CITY OF URBANA

DATE: **Thursday, January 6ᵗʰ, 2022**
TIME: **5:30 pm**
PLACE: ***ILEAS, 1701 North Main Street, IL 61801**

A majority of a quorum of the Urbana City council met in goal-setting session on Thursday January 6ᵗʰ, 2022 at 5:30 PM.

ELECTED OFFICIALS PHYSICALLY PRESENT: Diane Wolfe Marlin, Mayor; Phyllis D. Clark, City Clerk, CM Christopher Evans, CM Shirese Hursey, CM Jaya Kolisetty, CM Chaundra Bishop*, CM Grace Wilken
*Denotes arrival after roll call.

ELECTERD OFFICIALS ABSENT: CM Maryalice Wu

STAFF PRESENT: Darcy Sandefur, William Kolschowsky, Carla Boyd, Richard Surles, Tim Cowan, Sheila Dodd, Carol Mitten, Sanford Hess, Elizabeth Hannan, Charles Lauss

OTHERS PRESENT: Kevin James (Facilitator)

1. **CALL TO ORDER**

   Mayor Marlin called the City Council Goal-Setting Session to order at 5:32 PM.

2. **APPROVAL OF PUBLIC INPUT RULES**

   Vote to amend public input guidelines: proposed 30 minutes maximum time limit at 3 minutes a person. Motion to amend to adhere to the new guidelines by CM Quisenberry and seconded by CM Hursey.

   Passed by roll call vote.
   AYE: Evans, Hursey, Kolisetty, Bishop, Wilken, Quisenberry
   NAY: None

3. **PUBLIC INPUT**
   None

4. **RESUMED CITY COUNCIL STRATEGIC GOAL-SETTING**

   Mayor Marlin reintroduced the facilitator Kevin James. James provided a recap of previous sessions. Stressed importance of creating action steps to best support a strategy and its strategic area. Previous session was for establishing actions steps to accomplish strategies.

   City Administrator Carol Mitten provided group with the same list they created previously with a color coded key to identify which resources are already present or could be reallocated. (*See attachment E*)

   James shared a PowerPoint presentation as a warm-up activity that explored the relationship, roles, and responsibilities shared between elected officials, staff, and public.

Goal of this evening is to iron out and agree upon a finalized list by comparing attachment D (version created from previous sessions) and attachment E (version with resource mapping).

Decided to engage in discussions as a group strategy by strategy from each section. (*See attachments E and D.*)

Discussions

Strategic Area #4 Economic Recovery/Development

Strategy #1 Support Current Local Businesses

Questions about responsibilities and where the workflow starts. Questions about supporting non-traditional business like online businesses. Questions about general assistance versus pandemic assistance. Questions about deadlines being applicable when the order of priorities is shifted.

James asked group which of the three strategies was their biggest priority (a, b, or c from strategy #1 in Strategic area #4).

Group consensus was to keep all 3 but to swap b and c due to timeliness.

*For item C ARPA funding was removed. Changed wording from existing funding to existing resources.

Strategy #2 Promote Workforce Development

Questions about how to implement item A. James asked if item B was best accomplished by the City or from community partners.

Group consensus was keep listing as is.

*For item #2 dual credit program from strategic area #1 under public safety and wellbeing is to be the new item C in this section (strategic area #4 under strategy #2) and reword it as "explore dual credit vocational program" (*See attachment D for this one.*)

Strategy #3 Recruit New Businesses and Industries

Questions about grocery store being removed in this version. Question about the ordering of priorities.

*Added item E to this section for the grocery store.

*Moved items E and F from strategic area #1 under housing to somewhere under strategic area #4 Economic Development/Recovery.

*Suggested moving item B to supporting local businesses (strategy #1, now item D) but removing the wording "adding 100 childcare slots". Focus on identifying challenges.

Strategic Area #3 Infrastructure

Strategy #1 Improve Quality of Current Infrastructure Assets

Questions about deadlines versus timeframes.

*Remove word implementation from item B.

Group consensus was keep listing as is.

Strategy #2 Increase Investment in Infrastructure Equity

Questions about what implementation looks like.

*Incorporate an equity lens into assessment rewording of item D.

Group consensus was keep listing as is.

Strategy #3 Expand Green Infrastructure Within the Community

Questions about what EV is. Questions about assignments

*Strike out all words up to "enhance" in item B and add "evaluate options"

Strategic Area 2 Housing

Strategy #1 Support Housing Security and Equity

*Move items E and F from strategic area #2 Housing to strategic area #4 Economic Development/Recovery

Questions about scratching "HOME" wording from item B.

*Amend wording to "ongoing" for item C. Coordinate with housing and social service agencies.

*Amend wording to "Increase awareness and understanding of the housing provisions of the human rights ordinance within the community".

Questions about item D.

Strategy #2 Improve Housing Quality

*Amend item A wording to "pursue funds".

Question about including ongoing items in goal setting.

*Remove percentages from item B.

*Remove item C as it's already covered in items A and B.

*Add action item for council to review Consolidated Annual Action Performance Evaluation Reports from the Community Development department in September. (New item C.)

Strategic Area #1 Public Safety & Well Being

Strategy #1 Pursue Methods to Mitigate Community Violence

> *Removing items C and D

> *Move Dual Credit item to strategic area #4 economic development and recovery under strategy #2 promote workforce development.

> *Combine strategy 1 and 2.

Strategy #2 Enhance and Expand Public Safety Resources

> *Add items for "contract and conduct public safety review" to replace items A, B, and C.

> *A should read "contract and conduct public safety review"

> * B should read "council and staff work together to develop police investigation options"

> * C should read "formalize plan based on new information"

> *Removed item D

Strategy #3 Engage Community Organizations to Address Root Causes of Violence

> *Was enveloped into strategies #1 and #2

5. **ADJOURNMENT**

James thanked council for their work.

Mayor Marlin announced next steps and declared the meeting adjourned at 8:00 PM

Darcy Sandefur
Recording Secretary

Minutes approved: 1/24/2022

City of Urbana, Illinois

Updated December 27, 2021

City Council Strategic Goals 2022-23

Strategic Area #1: Public Safety & Well-Being

Strategies:

1. Pursue methods to mitigate community violence.

Action Steps	Responsible	Timeframe
1. Invest and enhance Self Made Kings.	L. Peppers	1 year
2. Dual Credit Program.	C. Lauss	2 years
3. Exploratory of the Youth Counsel.	Wu/ L. Peppers	3 months
4. Provide "Tokens of Belonging".	Bridgette B.	6 months

2. Enhance and expand public safety resources.

Action Steps	Responsible	Timeframe
1. Research new emergency response processes used by other communities.	Council	1 year
2. Review current Police allocation of time.	Police Staff	1 year
3. Research new police investigative tools.	Police Staff	1 year
4. Develop Vision Zero action plan.	Bicycle and Pedestrian Committee	3 months

3. Engage community organizations to address root causes of violence.

Action Steps	Responsible	Timeframe
1. Fund other Community organizations and initiatives.	Sheila/Grants	1 year

Strategic Area #2: Housing

Strategies:

1. Support housing security and equity.

Action Steps	Responsible	Timeframe
1. Complete Home ARP action plan.	Grants Manager	180 days
2. Determine amount of ARPA funds to set aside to align with the identified needs and gaps in HOME ARP action plan.	RPC process	180 days
3. Coordinate agency programming and funding to address and reduce homelessness.	Community Development	180 days
4. Enforce Human Rights Ordinance by educating community, landlords, and residents with through workshops to help understands rights and responsibilities.	Human Rights & Equity Officer (Carla Boyd)	Ongoing
5. Partner with City of Champaign to strengthen Champaign Diversity Advancement Program (CDAP) and system of minority, veteran, and women owned businesses.	Human Rights & Equity Officer	180 Days
6. Merge together lists of Urbana businesses that currently exist and utilize that to work toward creating a business registry that's update annually.	Human Rights and IT	180 days

2. Improve housing quality.

Action Steps	Responsible	Timeframe
1. Pursue and identify funds to rehabilitate dilapidated homes in targeted neighborhoods.	Community Development	Ongoing
2. Provide targeted assistance for home rehabs and repairs for seniors, persons with disabilities, and low-income (60-80%).	Community Development	Ongoing

3. Provide assistance to improve infrastructure of home owned properties.	Community Development	Ongoing

Strategic Area #3: Infrastructure

Strategies:

1.   Improve quality of current infrastructure assets.

Action Steps	Responsible	Timeframe
1. Develop asset management plan of existing infrastructure (lighting, traffic signals, sanitary system, and bridges).	Public Works	Dec. 2022
2. Develop implementation plan for funding, level of service, and to replace/repair/build infrastructure (based on assessment).	Public Works	April 2023
3.Update city infrastructure codes (subdivision/land development).	Public works & CD	Dec. 2022

2.   Increase the investment in infrastructure equity.

Action Steps	Responsible	Timeframe
1. Solicit community input for use of EQL funding.	Executive and Public Works	Early March 2022
2. Implement EQL selected projects	Public Works, BPAC, Exec.	Dec. 2022
3. Develop budget and strategy to take advantage of infrastructure grant funding (select grants, have "shovel-ready" projects)	Public Works and CD	Summer 2023 (end of FY24)
4. Identify areas with inequitable infrastructure and incorporate into priorities evaluation (lights, traffic, sanitary). *Assess pavement, sidewalks, green space, etc. later.	Public Works	Dec. 2022

3. Expand "Green" infrastructure within the community.

Action Steps	Responsible	Timeframe
1. Explore possible locations and funding for EV infrastructure.	Public works, SAC	Dec. 2022
2. Evaluate options for incorporating methods (codes, technologies, natural assets, etc.) to enhance sustainability and climate resiliency on city-owned property and facilities.	Public works, Finance	Dec. 2022
3. Explore "green" tax revenue (ex: plastic bags) and green revolving funds.	PW, SAC, Finance, Legal	Dec. 2022

Strategic Area #4: Economic Recovery & Development

Strategies:

1. Support current local businesses.

Action Steps	Responsible	Timeframe
1. Expand small business pandemic support to non-traditional Urbana businesses (e.g., on-line, food truck, mobile…).	1. Council (identifying funding) 2. ED Staff (developing criteria)	FY2023 Budget (6 months)
2. Identify one or more sites Downtown* that the City will target for development with at least 100 units of market rate housing. *Area of Downtown defined as both sides of these border streets and everything in between: Illinois, Race, University, and Vine.	Mayor/staff	4 months
3. Survey local businesses that are minority-owned to determine what monetary and/or non-monetary assistance the City can provide and present recommendations that can be achieved with existing funding.	ED Staff	9 months

2. Promote workforce development.

Action Steps	Responsible	Timeframe
1. Explore the creation of an incentive program to encourage people to take retail, restaurant, hospitality jobs (in collaboration with partners, e.g., Parkland, RPC…).	City Administrator's Office – in collaboration with the Urbana Free Library staff	60 days
2. Collaborate with Parkland College to develop a robust and unique marketing program to enroll Urbana residents in the SWFT program.	1. Mayor (identifying funding) 2. Local marketing firm (developing and implementing marketing campaign)	6 months

3. Recruit new businesses and industries.

Action Steps	Responsible	Timeframe
1. Recruit a new hotel to the Cunningham Avenue corridor near I-74 to leverage the demand generated by the Rantoul Sports Complex.	ED Staff	12 months
2. Study the challenges facing childcare providers in Urbana and develop a strategy to attract an additional 100 childcare slots into Urbana.	1. Mayor/Council (identifying funding) 2. Outside contractor/limited term employee (conduct study/develop strategy)	12 months
3. Create an incentive package to attract a new cannabis dispensary that has a minority owner and identify potential locations that are available for this use.	ED Staff	4 months

4. Identify Downtown destinations for future Hotel Royer guests and develop a plan to enhance the safety and aesthetics of pedestrian paths of travel to those destinations.	1. Mayor (identifying funding) 2. Outside contractor	6-9 months

**Mayor/
City Council Strategic Goals 2022-23**

Color Scheme:	Available Funds or Eligible Expense	Incomplete Funding or Contingent Eligibility	No Funds or Not Eligible

Strategic Area #1: Public Safety & Well-Being

Strategies:

1. Pursue methods to mitigate community violence.

Action Steps -- Short-Term	Responsibility	Duration	Resources	ARPA Eligible?
a) Fund community organizations that address the root causes of community gun violence	Mayor/Council	12 months	ARPA	
b) Enhance City programs that address root causes of violence (e.g., Self Made Kingz)	Executive	12 months	ARPA	
c) Identify and fund options that enhance current police investigative and operational capacity to address community violence and solve serious crimes	Police / Council / Executive	3 months		

2. Enhance and expand public safety resources.

Action Steps -- Long-Term	Responsibility	Duration	Resources	ARPA Eligible?
a) Contract for and complete a Public Safety Review	Council/Executive/Police/Fire	12 months		
b) Develop a comprehensive safety plan, including funding requirements, based on the results and recommendations of the Public Safety Review and available funding	Council/Executive/Police/Fire	6 months		

Action Steps are listed in priority order and intended to be done in sequence.

<div style="background:#8B0000;color:white;text-align:center">Strategic Area #2: Housing</div>

Strategies:

1. Support Housing security and equity.

Action Steps	Responsibility	Duration	Resources	ARPA Eligible?
a) Complete Home ARP Action Plan	Community Development	6 months	HOME ARPA	HOME ARPA
b) Determine amount of ARPA funds to set aside to align with the identified needs and gaps in Home ARP Action Plan	Mayor/Council	6 months	HOME ARPA/ARPA	HOME ARPA/ARPA
c) Coordinate with housing and social service agencies to reduce homelessness	Community Development	Ongoing	HOME ARPA/ARPA	HOME ARPA/ARPA
d) Enhance compliance with the housing provisions of the Human Rights Ordinance by educating landlords; increase awareness and understanding of the same with the community and tenants	Executive	Ongoing		

2. Improve housing quality.

Action Steps	Responsibility	Timeframe	Resources	ARPA Eligible?
a) Pursue funds to rehabilitate dilapidated homes in targeted neighborhoods	Community Development	Ongoing		
b) Provide targeted assistance for home rehabs and repairs for seniors, persons with disabilities, and low-income	Community Development	Ongoing		
c) Prepare and review Consolidated Annual Performance Evaluation Report	Community Development / Council	Each September		

Action Steps are listed in priority order and intended to be done in sequence.

<div style="background-color:#8B0000; color:white; text-align:center;">Strategic Area #3: Infrastructure</div>

Strategies:

1. Improve quality of current infrastructure assets.

Action Steps	Responsibility	Timeframe	Resources	ARPA Eligible?
a) Develop asset management plan of existing infrastructure (lighting, traffic signals, sanitary system, and bridges)	Public Works	Dec-22		
b) Develop plan for funding, level of service, and to replace/repair/build infrastructure (based on assessment)	Public Works	April 2023		
c) Update city infrastructure codes (subdivision/land development)	Public Works / Community Development	Dec-22		

2. Increase investment in infrastructure equity.

Action Steps	Responsibility	Timeframe	Resources	ARPA Eligible?
a) Solicit community input for use of EQL funding	Executive / Public Works	Early March 2022		
b) Implement EQL selected projects	Executive / Public Works / BPAC	Dec-22		
c) Develop budget and strategy to take advantage of infrastructure grant funding for under-served areas (prepare for select grants that have "shovel-ready" projects)	Public Works / Community Development	Summer 2023		
d) Incorporate an "equity lens" into priorities evaluation (begin with street lights, traffic, sanitary).	Public Works	Dec-22		

3. Expand Green infrastructure within the community.

Action Steps	Responsibility	Timeframe	Resources	ARPA Eligible?
a) Explore possible locations and funding for EV infrastructure	Public Works / SAC	Dec-22		
b) Evaluate options to enhance sustainability and climate resiliency on city-owned property and facilities	Public Works / HR/Finance	Dec-22		
c) Explore "green" fee revenue (ex: plastic bags) and green revolving funds	Public Works / SAC / HR/Finance / Executive	Dec-22		

Action Steps are listed in priority order and intended to be done in sequence.

Mayor/
City Council Strategic Goals 2022-23

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Strategic Area #4: Economic Recovery/ Development

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Strategies:

1. Support current local businesses.

Action Steps	Responsibility	Duration	Resources	ARPA Eligible?
a) Expand small business pandemic support to non-traditional Urbana businesses (e.g., on-line, food truck, mobile)	Council - identify funding / Community Development - developing criteria	6 months	ARPA	
b) Survey local businesses that are minority-owned to determine what monetary and/or non-monetary assistance the City can provide and present recommendations that can be achieved with existing resources	Community Development	9 months		
c) Identify one or more sites Downtown* that the City will target for development with at least 100 units of market rate housing *Area of Downtown defined as both sides of these border streets and everything in between: Illinois, Race, University, and Vine	Mayor / Staff	4 months		
d) Enhance the Champaign Diversity Advancement Program (CDAP) to include more Urbana minority, veteran and woman owned businesses	Executive	6 months		
e) Merge together lists of Urbana businesses that currently exist and utilize that to work toward creating a business registry that is updated annually	Executive/Community Development	6 months		
f) Study the challenges facing childcare providers in Urbana	Executive	6 months		

2. Promote workforce development.

Action Steps	Responsibility	Duration	Resources	ARPA Eligible?
a) Explore the creation of an incentive program to encourage people to take retail, restaurant, hospitality jobs (in collaboration with partners, e.g., Parkland, RPC...).	City Administrator's Office / Urbana Free Library	2 months		
b) Collaborate with District #116 and Parkland College to develop a robust and unique marketing program to enroll Urbana residents in the SWFT program.	Mayor - identifying funding / Contracted marketing firm - develop and implement	6 months		
c) Explore the creation of a Dual Credit Program modeled on Peoria (Fire/EMS/LE)	Executive	24 months		

3. Recruit new businesses and industries.

Action Steps	Responsibility	Duration	Resources	ARPA Eligible?
a) Recruit a new hotel to the Cunningham Avenue corridor near I-74 to leverage the demand generated by the Rantoul Sports Complex.	Economic Development	12 months		
b) Create an incentive package to attract a new cannabis dispensary that has a minority owner and identify potential locations that are available for this use.	Economic Development	4 months		
c) Identify Downtown destinations for future Hotel Royer guests and develop a plan to enhance the safety and aesthetics of pedestrian paths of travel to those destinations.	Mayor - identify funding / Contracted firm / BPAC / SAC	6-9 months		
d) Recruit a new grocery store and essential services to northwest Urbana	Economic Development	24 months		

Action Steps are listed in priority order and intended to be done in sequence.