



**MacArthur Boulevard Business Association**  
**Monthly Meeting Minutes**  
**American Red Cross**  
**1045 Outer Park Drive**  
**March 11, 2009 - 7:30 am**

## **Welcome**

President Cory Jobe brought the meeting to order.

## **Treasurer's Report**

The bank account stands at \$12, 240.

## **Secretary's Report**

February minutes stood approved as presented. We have a total of 138 current members. 65 members have renewed for 2010. Additional efforts will be taken to contact non-renewed members. New members: Springfield Auto Body (Alderman Frank Edwards) and Sangamon County Board candidate Tim Sheehan.

The website has been updated with new member benefit packages from the Illinois Times and WNNS. See the Membership page on ShopOnMacArthur.com for details.

## **Local Government Update**

There was no report for City of Springfield or Sangamon County.

## **Project Updates**

Cory Jobe provided an update on the **Redevelopment Plan**. The Steering Committee met March 8 with the Lakota Group with all but 2 members in attendance. There is a variety of individuals on the steering committee. Their website has more information at <http://thelakotagroup.com/macarthur/>. On March 9, the Lakota Group held early input meetings with the MBBA Board; Springfield City and Sangamon County government; property owners, business owners and developers. Open public input meetings are planned.

The **4<sup>th</sup> Annual Artists Market** will be held Saturdays in June at Town & Country Shopping Center. 9 artists and 2 food vendors have signed up. The committee will be more selective this year in order to improve the quality of the show and to attract more shoppers. The Market is listed in multiple online directories and additional marketing efforts are under way. Food, entertainment, and port-a-potties are planned.

## **Guest Speakers: Mike Farmer, Paul O'Shea and Bissy DiCenso, Office of Planning and Economic Development – City of Springfield**

Our guest speakers presented a slide show of areas of Springfield that have experienced successful economic development, many receiving some financial funding from the city of Springfield. Springfield has the second lowest unemployment rate in Illinois, 8.6%, second only to Bloomington. The Park South redevelopment on the old Fiat Allis site was mentioned as a very successful and worthwhile use of TIF District funds, allowing a million sq ft of deteriorating area to be converted into a thriving economic development area, bringing jobs and, ultimately, tax revenues to the area. When visiting Washington, DC last year, the Office of Planning and Economic Development requested funds for a new fire station west of Springfield and for Stanford Avenue development. In the Old Southtown Development Project, the City has purchased the facades of businesses to jumpstart blight removal. More information is available at their website at <http://www.springfield.il.us/oped/>

When asked what could be done about garish and obtrusive sign blight that can be one effect of successful economic development, the speakers said ordinances could only go so far because it's hard to legislate good design and the Springfield City landscape ordinance is "weak".

One comment was a reminder that the problem with Springfield economic development was not lack of planning, pointing to a solid plan from the 1920s, but that planning is not taken to the policy level in City government. We're doing a great job of planning, but the planning needs to be followed up with a commitment to move forward and stick with the plan.

## **New Business**

Cory requested refreshment sponsors.

## **MacArthur Area Business News**

Future events for the MBBA include a Back to School event, Block Party, Clean up and Beautification Day.

There are now old mattresses piled behind the **old Kmart building**. The Kmart owners are planning to sign the Trespass Agreement with the City of Springfield Police. They will pay for paint if volunteers paint over graffiti, but it needs to be one color because they continue to want to rent the building. The MBBA can use their sign to promote MacArthur Boulevard and the Artists Market if we pay for liability insurance.

## **Area Events**

Ace Bike Shop will sponsor a **Bike Fun Ride** 4/18 starting at noon to celebrate the opening of the Interurban Trail to Chatham. A drawing will be held at 3pm for a Giant Cypress Bicycle. Additional door prizes include a free hotel stay at the Comfort Suites. **If you are interested in donating a prize, please let Cory Jobe know.**

The CAIBA and Ace Hardware are offering a **Shred Event on 4/20 from 4:30 to 7pm**. The event is aimed at business owners, but the public is welcome. Businesses are welcome to bring as many as 15 boxes to be shredded and a box of food for the Central Illinois Food Bank. There will be hot dogs, beer and soda from Ace.

**Music and Movies in the Park for 2010** is looking for **Corporate Sponsorship** for 5 movies and 5 music events. Contact Doug at 217-553-1329 or [f16ratt@mac.com](mailto:f16ratt@mac.com).

## **Adjournment**

The meeting adjourned at 8:45 am.

Submitted By:

Carol Kneedler, Board Secretary