OFFICIAL PROCEEDINGS OF A MEETING OF THE STRATEGY AD HOC COMMITTEE/BOARD OF THE WHOLE OF THE PLEASURE DRIVEWAY AND PARK DISTRICT OF PEORIA, ILLINOIS, AT 5:00 P.M. ON WEDNESDAY, MARCH 25, 2026 HELD AT THE BONNIE NOBLE ADMINISTRATION BUILDING, 1125 WEST LAKE AVENUE, PEORIA IL

TRUSTEES PRESENT: Trustees Joyce Harant, Reagan Leslie Hill, Alexander Sierra, Ron Silver, Mark Slover, Vice President Steve Montez, and President Robert Johnson

TRUSTEES ABSENT: None

STAFF PRESENT: Executive Director Emily Cahill, Nick Conrad, Matt Freeman, Becky Fredrickson, Scott Loftus, Shalesse Pie, Karrie Ross, Jennifer Swanson, Willie Howe, Attorneys Kevin Day and Justin Gunn, and Alicia Woodworth

OTHERS PRESENT: Katie Kim and Mike Gudat of 6035 Knoxville, LLC

1. CALL TO ORDER

President Johnson presided and called the meeting to order at 5:19 PM.

2. ROLL CALL

Roll call was taken.

3. MOTION TO PERMIT TRUSTEE TO ATTEND MEETING ELECTRONICALLY

No request to attend meeting electronically was received.

4. MINUTES

4.A. Approval of Minutes of March 11, 2026 Strategy Ad Hoc Committee Meeting

Trustee Hill MOVED TO APPROVE the minutes of the March 11, 2026 Strategy Ad Hoc Committee meeting. Motion seconded by Trustee Silver and carried unanimously by roll call vote.

5. CITIZEN REQUEST TO ADDRESS THE BOARD

None at this time.

6. POLICY/PROCESS UPDATES

6.A. Parental Leave Policy

Shalesse Pie reported updates to eligibility language, clarifying applicability primarily to full-time employees. This item is on tonight's Board agenda for first read and approval at the April 8 Board meeting.

7. NEW BUSINESS

7.A. Keller Station Update from 6035 Knoxville, LLC

Katie Kim and Mike Gudat of 6035 Knoxville LLC presented a detailed update on the Keller Station redevelopment project, including its history, current performance, and future needs.

Project Background

- Redevelopment partnership initiated in 2018–2019.
- Site previously vacant since 1996 and considered a long-term liability.
- Vision: transform into a mixed-use campus supporting economic development and small businesses.

Current Status & Impact

- 38 active businesses, targeting 42 by end of 2026
- 14 startups launched on-site
- ~223 employees projected
- 82.5% occupancy
- Total economic impact estimated at $5.4+ million to date

Developers highlighted:

- Revitalization of blighted structures
- Community programming (events, markets, nonprofit use)
- Strong small business growth and expansion activity

Financial Overview

- Approx. $15 million private investment
- $10+ million outstanding debt
- No TIF or public capital utilized

2026 projections:

- Revenue: ~$775,000
- Expenses: ~$833,000
- Projected net loss: ~$58,000

Additional financial challenges discussed:

- Rising construction and financing costs post-COVID
- Tenant defaults (approx. $470,000 in bad debt)
- Increased property taxes and operating costs
- Payment obligations to the Park District on vacant/non-rentable space (~$153,000 total to date)

Developer Requests to the Park District:

Financial Adjustments

- Rebate or credit for fees paid on vacant/non-rentable space
- Pause or adjustment of rent obligations on vacant units

Tenant Support Measures

- Reduce rental rate structure to improve competitiveness
- Assistance with:
  - Marketing and branding
  - Wayfinding signage

- Grounds maintenance and snow removal
- Hosting community events

The developers' strategic goal is to increase occupancy from ~82% to full capacity while improving tenant sustainability.

Discussion

Trustee Feedback & Questions

- Trustees acknowledged the significant transformation and community value created.
- Questions raised regarding:
  - Tenant satisfaction and retention
  - Causes of tenant turnover
  - Communication and responsiveness to tenant concerns
  - Developer financial assumptions and sustainability

Developers responded:

- Some tenant failures attributed to inexperience in business operations
- Active steps underway to address tenant concerns (cleaning, maintenance, communication improvements)
- Emphasis on improved transparency and responsiveness

Executive Director Cahill emphasized:

- The need for additional documentation required under the lease before decisions can be made
- Importance of a comprehensive, fact-based review of financial and contractual obligations
- Recommendation to compile requested information and return with a structured evaluation

Board Direction / Consensus:

- No formal action taken
- General agreement:
  - Keller Station is a valuable community asset
  - The request requires further analysis and documentation
  - Additional discussion will occur after information is gathered

7.B. PZS/PPD Agreement Relative to Capital Campaign

Due to time constraints, this item was not fully discussed.

Executive Director Cahill provided an overview of the proposed agreement:

- Required to proceed with capital campaign fundraising
- Includes pre-approved naming opportunities (Exhibit C) to streamline Board approvals
- Without approval, fundraising efforts cannot proceed

Direction to Trustees:

- Review agreement and exhibits in detail
- Submit questions prior to April 8 Board meeting
- Approval timeline is critical due to coordination with the Peoria Zoological Society

7.C. Historic Preservation Update

Executive Director Cahill stated that a public hearing will be held at tonight's Board meeting. Formal action vote is scheduled for the April 8 Board meeting.

8. PENDING BUSINESS

None at this time.

9. OTHER BUSINESS

9.A. Approval of Motion to Convene into Closed Session Under Illinois Open Meetings Act Section 2(c)(2) Concerning Collective Negotiating Matters Between the Public Body and its Employees or Their Representatives, or Deliberations Concerning Salary Schedules for One or More Classes of Employees

Due to time constraints, a closed session was not held.

10. ACTION STEPS REVIEW

- Trustees to review:
  - Keller Station information and forthcoming documentation
  - PZS/PPD Agreement and Exhibit C
- Staff to compile requested documentation and follow up

11. ADJOURNMENT

At 6:29 PM, Trustee Sierra MOVED TO ADJOURN. Motion seconded by Trustee Silver and carried unanimously on voice vote.

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Submitted by Alicia Woodworth
Executive Assistant and Board Secretary