



MBA Membership Meeting Minutes, November 8, 2018

Welcome: President Michael Higgins

Secretary's Report: October minutes were approved as presented.

Treasurer's Report: October income: \$315.00, Expenses \$425.00, Balance \$17,843.76

Guest Speaker: Scott Dahl, Interim Executive Director, Springfield Convention and Tourism Bureau

Director Dahl's experience in the hotel and convention business spans 25 years, ten years in the hotel sector. During this time he has worked with tourism bureaus throughout Illinois. The SCT Bureau is self-funded relying on hotel/motel tax revenue for its budget.

Director Dahl described his goals and objectives:

- To re-claim Springfield as a Host City for conventions statewide. He wants to increase the hotel/motel occupancy rate from its current rate of 54% to 60%. Every 1% increase brings in an additional \$80,000 in tax revenue. With the hiring of Amy Beadle as Convention Manager, he filled a position that has been vacant for four years.
- To achieve compression by providing transportation between tourism sites and make History come alive again by adding historical figures in period costumes to stroll Downtown when conventions are held.
- To promote the construction of a youth indoor Sportsplex near Scheels. The facility would have multiple sports fields under a single roof that could be utilized for local games and tournaments.
- To improve communication by developing an events calendar, providing updates on booking trends, creating a promotional e-visitor newsletter, and alerting local businesses in advance so they can be prepared when conventions arrive.

Local Government

Alderwoman Ward 6: Kristin DiCenso

Kristin announced that the Department of Public Works has begun bringing major roads in Springfield. She said discussions are being held regarding a multi-million dollar Sportsplex near Scheels. A project of this magnitude would attract additional investments in new restaurants and hotels.

Alderman Ward 7: Joe McMenamin

Joe said 75 residents attended the Ward 7 Town Hall meeting with Mayor Langfelder. Residents expressed concern about an increase in frequency of traffic law violations. He also announced that filing for municipal elections begins the week of Thanksgiving.

Joe joined Franklin Middle School workers to Clean-up MacArthur on October 20th. As a result of the truckload of trash he picked up, he advised nearby business owners to keep the area clean in the future. He noted that the City has a great opportunity and plenty of time to plan major events around the 100th Year Anniversary of Route 66 in 2026.

Jerome Mayor: Michael Lopez

The Village is in the process of researching a replacement use for the vacated Shop and Save property. The failure of the November 6th referendum to increase property taxes by \$46,000 to fund its pension obligation has put the Village in the situation of facing layoffs and/or cutbacks. Mayor Lopez announced that in his absence at a MBA Membership meeting, Linda Wheeland will present the Village report.

Neighborhood Police Office: Mike Badger

A new surveillance program is in effect to intercept potential burglars prior to committing the crime. After the plan was implemented, the Police stopped a suspect, found a gun and a mask. Police believe the right person was arrested. Officer Badger said: "Be observant. Look for suspicious persons and then notify law enforcement."

Officer Badger warned that packages are being stolen from porches. Installing security cameras and good lighting are low-cost steps that will increase security at your home.

He supports having a designated police officer working with the homeless to direct them to services that are available.

Announcements

Congratulations to Boulevard businesses that won the 2018 Illinois Times Best of Springfield poll.

Annual Meeting Breakfast and Election of 2019 Board: Thursday, December 13th @ 7:30 a.m., Hy-Vee Market Grille

2019 MBA Slate of Officers and Board Members: Michael Higgins, President; Katie Davison, V. President; Daniel Shelton, Treasurer; Jess Weitzel, Secretary; Justin Creasey, Paul DeMink, Julie Dirksen, Doug Dougherty, Loretta Durbin, Chris Hanken, Denise Perry.

Thank you to Coble Animal Hospital, our November Coffee Sponsor.

The meeting was adjourned at 8:38 a.m.

Respectfully submitted,
Loretta Durbin, Secretary