

FINANCE COMMITTEE

November 16, 2020

MEMBERS

Chairman Budd  
Alderman Lanzotti  
Alderman Burtle  
Alderman Bryant

ALSO PRESENT

Alderman Driskell  
Alderman Olive  
Mayor Barry  
Alderman Skultety(facetime)  
Alderman Dorchinecz(facetime)

Clerk Lilly  
Treasurer Nation  
Owen Lasswell  
Superintendent Mann  
Kellie Hamell  
Matt Corso  
Heidi Corso  
Steve Craggs  
Patty Hornbuckle  
Rachel Whitlow  
Diane Skinner  
Lee Skinner  
Billy Williams

Chairman Budd called the meeting to order at 6:00 P.M.

Downtown Taylorville Promotional Advertising

Steve Craggs, Diane Skinner, and other Committee members were present to discuss the project and promotional plan for Small Town Taylorville. This will be run through the Downtown Taylorville.org umbrella as they are a 501c3 organization presently receiving funds from the City of Taylorville. The committee behind this project is utilizing a book called "The Town, Inc" as a guideline for the concept. They have created a plan with budget for logo/branding, website creation, social media and strategic marketing. The website would be an interactive tool, allowing committee members and others in the business community to post events and other information. There would be a part-time paid administrator to keep the website and promotions current, utilizing real time quantified data. The initial start-up cost is \$13,645.00 plus an annual cost of \$48,828.00, for a total first year cost of \$62,473.00. The committee is asking for a three-year commitment to this project from the Business Development District Fund. Steve Kline has verified that the annual cost would be eligible for BDD reimbursement, following a Redevelopment Agreement between the two parties. The Committee feels this is appropriate spending for the Fund and will assist the further development of the downtown shopping district, thus increasing the sales tax revenue stream for the City.

Motion by Alderman Burtle and seconded by Alderman Lanzotti to recommend to the City Council to approve a Redevelopment Agreement between Downtown Taylorville.org and the City of Taylorville for the Small Town Taylorville Promotional Advertising to include initial start up fee and first year annual cost of \$62,473.00, and \$48,828.00 for the following two years, payable from the Business Development District Fund. The motion carried (4-0).

Motion by Alderman Bryant and seconded by Alderman Lanzotti to adjourn. The motion carried (4-0).

Meeting adjourned at 7:01 P.M.

  
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Larry Budd, Chairman  
Finance Committee