

Urban Redevelopment Authority
MEETING MINUTES
CITY OF FOREST PARK
MEETING HELD VIA ZOOM
February 25, 2021
6:06 P.M.

Call to Order: Chairwoman Angelyne Butler called the Urban Redevelopment Authority meeting for February 25, 2021 at 6:06 PM

Present Chairwoman, Angelyne Butler; Nachae Jones; Eliot Lawrence; Ed Taylor; Lois Wright

Also Present:

Mike Williams, City Attorney
Bobby Jinks, Public Works Director
Bruce Abraham, Economic Development Director
Danita Hamid, Economic Development Assistant

Absent: Vice Chair, Steve Bernard; Eric Stallings

Public Comments Danita Hamid, Economic Development Assistant, invited board members to attend an appreciation lunch for the Public Works Department.

The Public Works Department spent about a week and a half cleaning out Building 102 in the Historic District and this lunch is to show appreciation for their hard work.

The lunch will take place on March 5, 2021 at 12:00 PM at the Public Works building located at 5230 Jones Road. Danita Hamid told the board they would be receiving an official invitation via email tomorrow.

Discussion: Gillem Logistics Center Owners Association Resolution Mike Williams, City Attorney, provided the board with an overview of the Gillem Owner Association and the proposed resolution.

When the City acquired Fort Gillem, they established the Gillem Logistics Center Owner Association, which operates like any other homeowner's association as far as establishing rules for the developments at Gillem Logistics Center. Since the URA established the covenant, it is the declarant and controls who serves on the board.

The proposed resolution is to replace one of the board members with David Matthews, the new General Manager of Kroger. If approved, David Matthews will be appointed to the Gillem Logistics Center Owners Association.

Mike Williams noted that the URA had previously appointed Bruce Abraham, Economic Development Director, to the board.

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**Approval of Gillem
Owner Association
Resolution**

Eliot Lawrence made a motion to approve appointing David Matthews to the Gillem Logistics Center Owners Association.

Lois seconded the motion.

Roll call for approval. Motion approved unanimously.

**Promotional
Program**

Bruce Abraham, Economic Development Director, provided the board with an overview of the proposed promotional program.

The purpose of the promotional program is to promote recent and upcoming achievements in the City of Forest Park, which will provide an economic stimulus for new investment and public interest in the City. Bruce Abraham explained that the promotions would focus on the following:

1. The recent location of major employers and job creation in the City (ex. Amazon development and Kroger expansion at Gillem)
2. Revitalization of Main Street
3. Marketing the Gillem Historic District
4. Development of the new City Hall Facility
5. Renovation of historic Starr Park

Bruce Abraham asked that the board allow him to circulate the scope of work he created to several PR firms and he would return to the board with estimates for how much the program would cost.

Chairwoman Angelyne Butler asked if the selected firm would also work on any additional projects outside of the ones mentioned if new projects started to come up. Bruce Abraham explained that he would have to discuss cost with any firm, and he has to be specific about what they would be doing, so it would be difficult to add additional projects once they got started. Bruce Abraham suggested discussing hiring a full-time communications person for the City with the City Council once we see success from the promotional program.

Lois Wright asked if the purpose of the PR program was to sell the City. Chairwoman Butler stated that the proposed program would focus on the economic development activities happening in the City.

Lois Wright stated the City needed a Communications Department and asked if it was possible to hire a consultant and start a Communications Department. Chairwoman Butler explained that a Communications Manager for the City was proposed, but not approved by the governing body. While sentiments about that position

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may change, this program would allow the board to get the ball rolling. Bruce Abraham added that the program would help immediately since we have Amazon coming to Forest Park and Kroger expanding their facility, which will create jobs in the City.

Mike Williams, City Attorney, stated the board could authorize Bruce Abraham to start gathering quotes for the program and he would bring the quotes back to the board for approval.

**Approval to Gather
Quotes from Public
Relations
Consultants**

Eliot Lawrence made a motion to authorize Bruce Abraham to gather quotes from Public Relations Consultants for the promotional program.

Lois Wright seconded the motion.
Roll call for approval. Motion approved unanimously.

Adjournment

Ed Taylor made a motion to adjourn the meeting.

Lois Wright seconded the motion.
Roll call for approval. Motion approved unanimously.

Meeting adjourned at 6:22 P.M.

CITY OF
FORESTPARK