

*Jerilee Hopkins*  
City Clerk



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**City of Mt. Vernon, Illinois  
City Council Workshop Meeting  
Monday, August 26, 2013**

**MINUTES**

The Mt. Vernon City Council held a City Council Workshop Meeting on Monday, August 26, 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.

**HOUSING PROGRAM PHASE II PRESENTATION**

City Manager Ron Neibert stated that Phase I of the housing program is complete. Phase I contains the study, the development of a website - [www.buildmtvernonil.com](http://www.buildmtvernonil.com), and the housing development manual. Now the tools are in place to properly work with developers. Joe Zanola of Zanola Company LLC of St. Louis, Missouri provided a PowerPoint presentation regarding Phase II Marketing Phase. He distributed a packet containing a recap of Phase I which is attached to the minutes.

Council agreed that all of Phase II items should be prioritized "A".

The webinars will be broadcast to primarily individuals in the building profession such as bankers, builders, developers, suppliers, business owners. The webinars are recorded so viewers are able to watch the broadcast at a later date. Zanola's team will produce the webinars. Zanola Company has produced 60 to 70 webinars. Joe noted that attendance varies from 35 to 50 and generally last 15 to 30 minutes.

The Item entitled Mt. Vernon Ambassador Program is intended to establish an informed and enthusiastic group of businesses and residents to be available for potential builders, developers, and building support trades, and suppliers to enlist employers such as Continental, Walgreens, Good Samaritan Regional Health Center, and National Railway.

Neibert proposed to the Council that Zanola draft a contract to be presented to the Council at an upcoming Council Meeting.

City of Mt. Vernon Strategic Housing Program  
2013 Phase 2 Marketing Timeline

New Homes Marketing Campaign	July	August	September	October	November	December	2014
Web Pages	Complete -----						
Building Pros Monthly Email Campaign	Monthly Update	Monthly Update	Monthly Update	Monthly Update	Monthly Update		
Web Magazine		Web Magazine			Web Magazine		
Best Places Outreach	Complete -----						
New Homes Webinar		Webcast -----	Webcast -----		Webcast -----	Webcast -----	
City Hall Branding and Signage	Complete -----						
Mt. Vernon Ambassador Program		Complete -----					
Guide Public Relations Campaign	Ongoing -----						
<b>Professional Outreach Campaign Builders</b>							
Mt. Vernon Builder/Developer Booster Kit	Booster Kit ---		Booster Update		Booster Update		
Media Outreach	Ongoing -----						
Housing Opportunity Road Show		Road Show Prep and Present					
Infill Housing Design Charrette			Charrette Prep -----				
<b>Professional Outreach Campaign Community Support</b>							
Mt. Vernon Local Business Opportunities		Mt Vernon Businesses		Mt Vernon Businesses			
Mt. Vernon Building Support Webinar			Mt Vernon Support Presentation			Mt Vernon Support Presentation	
Illinois Housing Conference Brand		Prep and Launch Conference -----					
<b>Professional Outreach Campaign Consumers</b>							
Intercept Marketing Package			Intercept Marketing				
Mt. Vernon Employers New Homes Hotsheet				Employers' New Homes Hotsheet ---			
<b>Housing Growth Program Management and Ongoing Services</b>							
Housing Growth Program Coordination and Management	Ongoing -----						
Website Maintenance	Ongoing -----						

Date: July – August 2013



**Marketing Phase Two - Priority A**  
**Item: Web Pages**

**Description**  
 Develop and launch nine additional web pages. To include - Capital Improvement Projects, Employment Information, Local News, Web Magazine, Videos, Events, etc.

- To be Completed/Delivered**  
 Nine additional web pages
- ✓ Capital Improvement Projects
  - ✓ Employment Information
  - ✓ Local News
  - ✓ Web Magazine
  - ✓ Videos
  - ✓ Events
  - ✓ Etc.
  - ✓ Etc.
  - ✓ Etc.

**Completion Summary**

Recommended Budget - \$7,600

- Strategic Focuses**
- Prove the Mt. Vernon Opportunity
  - Target Best Builders and Developers
  - Open for Building Business
  - Select Personal Outreach
  - Bolster All Growth

Capital Improvement Projects	Employment Information
Local News	Web Magazine
Videos	Events
Etc.	Etc.
Etc.	

Date: July - November 2013



**Marketing Phase Two – Priority A**  
**Item: Building Pros Monthly Email Campaign**

**Description**

Launch and continue monthly emails, blogs and web updates to be enticing for building pros.  
Produce five monthly updates June - December 2013.

**To be Completed/Delivered**

Monthly building pros emails

- ✓ July 2013
- ✓ August 2013
- ✓ September 2013
- ✓ October 2013
- ✓ November 2013

**Completion Summary**

**Recommended Budget - \$5,600**

**Strategic Focuses**

- Prove the Mt. Vernon Opportunity
- Target Best Builders and Developers
- Open for Building Business
- Select Personal Outreach
- Bolster All Growth



Date: August - November 2013



**Marketing Phase Two - Priority B**  
**Item: Web Magazine**

**Description**

Establish and launch quarterly "Issuu" web magazines with aerial photos, narratives, etc. Includes 2013 3rd and 4th quarter web magazines. Does not include establishing potential sponsorships and advertising.

**To be Completed/Delivered**

Web Magazine

- ✓ August 2013
- ✓ November 2013



**Completion Summary**

**Recommended Budget - \$7,500**

**Strategic Focuses**

- Prove the Mt. Vernon Opportunity
- Target Best Builders and Developers
- Open for Building Business
- Select Personal Outreach
- Bolster All Growth

Date: July – September 2013



**Marketing Phase Two - Priority A**  
**Item: Best Places Outreach**

**Description**

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.

**To be Completed/Delivered**

Example publications to be targeted.

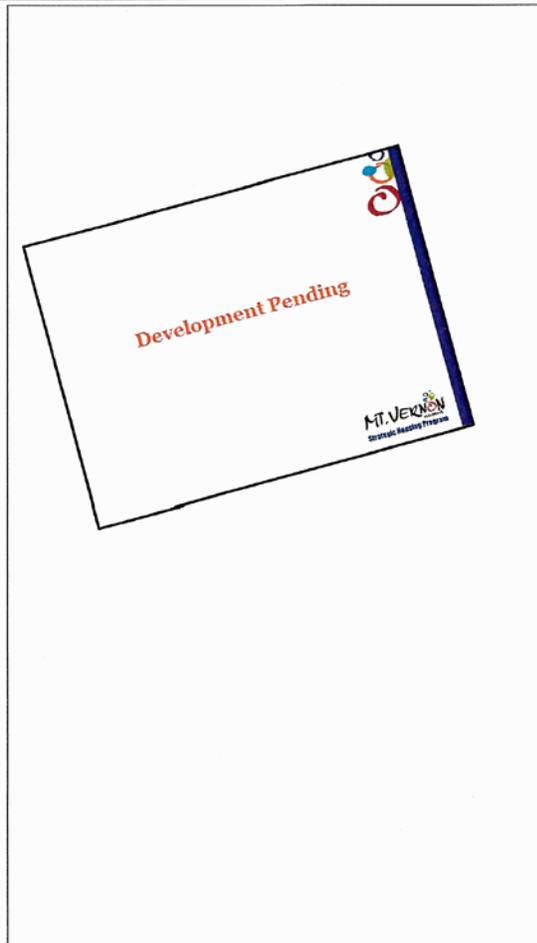
- ✓ Better Homes & Gardens
- ✓ AAA
- ✓ AARP
- ✓ TripBuilder
- ✓ CNN
- ✓ Money Magazine
- ✓ Etc.

**Completion Summary**

**Recommended Budget - \$6,500**

**Strategic Focuses**

- Prove the Mt. Vernon Opportunity
- Target Best Builders and Developers
- Open for Building Business
- Select Personal Outreach
- Bolster All Growth



Date: August – December 2013

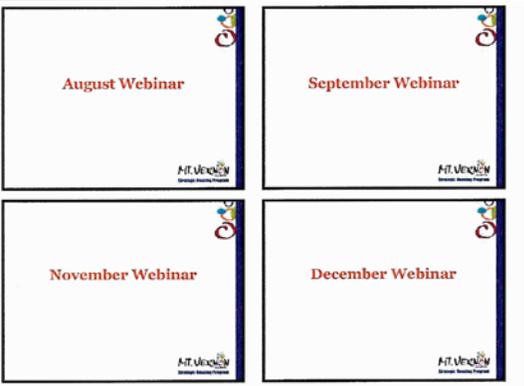


**Marketing Phase Two - Priority B**  
**Item: New Homes Webinar**

**Description**  
Establish and launch new homes webinar format. Produce 4 webcasts July - December 2013.

**To be Completed/Delivered**  
In addition to the webinar format, webinars will be produced.

- ✓ August 2013
- ✓ September 2013
- ✓ November 2013
- ✓ December 2013



**Completion Summary**

**Recommended Budget - \$5,000**

- Strategic Focuses**
- Prove the Mt. Vernon Opportunity
  - Target Best Builders and Developers
  - Open for Building Business
  - Select Personal Outreach
  - Bolster All Growth

Date: July – August 2013



**Marketing Phase Two - Priority B**  
**Item: City Hall Branding and Signage**

**Description**

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 others areas.

**To be Completed/Delivered**

Presentation items

- ✓ Branding Suggestions
- ✓ Signage Suggestions
- ✓ Director Suggestions
- ✓ Additional Uses Suggestions

**Completion Summary**

**Recommended Budget - \$2,500**

**Strategic Focuses**

- Prove the Mt. Vernon Opportunity
- Target Best Builders and Developers
- Open for Building Business
- Select Personal Outreach
- Bolster All Growth



Date: August – September 2013



**Marketing Phase Two - Priority B**  
**Item: Mt. Vernon Ambassador Program**

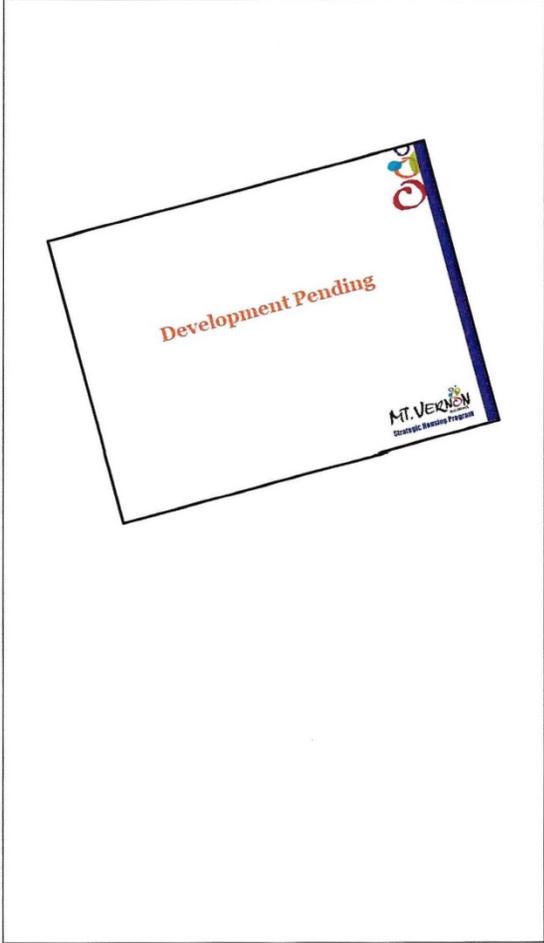
**Description**  
Design and present a Mt. Vernon Ambassador program. This is intended to establish an informed and enthusiastic group of businesses and residents to be available for potential builders, developers, and building support trades to contact.

- To be Completed/Delivered**  
Develop and explain the process of forming a new group.
- ✓ Group Standards
  - ✓ Potential Ambassadors List
  - ✓ Ambassador Outreach Program

**Completion Summary**

**Recommended Budget - \$3,500**

- Strategic Focuses**
- Prove the Mt. Vernon Opportunity
  - Target Best Builders and Developers
  - Open for Building Business
  - Select Personal Outreach
  - Bolster All Growth



Date: July – December 2013



**Marketing Phase Two - Priority A**  
**Item: Guide Public Relations Campaign**

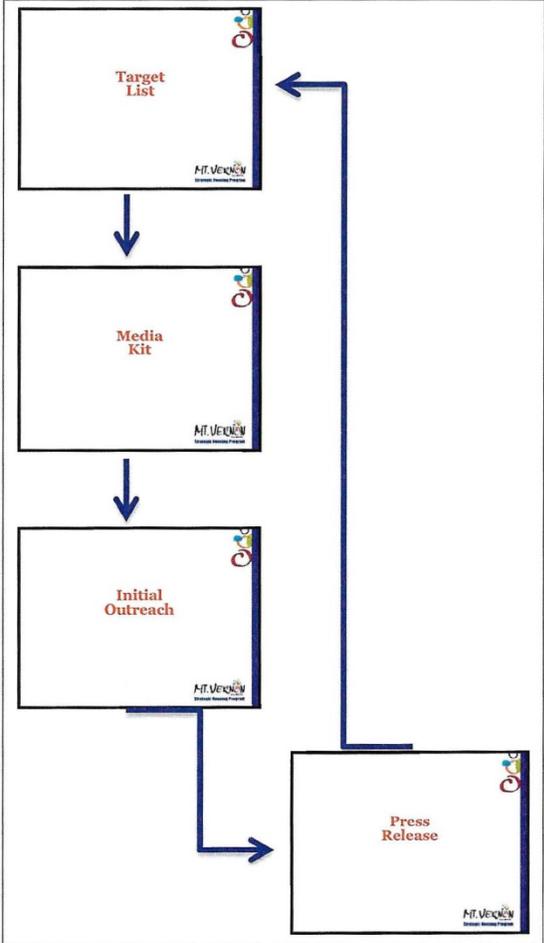
**Description**  
 Establish and launch public relations campaign for the Guide beginning in June 2013. This is based on estimated needed monthly hours and resources. Includes preparing press releases, targeting appropriate outlets, creating media kits, follow up calls and interviews.

- To be Completed/Delivered**
- ✓ Press Releases
  - ✓ Target List
  - ✓ Media Kit
  - ✓ Initial Outreach

**Completion Summary**

Recommended Budget - \$3,500

- Strategic Focuses**
- Prove the Mt. Vernon Opportunity
  - Target Best Builders and Developers
  - Open for Building Business
  - Select Personal Outreach
  - Bolster All Growth



Date: July – December 2013



**Marketing Phase Two - Priority B**

**Item: Mt. Vernon Builder/Developer Booster Kit**

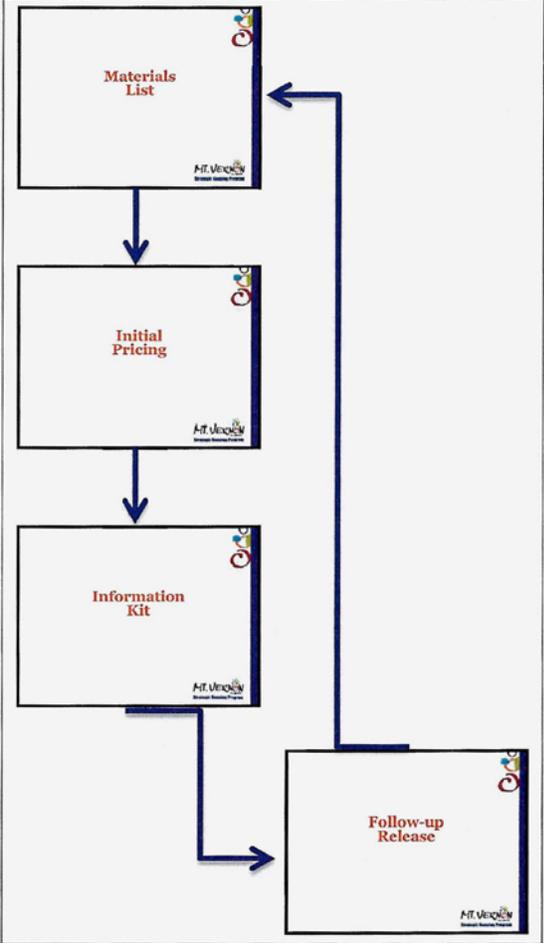
**Description**  
 Create and launch a Mt. Vernon Builder/Developer Booster Kit. This includes a variety of materials and information to be given to select group of target developers, builders, etc. Includes releases in 2013 2nd, 3rd, and 4th quarters.

- To be Completed/Delivered**
- ✓ Materials List
  - ✓ Initial Pricing
  - ✓ Information Kit
  - ✓ Follow-up Releases

**Completion Summary**

Recommended Budget - \$3,500

- Strategic Focuses**
- Prove the Mt. Vernon Opportunity
  - Target Best Builders and Developers
  - Open for Building Business
  - Select Personal Outreach
  - Bolster All Growth



Date: July – December 2013



**Marketing Phase Two - Priority A**  
**Item: Media Outreach**

**Description**  
 Provide materials, outreach, and communication to national housing media from the Mt. Vernon Building Program is utilized to create media attention. Outlets include - Builder, Professional Builder, Big Builder, Fine Homebuilding, and additional NAHB publications.

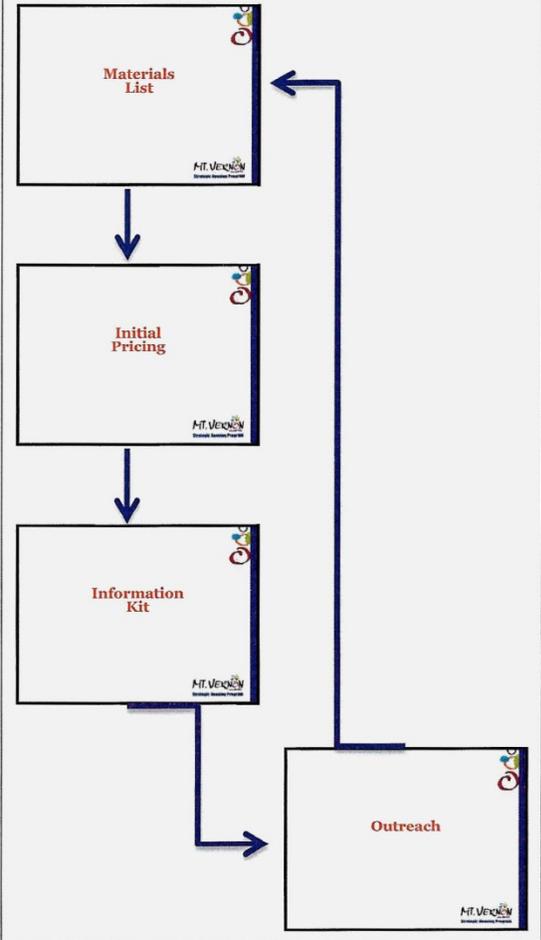
**To be Completed/Delivered**

✓ Ongoing Effort

**Completion Summary**

Recommended Budget - \$5,800

- Strategic Focuses**
- Prove the Mt. Vernon Opportunity
  - Target Best Builders and Developers
  - Open for Building Business
  - Select Personal Outreach
  - Bolster All Growth



Date: August – September 2013



**Marketing Phase Two - Priority B**  
**Item: Housing Opportunity Road Show**

**Description**  
Produce a Mt. Vernon housing growth series three times annually. Includes one two-day Road Show for 2013. Presentations in communities where key builders/developers are targeted by invitation.

- To be Completed/Delivered**
- ✓ Produce Road Show
  - ✓ Set-up Program for 3x Annually
  - ✓ Complete First Road Show

**Completion Summary**

**Recommended Budget - \$7,500**

- Strategic Focuses**
- Prove the Mt. Vernon Opportunity
  - Target Best Builders and Developers
  - Open for Building Business
  - Select Personal Outreach
  - Bolster All Growth



Date: September – October 2013



**Marketing Phase Two - Priority A**  
**Item: Infill Housing Design Charrette**

**Description**

Invite Tim Busse AIA (and/or other architects) to lead a charrette for infill housing design. Prepare program and release initial publicity for spring 2014 charrette.

**To be Completed/Delivered**

- ✓ Architect Invitation Letter
- ✓ Publicity Package

**Completion Summary**

**Recommended Budget - \$3,500**

**Strategic Focuses**

- Prove the Mt. Vernon Opportunity
- Target Best Builders and Developers
- Open for Building Business
- Select Personal Outreach
- Bolster All Growth



Date: August – October 2013



**Marketing Phase Two - Priority A**  
**Item: Mt. Vernon Local Business Opportunities**

**Description**  
Establish and launch "Mt. Vernon Local Business Opportunities" presentations and publicity for local supplier and subcontractor's opportunities with builders and developers. Includes a 2013 3rd and 4th quarter group presentation. Utilize group's interest to further reinforce appeal

**To be Completed/Delivered**

- ✓ Create Research and Opportunity Presentation
- ✓ Organize 2 Group Presentations

**Completion Summary**

**Recommended Budget - \$4,100**

**Strategic Focuses**

- Prove the Mt. Vernon Opportunity
- Target Best Builders and Developers
- Open for Building Business
- Select Personal Outreach
- Bolster All Growth



Date: August – December 2013



**Marketing Phase Two - Priority B**  
**Item: Mt. Vernon Building Support Webinar**

**Description**  
Establish and launch "New to Mt. Vernon Business Opportunities" webinar and publicity as a targeted outreach to suppliers and subcontractors that are vital to support developers and builders and that may not be currently operating within Mt. Vernon. Includes a 2013 3rd and 4th quarter webinar.

- To be Completed/Delivered**
- ✓ Create Webinar
  - ✓ Outreach to Resident Specialists
  - ✓ Complete 2 Webinars

**Completion Summary**

Recommended Budget - \$4,100

- Strategic Focuses**
- Prove the Mt. Vernon Opportunity
  - Target Best Builders and Developers
  - Open for Building Business
  - Select Personal Outreach
  - Bolster All Growth

Two side-by-side thumbnails of webinar slides. The left slide is titled "August Webinar" and the right slide is titled "November Webinar". Both slides feature the Mt. Vernon Strategic Housing Program logo in the top right and bottom right corners.

Date: August – October 2013



**Marketing Phase Two - Priority A**  
**Item: Illinois Housing Conference Brand**

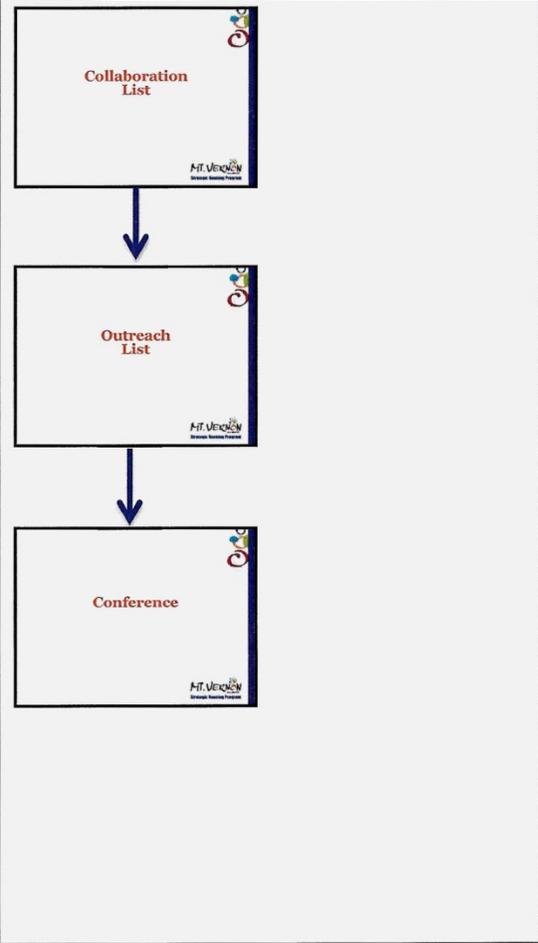
**Description**  
 Establish Illinois Housing Conference brand. Launch efforts in June 2013 inviting collaboration and participation from residential thought leaders for this "start-up" conference. Present online beta-version 1st annual October 2013 conference.

- To be Completed/Delivered**
- ✓ Collaboration List
  - ✓ Outreach List
  - ✓ Online Beta-version Conference

**Completion Summary**

**Recommended Budget - \$7,200**

- Strategic Focuses**
- Prove the Mt. Vernon Opportunity
  - Target Best Builders and Developers
  - Open for Building Business
  - Select Personal Outreach
  - Bolster All Growth



Date: September 2013



**Marketing Phase Two - Priority A**  
**Item: Intercept Marketing Package**

**Description**

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. Includes first version launch in 2013 3rd quarter.

**To be Completed/Delivered**

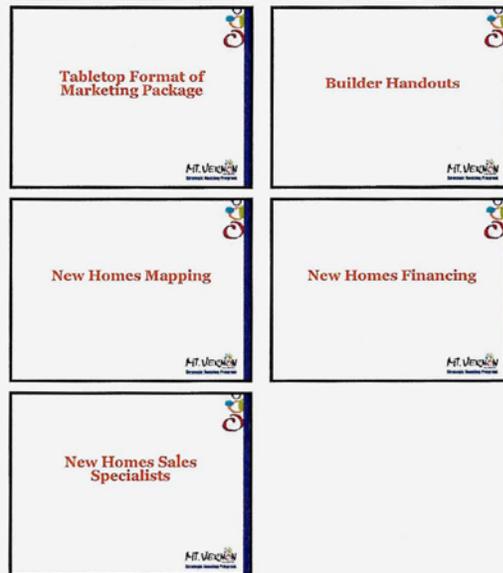
- ✓ Tabletop Format of Marketing Package
- ✓ Builder Handout
- ✓ New Homes Mapping
- ✓ New Homes Financing
- ✓ New Homes Sales Specialist

**Completion Summary**

**Recommended Budget - \$5,500**

**Strategic Focuses**

- Prove the Mt. Vernon Opportunity
- Target Best Builders and Developers
- Open for Building Business
- Select Personal Outreach
- Bolster All Growth



Date: October – November 2013



**Marketing Phase Two - Priority B**  
**Item: Mt. Vernon Employers New Homes Hotsheet**

**Description**  
Design and create a "Mt. Vernon Employers New Homes Hotsheet" package for current and prospective employers to share with their staffs to be distributed personally and by email. Includes first release in 2013 4th quarter and prepared for ongoing bimonthly updates.

- To be Completed/Delivered**
- ✓ Hotsheet
  - ✓ Prep for Ongoing Release
  - ✓ Refreshed Version of Intercept Materials Based on Employer

**Completion Summary**

**Recommended Budget - \$3,000**

- Strategic Focuses**
- Prove the Mt. Vernon Opportunity
  - Target Best Builders and Developers
  - Open for Building Business
  - Select Personal Outreach
  - Bolster All Growth



Date: July – December 2013



**Marketing Phase Two - Priority A**

**Item: Housing Growth Program Coordination and Management**

**Description**

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.

**General responsibilities for coordination, management, meetings, presentations, etc. Ongoing.**

**Completion Summary**

**Recommended Budget –  
20 Hours/Month**

**Strategic Focuses**

- Prove the Mt. Vernon Opportunity
- Target Best Builders and Developers
- Open for Building Business
- Select Personal Outreach
- Bolster All Growth

Date: July – December 2013



**Marketing Phase Two - Priority A**  
**Item: Website Maintenance**

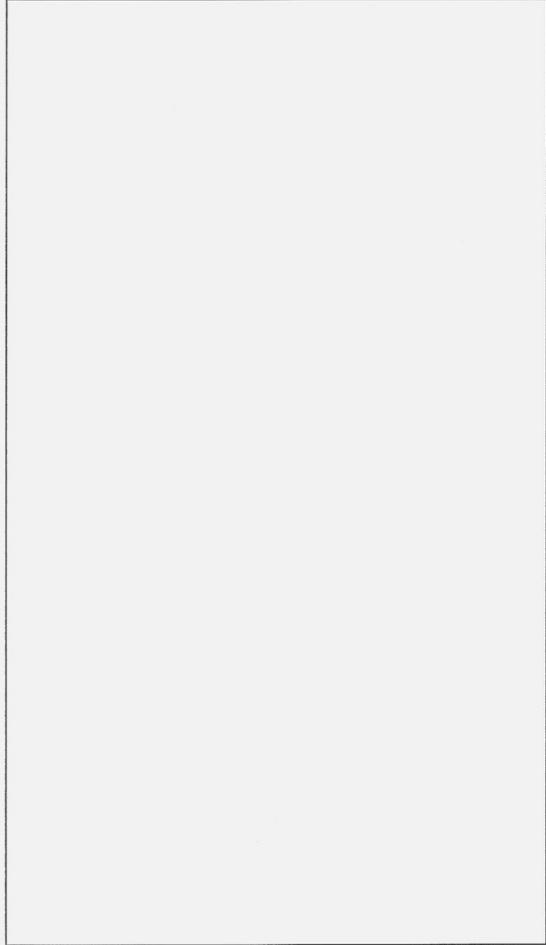
**Description**  
Provide Website maintenance. Utilize website creator and programmer for general and anticipated website upkeep and maintenance needs.

**General website upkeep responsibilities and quality control.**

**Completion Summary**

**Recommended Budget - \$750/Month**

- Strategic Focuses**
- Prove the Mt. Vernon Opportunity
  - Target Best Builders and Developers
  - Open for Building Business
  - Select Personal Outreach
  - Bolster All Growth



**QUARTERLY BUDGET REVIEW**

CITY OF MT. VERNON, ILLINOIS  
1ST QUARTER BUDGET REVIEW  
AS OF JULY 31, 2013

8/26/2013

Description	General Corporate Fund	Comments	Public Utilities Fund	Comments
Operating Cash Balance @ 4/30/13	\$ 3,149,467		\$ 23,245	
Operating Cash Balance @ 7/31/13	\$ 3,124,118	Extra payroll in May lowered cash by \$148,000	\$ 86,967	Extra payroll in May lowered cash by \$19,500
Working Fund Balance @ 4/30/13	\$ 3,721,753	Budget projected balance to be \$3,654,264	\$ 491,209	Budget projected balance to be \$402,854
Working Fund Balance @ 7/31/13	\$ 3,646,891		\$ 454,288	
Actual Revenues as % of Budget	24.5%		24.7%	
Actual Expenditures as % of Budget	24.2%		26.0%	
Original Budgeted Operating Surplus(Deficit) FY 2013-2014	\$ (611,135)		\$ 117,657	
Actual Budget Operating Surplus (Deficit) after 1st quarter	\$ (74,862)		\$ (36,920)	

GENERAL CORPORATE FUND — The City's fiscal policy recommends one month's worth of operations which is \$1.2 million. Revenues and expenditures are lower than projected so it appears the City is on track. The FY'14 budget contained a proposed deficit of \$(611,135). The deficit is presently \$(74,862). By following this trend, the City will end the year with a deficit of around \$(300,000).

PUBLIC UTILITIES FUND — The recommended fiscal policy is about \$550,000. A deficit of \$(36,902) is attributed to the reduction in water sold due to the cool weather. About \$300,000 in revenue is lost each year due to water breaks, including the loss of water, cost to repair and overtime pay. Neibert estimated in the first quarter roughly \$75,000 of the deficit would be attributable to the above.

CITY OF MT. VERNON, IL  
MULTI-YEAR COMPARISON OF 1% SALES TAX

LIABILITY MONTH	MONTH RECEIVED	FY 2007-2008	FY 2008-2009	FY 2009-2010	FY 2010-2011	FY 2011-2012	FY 2012-2013	FY 2013-2014	MONTHLY PERCENTAGE COMPARISON OF MOST RECENT YR TO PREVIOUS YEAR
APRIL	JULY	\$438,632.50	\$407,794.29	\$418,967.94	\$403,299.10	\$438,054.71	\$413,345.85	\$417,313.89	1.0%
MAY	AUGUST	\$437,823.02	\$417,753.35	\$428,603.92	\$434,046.32	\$425,073.52	\$462,490.66	\$451,599.76	-2.4%
JUNE	SEPTEMBER	\$438,349.79	\$437,964.93	\$435,429.82	\$473,792.37	\$471,145.49	\$450,682.91	\$0.00	-100.0%
JULY	OCTOBER	\$415,210.14	\$408,698.43	\$400,426.58	\$433,021.47	\$475,730.14	\$431,115.53	\$0.00	-100.0%
AUGUST	NOVEMBER	\$391,587.50	\$400,432.01	\$406,111.58	\$422,792.11	\$440,940.37	\$431,643.75	\$0.00	-100.0%
SEPTEMBER	DECEMBER	\$404,666.14	\$417,077.49	\$390,092.87	\$422,938.76	\$430,482.03	\$424,995.71	\$0.00	-100.0%
OCTOBER	JANUARY	\$365,561.57	\$361,403.50	\$392,603.66	\$403,217.32	\$423,053.79	\$403,469.31	\$0.00	-100.0%
NOVEMBER	FEBRUARY	\$394,892.50	\$379,219.69	\$391,284.53	\$388,891.92	\$482,427.64	\$434,126.45	\$0.00	-100.0%
DECEMBER	MARCH	\$481,086.33	\$473,037.77	\$521,162.57	\$528,918.62	\$578,423.02	\$527,102.34	\$0.00	-100.0%
JANUARY	APRIL	\$356,690.15	\$328,298.84	\$360,605.42	\$367,556.57	\$402,637.47	\$393,061.21	\$0.00	-100.0%
FEBRUARY	MAY	\$349,526.38	\$351,788.39	\$389,515.00	\$408,084.47	\$432,826.88	\$391,809.94	\$0.00	-100.0%
MARCH	JUNE	\$419,798.42	\$396,569.80	\$415,972.00	\$444,939.91	\$486,526.94	\$431,162.08	\$0.00	-100.0%
ANNUAL TOTALS		\$ 4,893,824.44	\$ 4,780,038.49	\$ 4,950,775.89	\$ 5,131,498.94	\$5,487,322.00	\$5,195,005.74	\$868,913.65	
% INCREASE/(DECREASE) OVER PREVIOUS YEAR			-2.3%	3.6%	3.7%	6.9%	-5.3%		
YEAR-TO-DATE AMOUNTS							\$875,836.51	\$868,913.65	
% INCREASE/(DECREASE) OVER PREVIOUS YEAR-TO-DATE								-0.8%	
% INCREASE/(DECREASE) OVER CURRENT YEAR-TO-DATE BUDGET									-1.5%

**CITY OF MT. VERNON, IL  
MULTI-YEAR COMPARISON OF 1% HOME RULE SALES TAX**

LIABILITY MONTH	MONTH RECEIVED	FY 2007-2008	FY 2008-2009	FY 2009-2010	FY 2010-2011	FY 2011-2012	FY 2012-2013	FY 2013-2014	MONTHLY PERCENTAGE COMPARISON OF MOST RECENT YR TO PREVIOUS YEAR
APRIL	JULY	\$297,006.70	\$275,753.11	\$266,099.80	\$301,146.94	\$315,948.25	\$301,330.71	\$290,518.85	-3.6%
MAY	AUGUST	\$312,168.52	\$296,874.22	\$297,474.87	\$302,600.21	\$313,862.01	\$320,847.45	\$316,153.60	-1.5%
JUNE	SEPTEMBER	\$295,592.70	\$314,824.22	\$309,316.91	\$318,679.07	\$330,904.19	\$321,667.13	\$0.00	-100.0%
JULY	OCTOBER	\$278,212.22	\$287,489.38	\$277,586.84	\$303,422.24	\$313,659.63	\$294,773.90	\$0.00	-100.0%
AUGUST	NOVEMBER	\$268,153.24	\$270,784.81	\$279,518.79	\$297,739.31	\$309,213.30	\$301,317.68	\$0.00	-100.0%
SEPTEMBER	DECEMBER	\$278,745.89	\$284,427.11	\$279,605.67	\$316,875.03	\$302,637.83	\$306,524.18	\$0.00	-100.0%
OCTOBER	JANUARY	\$254,649.67	\$258,565.22	\$293,164.49	\$272,788.62	\$296,529.37	\$280,437.17	\$0.00	-100.0%
NOVEMBER	FEBRUARY	\$284,400.15	\$261,073.92	\$283,192.14	\$297,492.65	\$306,433.22	\$305,744.52	\$0.00	-100.0%
DECEMBER	MARCH	\$341,627.86	\$335,098.58	\$386,348.58	\$379,094.14	\$414,084.63	\$376,032.51	\$0.00	-100.0%
JANUARY	APRIL	\$236,642.22	\$215,207.54	\$245,779.54	\$244,906.39	\$275,478.80	\$260,799.71	\$0.00	-100.0%
FEBRUARY	MAY	\$235,609.28	\$227,547.61	\$269,925.78	\$261,457.66	\$297,324.87	\$270,192.20	\$0.00	-100.0%
MARCH	JUNE	\$287,445.05	\$281,697.64	\$309,470.36	\$321,441.71	\$341,993.90	\$308,803.26	\$0.00	-100.0%
<b>ANNUAL TOTALS</b>		<b>\$3,370,253.50</b>	<b>\$3,309,343.36</b>	<b>\$3,497,483.77</b>	<b>\$3,617,643.97</b>	<b>\$3,818,070.00</b>	<b>\$3,648,470.42</b>	<b>\$606,672.45</b>	
% INCREASE/(DECREASE) OVER PREVIOUS YEAR			-1.8%	5.7%	3.4%	5.5%	-4.4%		
YEAR-TO-DATE AMOUNTS							\$622,178.16	\$606,672.45	
% INCREASE/(DECREASE) OVER PREVIOUS YEAR-TO-DATE								-2.5%	
% INCREASE/(DECREASE) OVER CURRENT YEAR-TO-DATE BUDGET								-3.6%	

**CITY OF MT. VERNON, IL  
MULTI-YEAR COMPARISON OF STATE INCOME TAX**

LIABILITY MONTH	MONTH NORMALLY RECEIVED	FY 2007-2008	FY 2008-2009	FY 2009-2010	FY 2010-2011	FY 2011-2012	FY 2012-2013	FY 2013-2014	MONTHLY PERCENTAGE COMPARISON OF MOST RECENT YR TO PREVIOUS YEAR
MAY	JUNE	\$135,791.44	\$132,441.18	\$105,801.91	\$85,731.11	\$91,194.53	\$100,923.46	\$88,556.52	-12.3%
JUNE	JULY	\$134,455.49	\$146,614.36	\$115,195.26	\$120,486.27	\$118,137.36	\$129,600.09	\$135,629.35	4.7%
JULY	AUGUST	\$80,706.45	\$85,489.27	\$78,414.98	\$78,991.23	\$81,274.76	\$81,325.49	\$84,266.52	3.6%
AUGUST	SEPTEMBER	\$82,786.63	\$82,191.89	\$74,873.29	\$81,008.07	\$78,230.17	\$80,668.15	\$0.00	-100.0%
SEPTEMBER	OCTOBER	\$141,043.05	\$146,184.36	\$115,377.48	\$117,736.10	\$124,252.62	\$127,018.33	\$0.00	-100.0%
OCTOBER	NOVEMBER	\$90,655.69	\$91,299.79	\$86,929.99	\$88,606.87	\$79,131.47	\$95,975.85	\$0.00	-100.0%
NOVEMBER	DECEMBER	\$82,614.41	\$71,115.00	\$68,332.20	\$97,994.34	\$74,505.64	\$79,205.29	\$0.00	-100.0%
DECEMBER	JANUARY	\$121,894.77	\$120,088.84	\$120,113.55	\$111,720.59	\$110,695.55	\$122,776.91	\$0.00	-100.0%
JANUARY	FEBRUARY	\$180,126.77	\$150,993.48	\$127,300.04	\$138,061.74	\$127,626.00	\$144,932.41	\$0.00	-100.0%
FEBRUARY	MARCH	\$96,167.28	\$81,833.38	\$78,769.09	\$68,859.84	\$85,146.93	\$81,268.69	\$0.00	-100.0%
MARCH	APRIL	\$138,804.26	\$126,335.83	\$122,886.82	\$118,461.84	\$132,205.69	\$141,117.32	\$0.00	-100.0%
APRIL	MAY	\$247,759.51	\$198,151.03	\$160,781.69	\$151,351.48	\$191,959.11	\$260,658.72	\$0.00	-100.0%
<b>ANNUAL TOTALS</b>		<b>\$1,532,805.75</b>	<b>\$1,432,738.41</b>	<b>\$1,254,776.30</b>	<b>\$1,259,009.48</b>	<b>\$1,294,359.83</b>	<b>\$1,445,470.71</b>	<b>\$308,452.39</b>	
% INCREASE/(DECREASE) OVER PREVIOUS YEAR			-6.5%	-12.4%	0.3%	2.8%	11.7%		
YEAR-TO-DATE AMOUNTS							\$311,849.04	\$308,452.39	
% INCREASE/(DECREASE) OVER PREVIOUS YEAR-TO-DATE								-1.1%	
% INCREASE/(DECREASE) OVER CURRENT YEAR-TO-DATE BUDGET								2.7%	

**CITY OF MT. VERNON, IL  
MULTI-YEAR COMPARISON OF 1% FOOD & BEVERAGE TAX**

LIABILITY MONTH	MONTH RECEIVED	FY 2008-2009	FY 2009-2010	FY 2010-2011	FY 2011-2012	FY 2012-2013	FY 2013-2014	MONTHLY PERCENTAGE COMPARISON OF MOST RECENT YR TO PREVIOUS YEAR
MAY	JUNE	\$0.00	\$52,173.48	\$51,984.89	\$53,431.26	\$55,941.74	\$54,842.08	-2.0%
JUNE	JULY	\$0.00	\$52,587.38	\$53,553.00	\$55,311.76	\$57,007.91	\$55,479.30	-2.7%
JULY	AUGUST	\$0.00	\$53,740.05	\$56,331.70	\$56,952.71	\$58,535.21	\$0.00	-100.0%
AUGUST	SEPTEMBER	\$0.00	\$49,786.13	\$51,913.22	\$51,639.74	\$53,341.64	\$0.00	-100.0%
SEPTEMBER	OCTOBER	\$44,937.33	\$47,965.69	\$49,855.08	\$50,904.20	\$51,409.11	\$0.00	-100.0%
OCTOBER	NOVEMBER	\$47,160.70	\$47,527.07	\$51,934.25	\$52,967.75	\$52,273.79	\$0.00	-100.0%
NOVEMBER	DECEMBER	\$44,302.56	\$46,293.72	\$47,859.34	\$49,616.58	\$51,850.49	\$0.00	-100.0%
DECEMBER	JANUARY	\$50,190.78	\$51,581.89	\$51,328.06	\$56,104.83	\$54,947.08	\$0.00	-100.0%
JANUARY	FEBRUARY	\$44,330.02	\$43,272.06	\$46,652.08	\$48,894.45	\$47,950.31	\$0.00	-100.0%
FEBRUARY	MARCH	\$44,312.69	\$44,678.87	\$48,102.53	\$50,648.69	\$47,600.05	\$0.00	-100.0%
MARCH	APRIL	\$51,078.09	\$53,121.79	\$55,415.20	\$56,689.52	\$55,489.81	\$0.00	-100.0%
APRIL	MAY	\$48,415.31	\$50,362.97	\$53,439.17	\$53,664.82	\$52,697.81	\$0.00	-100.0%
<b>ANNUAL TOTALS</b>		<b>\$ 374,727.48</b>	<b>\$ 593,091.10</b>	<b>618368.52</b>	<b>636826.31</b>	<b>639044.95</b>	<b>\$110,321.38</b>	
% INCREASE/(DECREASE) OVER PREVIOUS YEAR			N/A	4.3%	3.0%	0.3%		
YEAR-TO-DATE AMOUNTS						\$112,949.65	\$110,321.38	
% INCREASE/(DECREASE) OVER PREVIOUS YEAR-TO-DATE							-2.3%	
% INCREASE/(DECREASE) OVER CURRENT YEAR-TO-DATE BUDGET							-1.0%	

**CITY OF MT. VERNON, IL  
MULTI-YEAR COMPARISON OF 2 CENT DIESEL FUEL TAX**

LIABILITY MONTH	MONTH RECEIVED	FY 2008-2009	FY 2009-2010	FY 2010-2011	FY 2011-2012	FY 2012-2013	FY 2013-2014	MONTHLY PERCENTAGE COMPARISON OF MOST RECENT YR TO PREVIOUS YEAR
MAY	JUNE	\$ -	\$44,956.14	\$42,481.78	\$44,469.25	\$50,555.76	\$38,162.90	-24.5%
JUNE	JULY	\$ -	\$44,271.60	\$43,858.75	\$49,235.44	\$45,691.76	\$42,513.76	-7.0%
JULY	AUGUST	\$ -	\$48,356.97	\$43,664.78	\$52,047.12	\$44,124.71	\$0.00	-100.0%
AUGUST	SEPTEMBER	\$ -	\$48,257.63	\$46,562.85	\$55,674.53	\$51,649.65	\$0.00	-100.0%
SEPTEMBER	OCTOBER	\$ 41,699.35	\$39,982.79	\$42,849.95	\$57,119.32	\$53,891.83	\$0.00	-100.0%
OCTOBER	NOVEMBER	\$ 40,017.17	\$45,626.51	\$44,091.34	\$63,650.16	\$56,263.85	\$0.00	-100.0%
NOVEMBER	DECEMBER	\$ 38,663.83	\$38,496.21	\$39,368.93	\$51,024.36	\$51,672.71	\$0.00	-100.0%
DECEMBER	JANUARY	\$ 42,410.22	\$40,098.65	\$39,068.57	\$44,535.53	\$43,086.48	\$0.00	-100.0%
JANUARY	FEBRUARY	\$ 44,873.26	\$41,467.93	\$39,917.18	\$56,527.45	\$49,033.03	\$0.00	-100.0%
FEBRUARY	MARCH	\$ 43,309.82	\$38,822.94	\$39,645.89	\$59,002.60	\$45,940.28	\$0.00	-100.0%
MARCH	APRIL	\$ 44,857.83	\$42,337.17	\$48,332.25	\$53,950.81	\$50,614.03	\$0.00	-100.0%
APRIL	MAY	\$ 43,256.89	\$42,170.51	\$46,039.74	\$53,296.61	\$46,269.55	\$0.00	-100.0%
ANNUAL TOTALS		\$ 339,088.37	\$ 514,845.05	\$515,882.01	\$640,533.18	\$588,793.64		
% INCREASE/(DECREASE) OVER PREVIOUS YEAR			N/A	0.2%	24.2%	-8.1%		
YEAR-TO-DATE AMOUNTS						\$96,247.52	\$ 80,676.66	
% INCREASE/(DECREASE) OVER PREVIOUS YEAR-TO-DATE ACTUAL							-16.2%	
% INCREASE/(DECREASE) OVER CURRENT YEAR-TO-DATE BUDGET							-16.4%	

The reduced taxes are directly attributable to the ongoing construction on Interstate 57. Construction is expected to be complete by December 31, 2013.

**EXECUTIVE SESSION**

**Council Member Piper made a motion to go into Executive Session for the purpose of discussing Personnel. Seconded by Council Member McEnaney. Yeas: Lash, McEnaney, Piper, Wood and Chesley.**

**The time is 3:50 p.m.**

**ADJOURNMENT**

**Council Member McEnaney made a motion to adjourn the City Council Workshop Meeting. Seconded by Council Member Lash. Yeas: Lash, McEnaney, Piper, Wood and Chesley.**

The meeting adjourned at 4:50 p.m.

Respectfully submitted,

Jerilee Hopkins  
City Clerk