.	\$ 2,500	\$ 4,100	\$ 4,100					
Design and present for approval a Mt. Vernon Ambassador program. This is intended to establish an informed and enthusiastic group of Mt. Vernon businesses and residents to be available for potential builders, developers, and building support trades to contact.	\$ 2,500	\$ 4,000	\$ 3,500	Establish and launch "Mt. Vernon Building Support" webinar and publicity as a targeted outreach to residential specialists that are vital to support developers and builders and that may be not be currently operating within Mt. Vernon. Includes a 2013 3rd and 4th quarter webinar. Utilize group's interest to further reinforce appeal to builder and developer prospects.	\$ 2,500	\$ 4,100	\$ 4,100					
Review all elements, concepts, and creative of Mt. Vernon Strategic Building Program that are underway, in planning, and that can be imagined. Provide first phase of web research for existing usages and/or potential conflicts. Present for approval the recommended list of these items to brand as Mt. Vernon's and steps to secure branding, trade names, domains, etc.	\$ 2,500	\$ 3,500	\$ 3,500	Establish Illinois Housing Conference brand. Launch efforts in June 2013 inviting collaboration and participation from residential thought leaders for this "start-up" conference. Create media intrigue and support. Present online beta-version 1st annual October 2013 conference.	\$ 6,500	\$ 7,800	\$ 7,200					
Establish and launch public relations campaign for the Guide. PR outreach beginning in June 2013. This will be based on estimated needed monthly hours and resources.	\$ 3,500	\$ 3,500	\$ 3,500	Professional Outreach Campaign Consumers	2013 Budget Range		Recommended					
				Design and create an initial "intercept" marketing package for those visiting Mt. Vernon that may be attracted to living in Mt. Vernon. The initial version is planned to be a tabletop format to be used at festivals, events, etc. Its purposes are (1) for visitors learning more about living in Mt. Vernon and (2) to show civic promotion of new homebuilding in Mt. Vernon. Includes first version launch in 2013 3rd quarter.	\$ 4,100	\$ 5,500	\$ 5,500					
				Design and create a "Mt. Vernon Employees Now Homer Hitchhiker" for current and prospective employers to share with their staffs. This will be distributed personally and by email. Its purposes are (1) for reinforcing employee confidence in Mt. Vernon residential growth and (2) to show civic promotion of new homebuilding in Mt. Vernon. Includes first release in 2013 4th quarter and prepared for ongoing bi-monthly updates.	\$ 2,500	\$ 3,500	\$ 3,000					
	\$ 35,800	\$ 47,600	\$ 45,200		\$ 33,600	\$ 46,800	\$ 44,200		\$ 51,000	\$ 77,400	\$ 65,400	

City Manager Neibert asked Mr. Zanola to provide a timeline for the Phase 2 Marketing and Budget Options.

Mr. Zanola suggested that the City Attorney take steps to secure branding, trade names, domains, etc.

Council Member Wood stated that it is very important to compress the timeline. It may be necessary to eliminate some Phase 2 options in order to speed up implementing the website and other marketing options. Builders and developers are contacting the City Manager now. The construction season for this year will be over by the time the project is ready. There is no time to waste.

Mr. Zanola commented that they have no intention of holding up any developers or builders in the Mt. Vernon area because this project is not complete. He anticipates Phase 2 to be complete at the end of this year or the beginning of 2014. Mr. Zanola conducted ongoing meetings with lenders in the area. He understands the frustration that the project is not further along.

City Manager Neibert asked for the break-out of the 600 homes that Mr. Zanola suggested needed to be built - how many are single family homes and how many are multi-family homes.

Last week Mr. Zanola gave a presentation in St. Louis with the Federal Reserve Bank and 90 to 100 of the top banking development building people in the St. Louis market. Mr. Zanola addressed Mt. Vernon's program with the group. Zanola Company is using their connections with the St. Louis market to communicate to them about Mt. Vernon. He also noted that Fred Schmitt has a following of 15 to 20 small builders.

Mayor Chesley suggested that a local contractor be asked to work through the website to give Neibert and Mr. Zanola feedback on the ease of utilizing the website.

Council Member Piper asked Mary Ellen Bechtel if the Jefferson County Development Corporation (JCDC) has received any leads generated from this project. She responded no.

Mr. Zanola also stated that it is important to bring the best possible leads to the City but also to go through a qualifying process to insure that the developers and builders are right for Mt. Vernon. There is an element of personal attention that is beneficial. Zanola Company is willing to speak to builders and developers who are interested in Mt. Vernon even though the housing program isn't quite ready.

Council Member Wood inquired if City Manager Neibert expected to make a recommendation to adopt Phase 2 at today's workshop. Neibert stated that the timeline concerns prevent him from making a recommendation today. Mr. Zanola and Ms. Ballard stated they will forward the timeline to Neibert tomorrow morning (Wednesday, May 29, 2013). Neibert will forward it to the Mayor and Council.

Mr. Zanola suggested that the City Attorney take steps to secure branding, trade names, and domains, etc. The website will be ready for a final review in two weeks.

REQUEST PERMISSION TO CLOSE VARIOUS STREETS

City Manager Neibert presented for the Council's consideration a Request for Permission to Close Various Streets on May 30th and June 9th by Arthur Agency on Behalf of the Community First Bank. Arthur Agency is producing a commercial for Community First Bank. Their request read as follows:

Request 1: We would like to secure 5 parking spots along Main Street between Jimmy James Blue Goose and the corner of Main and 11th Street. We will be filming a scene from inside The Barber Shop shooting

the "parking lane" which depicts a small fender bender. We have coordinated the shot with The Barber Shop and with Action Towing in Summersville who will be assisting with the safe arrival, clean up and removal of the two vehicles. The shot should minimally interfere with west bound traffic as we will be utilizing the requested parking spots. We would like the spots available for our use on Thursday, May 30, from 1:30pm through 3:30pm. This will be enough time for every aspect of production. We will be happy to work with you regarding any necessary traffic accommodations.

Request 2: We would like to close the road and prevent thru traffic on both east bound and west bound lanes on the entire 200 block of South 9th Street from the intersection of 9th and Broadway to the intersection of 9th and Jordan Street on Sunday, June 9, from Noon until 6:00pm. We will be utilizing the entire roadway with various vehicles, actors and resources during that time. After doing research and speaking with 9th Street Grill owner, resident of the block & DMDC president Laura Thacker that day of the week and time should best minimize any possible inconveniences for local businesses and residents. Mrs. Thacker has confirmed she has no issues with our request and the businesses located there are closed per their normal operating hours.

Because the above requests are for outdoor shots weather and other related variables could affect production. Should a force such as the above occur Arthur Agency will coordinate accordingly and follow relevant protocol for make-up dates. Arthur Agency carries production insurance and can provide a certificate of insurance if needed. With the style and concept of the planned ad it will not appear as if Mt. Vernon or the businesses seen in the above mentioned shots are endorsing Community First Bank, their products, or services.

Police Chief Chris Mendenall expressed a concern on Request #1. While they are only asking to close five parking spaces, for safety purposes he felt that the far north westbound lane of Main Street should also be closed. In addition, the businesses in the 1100 Block of Main Street should be contacted. Proper State permission will also be required since Main Street is a State Route.

Neibert noted that he spoke with Pastor Brenson whose church is located in the 200 block of South 9th Street. Pastor Brenson requested that the street not be closed until 12:30 p.m. to allow his congregation to leave the Sunday service that concludes about noon.

Mayor Chesley requested that Neibert ask the Barber Shop if they would agree to shooting on Sunday rather than Thursday.

City Manager Neibert recommended that the Council approve the request for permission to close various streets on May 30th and June 9th by Arthur Agency on behalf of Community First Bank Council on the condition that they obtain the appropriate State permit to close Main Street and that they obtain the appropriate permission from the people on Main Street to block that section of street during the times requested, and if there are any problems getting permission, then to ask the Barber Shop to allow the filming to be done on Sunday. **Council Member Piper made a motion to approve the City Manager's recommendation as stated above. Seconded by Council Member Lash. Yeas: Lash, McEnaney, Piper, Wood and Chesley.**

EXECUTIVE SESSION

Council Member McEnaney made a motion to go into Executive Session for the purpose of discussing the sale and acquisition of real estate. Seconded by Council Member Piper. Yeas: Lash, McEnaney, Piper, Wood and Chesley. The time is 4:15 p.m.

ADJOURNMENT

Motion by Council Member Wood to adjourn the City Council Meeting. Seconded by Council Member McEnaney. Yeas: McEnaney, Piper, Wood and Chesley. Council Member Lash left the Executive Session at 5:22 p.m.

The meeting adjourned at 5:45 p.m.

Respectfully submitted,

Jerilee Hopkins
City Clerk