

Rock Island Downtown Alliance Board of Directors Meeting Minutes
June 1, 2023 – 4 p.m.
Illinois Casualty Company, First Floor | 225 20th St., Rock Island, IL

Present: Arron Sutherland, Brandy VandeWalle, Greg Stecker, John Chow, Brett Hitchcock, Steven Ratcliff, Amanda Wood, DeAnna Freeman-Foster, Raja Krishnamurthy, Todd Thompson, Erica Williams

Absent: Ben Fawks, Nicole Watson-Lam

Guests: Shea Doyle, Ald. Judith Gilbert | **Staff:** Jack Cullen, Brietta Collier, Brian Irby

Call Meeting to Order, Approval of May Minutes

Meeting was called to order at 3:32 p.m.

Brett moved to approve the minutes. Raja seconded. Motion passed.

Business & Economic Growth

New City Financial Assistance Programs

The City of Rock Island is launching two financial assistance programs to support business and economic growth: [Commercial Property Enhancement Program \(PEP\)](#) and [Growing Rock Island Together \(GRIT\)](#). Those pursuing development projects are encouraged to complete and submit a [Rock Island Business Assistance form](#). Once submitted, they will be contacted by a City of Rock Island Economic Development team member to review the form and help determine what program or assistance might fit the proposed project. If the project is ready, the business owner will then be invited to complete a full application.

Infrastructure & Livability

Rebuild Downtown Rock Island Project

Design & engineering firms Veenstra & Kimm and Streamline Architects will present [updated renderings for the proposed downtown capital improvements](#) and ask for Board input on the direction of the design at a special Board meeting June 27 at the downtown Holiday Inn. This meeting will be followed by a public presentation of the same concepts.

Advocacy & Promotions

MindFire RIDA Logo & Style Guide

Board members will have an opportunity to complete an input form to influence the direction of RIDA's logo design. Board members are also invited to join Jack and the Chamber marketing team at a meeting with MindFire on June 16 to further discuss the direction of the design. A logo(s) based off input from all parties will be presented by MindFire at the next Board meeting June 27.

Governance & Finance

Approval of Draft Work Plan & Budget

Discussion during the meeting primarily focused on public safety/security, capital improvements and office space. Reference attached Budget Assumption Notes for more details.

Budget includes \$30,000 for overtime police patrol. At the May 16 meeting, Board asked how downtown is currently covered by RIPD. Currently, there are two beats that encompass the Downtown Special Service Area:

- 20th Street west to Mississippi River near Sunset Marina | River to 18th Avenue (minimum of 2 patrol officers per shift)
- 20th Street east to Moline border | River to 18th Avenue (minimum of 1 patrol officer per shift)
 - These beats are based on number of calls

As time allows, RIPD is pursuing additional downtown patrol between calls for service. Due to staffing shortages and concerns of officer burnout, RIPD Chief Richard Landi is comfortable with RIDA offering up to \$30,000 for overtime police patrol. In addition to having Police spend more time downtown and being closer to potential issues that arise, other benefits include enhanced perception of the downtown, opportunities to promote the partnership between RIDA and RIPD and increased communication between all parties. As RIDA gets off the ground, the goal is to have strong lines of communication between RIDA's on-street team and various City departments, including Police and Public Works.

Budget includes \$45,000 to help fund interior and exterior commercial property improvements as well as streetscape improvements in the downtown. The Board will have an opportunity to determine specific details of desired grant programs that should also leverage the citywide PEP and GRIT programs. various City departments, including Police and Public Works.

Budget includes \$12,000 for office space. The Law Centre, 329 18th Street, has provided free office space for the Downtown Rock Island effort since April 2021. They plan to present a rental offer prior to the next Board meeting. Another option includes the City's Centennial Bridge Commission Building, 201 15th Street, which is currently under construction. Multiple Board members stressed the importance of RIDA maintaining a highly visible presence downtown to build the brand and encouraged search of a storefront location.

If certain services are not available or needed, RIDA will not incur costs for those line items, and the Board will need to adjust the budget. A financial report, including budget performance, will be presented monthly at Board meetings.

John moved to approve the Work Plan & Budget. Erica seconded. Motion passed.

Meeting adjourned at 4:26 p.m.

FY2024 – RIDA Budget Assumption Notes

June 2023

I. Governance

- The role of the RIDA Board is to set priorities, directions and strategic initiatives, so the staff can carry out day-to-day activities.
- A financial report, including budget performance, will be presented monthly at Board meetings.

II. Program Support

- City of Rock Island Support – assuming total of \$80,000 to support RIDA's performance of enhanced services, including cleaning and safety.
- Other Donations & Sponsorships – secured total of \$70,000 from Modern Woodmen of America, Bally's Quad Cities, Crawford Company and MetroLINK to support RIDA's performance of enhanced services and activities for the betterment of downtown.
- Special Service Area – Total of \$310,613 to be generated by the Downtown Special Service Area to support RIDA's performance of enhanced services and activities for the betterment of downtown.
- Service Overhead Contribution (City of RI) – Total of \$80,346, per RIDA's contract with the City of Rock Island for costs associated with RIDA's services.
 - \$70,000 for expenses related to executive and administrative support (ex: Chamber leadership team's time and strategic guidance of RIDA); marketing support (ex: Chamber marketing team's time and execution of RIDA marketing initiatives); information technology resources and equipment; human relations and payroll management; financial management support (ex: Chamber finance team's time overseeing RIDA's budget), salary and requisite insurance.
 - \$10,346 for State of Illinois grant management (0.0095 of \$3.267 million over three years.) The Chamber is the recipient of these State of IL grant funds and is therefore held responsible for reporting progress and results each month in partnership with the City.

III. Expenses

- Infrastructure & Livability
 - Cleaning Ambassadors – Total of \$100,000 to cover two full-time equivalent (FTE) workers for total of 80 hours/week. Wage is \$16-\$17/hour; total payment to staffing agency would be \$24/hour to cover wages and insurance.
 - City of Rock Island – Safety Services – Total of \$30,000 to cover up to 500 hours of enhanced police patrol downtown, equal to about 0.25 FTE. Average overtime pay in 2023 is \$57.18/hour with an anticipated 3% increase in 2024.
 - Community Navigator – Total of \$17,500 to cover up to 1,029 hours of a Community Navigator's service downtown, equal to about 0.5 FTE. Wage is \$17/hour.

- Operations Manager (approved 6.1.23) – Total of \$62,610 to cover full-time Operations Manager. Starting salary at \$45,000, plus benefits.
- Supplies & Equipment – Total of \$70,000 for all supplies and equipment. \$35,000 for capital items, such as vehicles, and \$35,000 for smaller items, such as handheld power tools, graffiti remover and PPE. The capital items depreciate at a monthly rate of roughly \$583. The \$35,000 plus \$7,000 in depreciation total the \$42,000 expense item. Cash out the door will be \$70,000, but expenses will only be \$42,000 because of how depreciation expenses are recognized.
- Business & Economic Growth
 - Capital Improvement Program – Total of \$45,000 to help fund interior and exterior commercial property improvements as well as streetscape improvements in the downtown. The Board has an opportunity to determine specific details of desired grant programs that could also leverage the citywide PEP and GRIT programs.
- Advocacy & Promotions
 - Marketing & Promotion – Total of \$25,000 to cover marketing & promotion initiatives, including \$8,100 for RIDA logo and style guide with these deliverables:
 - A logo package containing all file format versions of selected logo.
 - Written guide laying out best practices for logo use, fonts, primary and secondary colors, subtle graphic treatments.

Rock Island Downtown Alliance 1-Year Work Plan

July 1, 2023 – June 30, 2024

Vision: Downtown Rock Island is a vibrant, welcoming and prosperous place to live, work, play, eat and shop.

Mission: The mission of the Rock Island Downtown Alliance (RIDA) is to deliver services and programs for the City of Rock Island’s Downtown Special Service Area (SSA) that enhance public spaces, encourage private investment and improve quality of life in downtown Rock Island.

Place Management Pillars

- Business & Economic Growth
- Infrastructure & Livability
- Advocacy & Promotion

City of Rock Island Downtown Revitalization Plan Alignment

Annual work plan initiatives are guided by the Downtown Alliance Board of Directors, input from other downtown stakeholders and the City of Rock Island’s 2015 Downtown Revitalization Plan.

Quad Cities Chamber Regional Work Plan Alignment

Quad Cities Community Partnership (QCCP) will foster regionalism through coordinated QC place management and collaborative placemaking projects.

Chamber 3-Year Strategic Plan Quality of Place Alignment

- Provide place management services to Business Improvement Districts
- Cultivate a vibrant regional culture through placemaking projects and programming to engage residents and visitors
- Promote and support community initiatives that bolster regional vibrancy
- Position the region to be an attractive location for businesses and talent

Downtown/RIDA Annual Key Performance Indicators (KPIs)	
<ul style="list-style-type: none">• Net new/lost businesses• Total construction investment• Commercial storefront occupancy• Property assessed value• Sales tax revenue• Hotel occupancy/tax revenue• Minority-owned businesses	<ul style="list-style-type: none">• Trash removed• Graffiti removals• Community Navigator assists• RIDA total event attendees• Website visitors• Social media engagement• RIDA grant dollars leveraged

Chamber Key Performance Indicators (KPIs)
<ul style="list-style-type: none">• Net new businesses• Total invested in new construction and renovations• Commercial & residential occupancy rates

Pillar 1: Business & Economic Growth

- **Enhance Downtown Economic Ecosystem**
 - Provide technical assistance to developers, entrepreneurs and small businesses seeking downtown space or an improvement/expansion to their current space
 - Collaborate with City of Rock Island, DARI, Quad Cities Chamber, SCORE and SBDC to assist business development downtown
 - Connect prospective projects with new City of Rock Island financial assistance programs – PEP & GRIT
 - Metric: Assist 10 new or expanding business projects downtown
 - Lead staff: Jack
- **Launch Capital Improvement Program to Leverage Private Investment**
 - Create Capital Improvement Grant program to enhance curb appeal
 - Identify and fund prospective private capital improvement opportunities throughout downtown
 - Publicize programs and recruit business and property owners to apply
 - Metric: Leverage completion of at least 10 grant improvement projects
 - Metric: Leverage total new private investment of \geq \$90,000 through downtown grants
 - Lead staff: Jack
- **Strengthen Downtown Food and Dining Scene**
 - Advocate for inclusion of outdoor dining structures in final scope of work for City's Rebuild Downtown Rock Island project
 - Bolster business retention, expansion and attraction efforts
 - Enhance streetscape beautification and marketing efforts
 - Metric: 10 uniform dining parklets/patio fences purchased for established restaurants
 - Lead staff: Jack

Pillar 2: Infrastructure & Livability

- **Enhance Downtown Safety**
 - Work with RIPD to offer overtime hours to Police Officers to patrol downtown on bicycle, foot or in a small utility vehicle before and after second shift
 - Leverage Community Navigator(s) to enhance sense of safety downtown
 - Set up regular communication channels between RIDA, Community Navigator(s), RIPD and other relevant partners
 - Deter negative behaviors and improve safety perceptions through tactical urban design changes
 - Metric: 500 hours of patrol provided
 - Metric: Program results detailed in regular Board reports
 - Lead staff: Jack and Operations Manager
- **Break Ground on City's Rebuild Downtown Rock Island Project**
 - Assist Public Works and design/engineering consultants throughout remainder of planning and public input process
 - Finalize and publicize scope of work, budget and timeline for capital improvements
 - Create grant reporting relationship and process between Chamber and City finance teams
 - Metric: Updated State of Illinois grant agreements signed
 - Metric: Construction started

- Lead staff: Jack
- **Launch Downtown Cleaning Ambassador Program**
 - Execute new enhanced services contract with City of Rock Island that outlines specific roles of Downtown Cleaning Ambassadors, Public Works and Parks & Rec
 - Work with staffing agency to recruit and hire two hourly FTEs dedicated to downtown cleaning, maintenance and beautification
 - Duties may include sweeping debris; trash/litter pickup; graffiti removal; weed removal; watering plants and flowers; and snow removal in parking lanes and sidewalk “boulevard” curb lines
 - Metric: Contract signed; two FTEs hired, onboarded and working in uniform; and expectations met
 - Metric: Program results detailed in regular Board reports
 - Lead staff: Jack and Operations Manager
- **Establish Downtown Community Navigator Partnership**
 - Execute new contract with social service provider(s) to hire 0.5 FTE dedicated to consistent street outreach and engagement with downtown vulnerable population experiencing homelessness, substance abuse and mental health issues
 - Set up regular communication channels between RIDA and RIPD
 - Deter negative behaviors and improve safety perceptions
 - Metric: Contract signed, expectations met and 0.5 FTE hired & onboarded
 - Metric: Program results detailed in regular Board reports
 - Lead staff: Jack and Operations Manager
- **Hire Operations Manager**
 - Work with Board and Chamber staff to recruit and hire salaried Operations Manager
 - Operations Manager would perform daily on-street cleaning & maintenance duties and manage Ambassadors & Community Navigators, including reporting program hours and results
 - Operations Manager would respond to calls for service from business and property owners within the SSA and communicate regularly with Public Works, Parks & Rec, Police and other partners
 - Metric: Position hired & onboarded, and expectations met
 - Metric: Program results detailed in regular Board reports
 - Lead staff: Jack

Pillar 3: Advocacy & Promotions

- **Promote Establishment and Goals of RIDA**
 - Work with third-party company to create a logo and brand style guide for RIDA
 - Take ownership of Downtown Rock Island social media and website
 - Invite downtown stakeholders and media partners to news conference and celebration at downtown business
 - Metric: New logo appears on RIDA materials and Downtown Rock Island website and social media
 - Metric: Positive earned media coverage about direction of downtown Rock Island
 - Lead staff: Jack

- **Secure Office and Equipment Storage Space**
 - Identify available commercial storefront office spaces and determine best location with input from Board
 - Work with City to explore potential use of Centennial Bridge Commission Building (201 15th Street) for office and garage
 - Support a downtown property owner and fill an available storefront
 - Metric: Executed lease(s) and working out of new office & garage spaces
 - Lead staff: Jack and Operations Manager

- **Produce Downtown Business Promotions and Stakeholder Communications**
 - Leverage RIDA audience and platforms to promote downtown as a safe and fun place to live, work, shop, eat and play
 - Create and maintain a complete and accurate stakeholder contact list in ChamberMaster database and email marketing platform
 - Convene retailers to participate in Deck the Downtowns promotions to create greater retail visibility during the holiday season
 - Participate in partner promotions, such as Visit Quad Cities' Destination Guide
 - Metric: Downtown stakeholders are informed by and engaged with RIDA
 - Metric: 30+ businesses participated in Deck the Downtowns
 - Lead staff: Chamber Marketing & Sales Team / Jack

- **Plan & Promote RIDA Events and Support Neighborhood Activations**
 - Work with partners to produce Alternating Currents Festival
 - Explore lunch and live music series to engage downtown workforce
 - Support/participate in partner events, such as Live At 5 and Rhythm on the River by Common Chord
 - Metric: Alternating Currents Festival meets budget
 - Metric: Employers on board with lunch and live music series
 - Lead staff: Jack

- **Advocate Improved Downtown Property Stewardship and Public Policy Initiatives**
 - Work with the City's Community and Economic Development and Public Works Departments to address deteriorated buildings, obsolete signs, graffiti, problem dumpsters and other nuisances
 - Address City Council, State and Federal lawmakers with downtown legislative issues as necessary
 - Metric: Internal process created with City for addressing issues
 - Metric: 5 nuisances abated
 - Lead staff: Jack and Operations Manager

Rock Island Downtown Alliance (RIDA)

FY 2023-24 Operating Budget

														FY 2024
GL CODES		Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Budget
PROGRAM SUPPORT														
46110	City of Rock Island Support	20,000			20,000			20,000			20,000			80,000
46200	Other Donations & Sponsorships	5,833	5,833	5,833	5,833	5,833	5,833	5,833	5,833	5,833	5,833	5,833	5,833	70,000
46410	Special Service Area	77,653			77,653			77,653			77,654			310,613
46700	Service Overhead Contribution (City of RI)	6,695	6,695	6,695	6,695	6,695	6,695	6,695	6,695	6,695	6,695	6,695	6,695	80,346
	TOTAL Rock Island SUPPORT	110,182	12,529	12,529	110,182	12,529	12,529	110,182	12,529	12,529	110,183	12,529	12,529	540,959
EVENTS SUPPORT														
46315	Alternating Currents Sponsorship		20,000											20,000
46316	Alternating Currents Sponsorship InKind													-
46325	Event Sponsorship													-
46326	Event Sponsorship InKind													-
	Other Sponsorships													-
	TOTAL Rock Island Events	-	20,000	-	-	-	-	-	-	-	-	-	-	20,000
	Total Revenue	110,182	32,529	12,529	110,182	12,529	12,529	110,182	12,529	12,529	110,183	12,529	12,529	560,959
Expense														
56100	Marketing & Promotion	2,083	2,083	2,083	2,083	2,083	2,083	2,083	2,083	2,083	2,083	2,083	2,083	25,000
52545	Capital Improvement Program	3,750	3,750	3,750	3,750	3,750	3,750	3,750	3,750	3,750	3,750	3,750	3,750	45,000
56410	Office Rent	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	12,000
56500	Professional Development		1,000	1,000	1,000									3,000
56710	Cleaning Ambassadors	8,333	8,333	8,333	8,333	8,333	8,333	8,333	8,333	8,333	8,333	8,333	8,333	100,000
	City of Rock Island - Safety Services	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	30,000
56720	Community Navigator	1,458	1,458	1,458	1,458	1,458	1,458	1,458	1,458	1,458	1,458	1,458	1,458	17,500
56730	Supplies & Equipment	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	42,000
57709	Overhead Expense	6,695	6,695	6,695	6,695	6,695	6,695	6,695	6,695	6,695	6,695	6,695	6,695	80,346
	TOTAL EXPENSES	29,320	30,320	30,320	30,320	29,320	29,320	29,320	29,320	29,320	29,320	29,320	29,320	354,845
Event Expenses														
56310	Alternating Currents	-	20,000	-	-	-	-	-	-	-	-	-	-	20,000
56316	Alternating Currents Sponsorship InKind	-	-	-	-	-	-	-	-	-	-	-	-	-
56320	Event Expenses	-	-	-	-	-	-	-	-	-	-	-	-	-
56326	Event Sponsorship Expense InKind	-	-	-	-	-	-	-	-	-	-	-	-	-
	TOTAL PROGRAM / EVENT EXPENSE	-	20,000	-	-	-	-	-	-	-	-	-	-	20,000
EXPENSES - OPERATIONAL SUPPORT														
56901	Personnel - Program Specific	6,144	6,144	6,144	6,144	6,144	6,144	6,144	6,144	6,144	6,144	6,144	6,144	73,730
56902	Program - OASDI	381	381	381	381	381	381	381	381	381	381	381	381	4,571
56903	Program - Medicare	89	89	89	89	89	89	89	89	89	89	89	89	1,069
56904	Program - FUTA	4	4	4	4	4	4	4	4	4	4	4	4	42
56905	Program - SUTA	67	67	67	67	67	67	67	67	67	67	67	67	807
56906	Program - Life/LTD/STD/AD&D	45	45	45	45	45	45	45	45	45	45	45	45	539
56907	Program - 401K	307	307	307	307	307	307	307	307	307	307	307	307	3,686
56908	Program - Health Insurance	1,010	1,010	1,010	1,010	1,010	1,010	1,010	1,010	1,010	1,010	1,010	1,010	12,115
56909	Program - Dental Insurance	41	41	41	41	41	41	41	41	41	41	41	41	496
56911	Program - United Way	-	-	-	-	-	-	-	-	-	-	-	-	-
56912	Program - HSA	64	64	64	64	64	64	64	64	64	64	64	64	762
56913	Program - EAP	-	-	-	-	-	-	-	-	-	-	-	-	-
56914	Program - Cell Phone	50	50	50	50	50	50	50	50	50	50	50	50	600
56915	Program - Membership Commission	-	-	-	-	-	-	-	-	-	-	-	-	-
56916	Program - Work At Home Stipend	25	25	25	25	25	25	25	25	25	25	25	25	300
	Operations Manager (Approved 6/1/23)	5,218	5,218	5,218	5,218	5,218	5,218	5,218	5,218	5,218	5,218	5,218	5,218	62,610
	TOTAL OPERATIONAL SUPPORT	13,444	13,444	13,444	13,444	13,444	13,444	13,444	13,444	13,444	13,444	13,444	13,444	161,327
	TOTAL EXPENSES	42,764	63,764	43,764	43,764	42,764	42,764	42,764	42,764	42,764	42,764	42,764	42,764	536,172
	OPERATING INCOME (LOSS)	67,417	(31,236)	(31,236)	66,417	(30,236)	(30,236)	67,417	(30,236)	(30,236)	67,418	(30,236)	(30,236)	24,786