

Tax Increment Financing Committee – March 30, 2022

A Tax Increment Financing (TIF) Committee meeting of the City of Aledo met in Open Session in the Council Chambers of the City Hall building on March 30, 2022. ALD. CHAUSSE called the Committee meeting to order at 6:30 P.M. The roll was called, whereupon the following committee members answered present:

Aldermen MICHAEL CHAUSSE, BARRY COOPER, and CHRIS KOPP. Mayor CHRIS HAGLOCH. Alderman LINDA SARABASA was excused.

Also, present ILA BERTRAND, Alderman, JIM HOLMES, Alderman, CHRIS SULLIVAN, City Administrator/Chief of Police, JUSTIN BLASER, Director of Public Works & Utilities, and JAROD DALE, City Clerk.

The following was discussed:

Approval of Committee Minutes: Motion was made by ALD. COOPER and second by ALD. KOPP to approve the meeting minutes of 03/07/22 as presented. A Unanimous voice vote followed in agreement.

Public Comment: No Report.

Old Business: MAYOR Hagloch provided an update regarding the former Farmer's Grain & Coal property demolition project. Contact was made with Tim Brown and it was noted the crusher to be onsite hopefully in a week to begin crushing the concrete into rock. No further details followed.

New Business:

ALD. Chausse requested Item G listed on the Agenda be discussed first by the Committee.

Discussion regarding a Consultants Agreement with Haven Creative, LLC:

Project Description:

HAVEN Creative shall serve as an extension of City of Aledo Staff to provide Marketing and Communications support in these areas:

Strategic Communications:

- Provide leadership in the planning, development and direction of strategic communications and media relations.
- Develop communication strategies and long-range public relations programs.

PR/Media Support:

- Social media marketing - approx. 6 posts per month to support brand story.
- Copywriting – 1 article per month to share in regional news and on the City’s site.
- Managing media inquiries as it pertains to marketing.
- Collaborating with MerCo branding to gain regional exposure.
- Link building / PR – finding opportunities to gain awareness and exposure for the City of Aledo online publications.

Marketing & Brand Management:

- Develop marketing strategies designed to promote the town’s brand positioning to include advocacy and quality control of the City’s brand and trademarks, internally and externally.

Work Schedule and Project Duration:

- July 1st, 2022 – June 30, 2024

Fees and Payment:

- \$3500 per month, due by the 15th of the month in which services are provided.

Time Devoted by Consultant:

It is anticipated the Consultant will spend approximately 28 hours per month in fulfilling its obligations under this Agreement. The amount of time may vary from day to day and from week to week. If the scope of work increases and the Consultant is consistently spending more than 28 hours per month, a change in fees may apply. Client will be notified prior to any additional billing.

ADMINISTRATOR/CHIEF Sullivan reported the City is looking to continue an agreement with Haven Creative. The current contract expires in June, 2022. CHIEF noted City Staff is looking to continue receiving services from Haven Creative and to assist the City with wayfinding signage.

Motion was made by ALD. Kopp and seconded by ALD. Chausse to approve the consultant’s agreement with Haven Creative, LLC as presented and forward to the City Council for final approval. A Roll call vote was recorded as follows:

YES: Chausse, Cooper, and Kopp. NO: None. Motion carried. 3 yeas, 0 nays. Aldermen Bertrand and Holmes were also present and voiced their approval for the contract and to move forward to the Aledo City Council.

ALD. Chausse requested Items A through F be discussed next and are listed below collectively:

Discussion regarding a Downtown Revitalization Program TIF Application submitted by Perryton, LLC for property located at 107-109 N College Avenue (McCreedy Building):

Discussion regarding a Downtown Revitalization Program TIF Application submitted by Windborn Initiative, LLC for property located at 101 SE 2nd Avenue (Opera House):

Discussion regarding a Downtown Revitalization Program TIF Application submitted by Perryton, LLC for property located at 309 S College Avenue (The Slammer):

Discussion regarding a Downtown Revitalization Program TIF Application submitted by Windborn Group, LLC for property located at 107 SW 2nd Avenue (Little Cooper Building):

Discussion regarding a Downtown Revitalization Program TIF Application submitted by Perryton, LLC for property located at 204 SE 2nd Avenue (The Depot):

Discussion regarding a Downtown Revitalization Program TIF Application submitted by Windborn Group, LLC for property located at 129 S College Avenue (Cooper Building):

Project Background: WJ Albertson, owner of several properties in downtown Aledo is seeking to do necessary stabilization work throughout numerous properties and some additional interior work. The work will range from architectural and design services, roofing, masonry, plumbing, flooring, and painting. After multiple discussions with the property owner and review of the project scope along with complementing documentation 353 Court, LLC is in favor of moving forward with the following 6 applications.

Funding Requests:

Project #1 – 107-109 N College Ave (McCreedy Building) = \$38,745

Project #2 – 101 SE 2nd Ave (Opera House) = 22,000

Project #3 – 309 S College Ave (The Slammer) = \$16,000

Project #4 - 107 SW 2nd Ave (Little Cooper) = \$32,300
Project #5 – 204 SE 2nd Ave (The Depot) = \$9,625
Project #6 – 129 S College Ave (Cooper Building) Phase II = 100,000

\$218,670 Total City Project Contribution

Recommendation: Mr. Albertson has been working diligently to acquire, stabilize and redevelop properties in downtown Aledo. He has shown that the completion of the work in past projects has been up to a high standard. With the quantity of properties recently acquired, many require significant investments into the stabilization and preservation of the buildings. The work outlined in will be long-lasting to ensure the protection of the historic nature of these buildings while making them economically viable for future businesses to inhabit without massive initial investment. With a limited window of time for submission, approval, and completion of work before the conclusion of the TIF, 353 Court, LLC does support the projects submitted for funding. 353 Court, LLC are eager to see the progress continue and the City's dollars continued to be leverage at a high rate to the total project cost.

Motion was made by ALD. Cooper and seconded by ALD. Chausse to approve the the 6 Downtown Revitalization projects submitted by WJ Albertson as presented with a total city contribution amount noted at \$218,670.00 and move to the City Council for final approval. A Roll call vote was recorded as follows:

YES: Cooper, Kopp, and Chausse. NO: None. Motion carried. 3 yeas, 0 nays. Aldermen Bertrand and Holmes, as well as, Mayor Hagloch also voiced their approval for the projects.

Other business – ALD. Chausse inquired on the status of the potential project at Cheer's on Main, Greg & Julie Rice, located at 201 E Main Street. DPW Blaser reported he is currently working with the Paul Baele, Engineer, HDR, Inc., noting they will assist Aledo in the design of the sidewalk and handicap ramp. An agreement to go before the Aledo City Council.

ADJOURNMENT: There being no further business, motion was made by ALDERMAN KOPP and seconded by ALDERMAN COOPER that the meeting be adjourned. Unanimous voice vote followed in agreement. Meeting was adjourned AT 6:51 P.M.

Jarod Dale, City Clerk