



# Video

## Moline, IL: A Virtual Advisory Services Panel

Date: April 21, 2021

00:00:05 --> 00:00:10: Well, good morning everyone. My name is Rick Dishnica.  
00:00:10 --> 00:00:15: I'm a residential developer in the San Francisco Bay Area  
00:00:15 --> 00:00:18: and I'm coming to you as the chair of this  
00:00:18 --> 00:00:19: panel,  
00:00:19 --> 00:00:22: and I must tell you that as a born and  
00:00:22 --> 00:00:24: raised Midwesterner,  
00:00:24 --> 00:00:28: I understand a lot about the circumstance that you're in  
00:00:29 --> 00:00:30: my hometown of Canton,  
00:00:30 --> 00:00:32: OH.  
00:00:32 --> 00:00:35: IS has been severely impacted in the same way,  
00:00:35 --> 00:00:39: so next slide please.  
00:00:39 --> 00:00:42: I would like to tell you a little bit about  
00:00:42 --> 00:00:43: the Urban Land Institute.  
00:00:43 --> 00:00:47: We, as an organization of over 40,045 thousand members in  
00:00:47 --> 00:00:48: private,  
00:00:48 --> 00:00:52: enterprise and public service. The strength of our  
organization is  
00:00:52 --> 00:00:57: the fact that it's a multidisciplinary membership driven  
organization.  
00:00:57 --> 00:00:59: The mission that we have is the shape,  
00:00:59 --> 00:01:03: the future of the built environment for transformative impact  
in  
00:01:04 --> 00:01:05: communities worldwide.  
00:01:05 --> 00:01:07: And as you can see on the list,  
00:01:07 --> 00:01:09: we do a lot of different things.  
00:01:09 --> 00:01:13: Including research, we try to focus on best practices.  
00:01:13 --> 00:01:16: We publish materials. We organize meetings,  
00:01:16 --> 00:01:19: but more importantly, we do advisory panels.  
00:01:19 --> 00:01:23: Next slide, please.  
00:01:23 --> 00:01:25: This is a program that started in 1947,

00:01:25 --> 00:01:29: realizing that the urban land issue was created in the  
00:01:29 --> 00:01:30: 1930s,  
00:01:30 --> 00:01:33: they felt at the time that this was a program  
00:01:33 --> 00:01:34: that could be very,  
00:01:34 --> 00:01:36: very beneficial, and we've now,  
00:01:36 --> 00:01:39: as you can see, have done over 700 communities to  
00:01:39 --> 00:01:44: find independent strategic and practical solutions for the most  
challenging  
00:01:44 --> 00:01:45: land use issues.  
00:01:45 --> 00:01:47: Next slide, please.  
00:01:49 --> 00:01:53: And I would like to thank our sponsors Renew Moline  
00:01:53 --> 00:01:56: is the primary sponsor who brought us together and the  
00:01:56 --> 00:02:00: other participants are John Deere City of Moline.  
00:02:00 --> 00:02:03: An Metrolink next slide please.  
00:02:03 --> 00:02:07: These are all the people we talked to and this  
00:02:07 --> 00:02:10: is called our stakeholder interview process.  
00:02:10 --> 00:02:13: It's an essential part of this exercise.  
00:02:13 --> 00:02:18: We now listen to the community and get their perspectives  
00:02:18 --> 00:02:18: very,  
00:02:18 --> 00:02:23: very helpful in trying to understand and get into the  
00:02:23 --> 00:02:26: granular detail of the dynamics of any community.  
00:02:26 --> 00:02:30: I'd particularly like to shout out Alex Elias,  
00:02:30 --> 00:02:33: who provided a superb and comprehensive.  
00:02:33 --> 00:02:37: Briefing book which was essential in enabling us to do  
00:02:37 --> 00:02:38: our job.  
00:02:38 --> 00:02:42: Next slide please. So here the panelists.  
00:02:42 --> 00:02:44: I'm going to tell you what they are gonna do.  
00:02:44 --> 00:02:46: You can see who they are,  
00:02:46 --> 00:02:49: but we're going to start out with Mike Byrne who's  
00:02:49 --> 00:02:51: going to talk about the market.  
00:02:51 --> 00:02:54: We're going to give you some vision and big ideas  
00:02:54 --> 00:02:56: from Tom Murphy and Ann Taylor.  
00:02:56 --> 00:03:00: The development program will be handled by Betty Massey  
and  
00:03:00 --> 00:03:00: myself.  
00:03:00 --> 00:03:03: And then we're going to have Dan Anderton talk about  
00:03:04 --> 00:03:06: design and planning and implementation.  
00:03:06 --> 00:03:10: An organization will be handled by Rick Rinehart and Nancy  
00:03:10 --> 00:03:11: Whitworth.  
00:03:11 --> 00:03:14: And then finally, we'll bring Tom Murphy back to give  
00:03:14 --> 00:03:16: a cold action next slide.  
00:03:18 --> 00:03:21: So these were the questions that we were asked to  
00:03:21 --> 00:03:22: focus on.

00:03:22 --> 00:03:25: How does Renew Moline in the city of Moline partner  
00:03:25 --> 00:03:30: with private property owners and organizations to maximize  
development potential  
00:03:30 --> 00:03:33: in creating new centers of activity?  
00:03:33 --> 00:03:37: How can we create one downtown environment in spite of  
00:03:37 --> 00:03:40: the significant impact of the new bridge?  
00:03:40 --> 00:03:44: How do we create an environment that is stable and  
00:03:44 --> 00:03:48: predictable that encourages creativity and innovation?  
00:03:48 --> 00:03:50: In new development.  
00:03:50 --> 00:03:52: Now I'd like to turn this over to Mike Byrne,  
00:03:52 --> 00:03:53: who will talk about the market.  
00:03:57 --> 00:04:02: Thank you, Rick. Good morning everyone.  
00:04:02 --> 00:04:08: Obviously Covid's Delta a body blow to central business  
districts  
00:04:08 --> 00:04:10: across the country.  
00:04:10 --> 00:04:14: I all all languages can be expected to rebound the  
00:04:14 --> 00:04:20: extent and paste that recovery remains somewhat uncertain.  
00:04:20 --> 00:04:24: With office downtown Moline.  
00:04:24 --> 00:04:29: Benefits from. Host of committed large employers in and  
around  
00:04:29 --> 00:04:31: in around the core,  
00:04:31 --> 00:04:35: but multi tenant Office space is affectively planning game of  
00:04:36 --> 00:04:37: musical chairs right now.  
00:04:37 --> 00:04:41: Hotel is well positioned for recovery in downtown Moline,  
00:04:41 --> 00:04:45: but the market overall in the Quad Cities might be  
00:04:45 --> 00:04:47: approaching saturation.  
00:04:47 --> 00:04:51: There's probably the most runway for multi family residential  
but  
00:04:51 --> 00:04:55: there is a need for somewhat lower price points to  
00:04:55 --> 00:04:57: learn recent college grads.  
00:04:57 --> 00:05:00: And catch up to downtown Davenport in that regard.  
00:05:00 --> 00:05:03: And then there's retail, which I'm going to focus on  
00:05:03 --> 00:05:07: not only because it's my specialty as a consultant,  
00:05:07 --> 00:05:08: my passion, and my obsession.  
00:05:08 --> 00:05:12: But also because it sets the stage for everything else  
00:05:12 --> 00:05:14: in the downtown setting.  
00:05:14 --> 00:05:17: First retail is often is is what is often the  
00:05:17 --> 00:05:20: only use that newcomers to a place,  
00:05:20 --> 00:05:23: whether they be visitors or investors.  
00:05:23 --> 00:05:26: The only use that they can see an even assess  
00:05:26 --> 00:05:28: with their own eyes,  
00:05:28 --> 00:05:32: they don't know what's necessarily going on upstairs.  
00:05:32 --> 00:05:37: In mixed use buildings, or they certainly don't know what's

00:05:37 --> 00:05:39: going on even on the ground level.

00:05:39 --> 00:05:43: In buildings without an active ground floor frontage,

00:05:43 --> 00:05:46: but they do see the retail.

00:05:46 --> 00:05:48: And for better for worse state,

00:05:48 --> 00:05:51: they use what they see and draw conclusions about a

00:05:51 --> 00:05:52: place,

00:05:52 --> 00:05:56: even if subconsciously retail then becomes critical to establishing and

00:05:56 --> 00:05:58: reinforcing the brand.

00:05:58 --> 00:06:02: Downtown Moline attracting young talent as well as driving the

00:06:02 --> 00:06:02: lease up,

00:06:02 --> 00:06:06: oven proof and premiums for other property types.

00:06:06 --> 00:06:09: Consider, for example, the impact of seeing West Elm in

00:06:09 --> 00:06:12: Des Moines East Village as a visitor,

00:06:12 --> 00:06:14: potential investor or perspective tenant.

00:06:14 --> 00:06:17: It tells a story. It provides A-frame of reference.

00:06:17 --> 00:06:24: So what's happening there? That's what retail can do next

00:06:24 --> 00:06:25: slide.

00:06:25 --> 00:06:28: Now let me just define retail here as including food

00:06:28 --> 00:06:29: and beverage,

00:06:29 --> 00:06:33: including entertainment, including personal services.

00:06:33 --> 00:06:36: Anything that's consumer facing.

00:06:36 --> 00:06:40: You know, and even with continuation of residential growth in

00:06:41 --> 00:06:42: downtown Moline,

00:06:42 --> 00:06:44: even with recovery of other drivers,

00:06:44 --> 00:06:47: the in place consumer demand will be insufficient.

00:06:47 --> 00:06:51: Ultimately, to support the full retail footprint of the Central

00:06:51 --> 00:06:53: Business District,

00:06:53 --> 00:06:57: which implies a need to better understand how downtown can

00:06:57 --> 00:07:00: position itself within the broader competitive ecology.

00:07:00 --> 00:07:05: Downtowns tend to attract interest from a specific subset of

00:07:05 --> 00:07:07: consumers and perspective tenants.

00:07:07 --> 00:07:10: For that reason, there cheap retail competitors are not the

00:07:10 --> 00:07:13: obvious ones like South Park Mall or John Deere Rd,

00:07:13 --> 00:07:15: but rather the regions other downtowns.

00:07:15 --> 00:07:19: Davenport East Moline, Bettendorf, and even Rock Island.

00:07:19 --> 00:07:23: Downtown Moline can, however, leverage a number of key advantages.

00:07:23 --> 00:07:24: Visa vie these other downtowns,

00:07:24 --> 00:07:27: including anchoring presence of TaxSlayer Center,

00:07:27 --> 00:07:29: the region's Premier entertainment venue,

00:07:29 --> 00:07:32: the access to and from the I74 Freeway,  
00:07:32 --> 00:07:33: as well as existing retail.  
00:07:33 --> 00:07:38: Conan Co tenancy, especially the food and beverage next  
slide.  
00:07:38 --> 00:07:40: So where do we see opportunities?  
00:07:40 --> 00:07:44: Well, there are opportunities for additional food and  
beverage,  
00:07:44 --> 00:07:48: especially with the TaxSlayer Center anchor as well as the  
00:07:48 --> 00:07:48: meeting trade.  
00:07:48 --> 00:07:51: Once those recover and potential exist,  
00:07:51 --> 00:07:54: in particular in riverfront locations which are few and far  
00:07:54 --> 00:07:58: between in the Quad Cities downtown can also broaden its  
00:07:58 --> 00:08:02: recreational and entertainment offerings beyond traditional  
bars and live music  
00:08:02 --> 00:08:06: venues. Small scale examples might include an additional  
coffeehouse,  
00:08:06 --> 00:08:08: a barcade, a gaming lounge.  
00:08:08 --> 00:08:10: And a paint and Sip Studio along the lines of  
00:08:10 --> 00:08:13: DIY craft studio but with alcohol also as part of  
00:08:13 --> 00:08:15: its pavilion attraction.  
00:08:15 --> 00:08:18: John Deere might add a dedicated area with an interactive  
00:08:18 --> 00:08:20: component for young children.  
00:08:20 --> 00:08:23: Specialty retail represents a greater challenge for downtown,  
00:08:23 --> 00:08:25: but don't believe the hype.  
00:08:25 --> 00:08:29: Perhaps counterintuitively, the argument for brick and mortar  
is actually  
00:08:29 --> 00:08:30: strengthened over the last year,  
00:08:30 --> 00:08:33: and the collection of boutiques here could we believe the  
00:08:33 --> 00:08:36: expanded upon so as to cater to both the visitor  
00:08:36 --> 00:08:39: contingent as well as an underserved subset of regional  
shoppers.  
00:08:39 --> 00:08:43: Finally, while the population densities might not support a  
traditional  
00:08:43 --> 00:08:44: supermarket right now,  
00:08:44 --> 00:08:47: certain smaller hybrid formats and operators might be in your  
00:08:47 --> 00:08:48: term possibility.  
00:08:48 --> 00:08:50: Next slide.  
00:08:50 --> 00:08:52: So where to find these prospects?  
00:08:52 --> 00:08:55: Well, the most promising or what I call the regional  
00:08:55 --> 00:08:58: and local chainlet smaller operators that are not ubiquitous  
and  
00:08:58 --> 00:09:00: that have some local flavor,  
00:09:00 --> 00:09:03: but that can still offer a track record to reassure  
00:09:03 --> 00:09:07: landlords like Johnny's Italian or beer Steuben Urban

Farmhouse.

00:09:07 --> 00:09:10: They might be sourced from other successful downtowns like Leclerc,

00:09:10 --> 00:09:14: Galina, or even Demoine. Another pool of possibilities,

00:09:14 --> 00:09:17: or the aspiring champions from across the regions that have

00:09:17 --> 00:09:19: been successful with the first location and want to expand

00:09:19 --> 00:09:20: was second,

00:09:20 --> 00:09:21: and finally the step up.

00:09:21 --> 00:09:24: Entrepreneurs that have cut their teeth in incubator platforms like

00:09:24 --> 00:09:26: the Mercado in the market,

00:09:26 --> 00:09:28: but who are now looking for permanent spaces.

00:09:28 --> 00:09:31: Next slide. A critical piece to all of this is

00:09:31 --> 00:09:32: clustering.

00:09:32 --> 00:09:35: We, as consumers, prefer to spend our money where we

00:09:35 --> 00:09:37: can find many choices in one place.

00:09:37 --> 00:09:39: This holds for boutique shopping,

00:09:39 --> 00:09:41: for food and beverage, especially retailers,

00:09:41 --> 00:09:43: Meanwhile, tend to travel in packs.

00:09:43 --> 00:09:46: They do much better in close proximity to one another,

00:09:46 --> 00:09:49: even in close proximity to their direct competitors.

00:09:49 --> 00:09:53: That's why malls and shopping centers have been so successful

00:09:53 --> 00:09:55: over the years and only grown larger over time.

00:09:55 --> 00:09:58: You see this in downtown Moline if you look at

00:09:58 --> 00:10:01: the map where businesses have clustered on particular blocks along

00:10:01 --> 00:10:04: 5th Ave and on River Dr West of the Arsenal

00:10:04 --> 00:10:09: Bridge. Now, even having two poorly contained poorly connected clusters

00:10:09 --> 00:10:12: as exists in downtown Moline is a bit worrisome,

00:10:12 --> 00:10:15: but you will need to hold the line on creating

00:10:15 --> 00:10:18: from scratch a third center of gravity for retail in

00:10:18 --> 00:10:19: or around downtown.

00:10:19 --> 00:10:23: Instead, you should be doubling down on those two existing

00:10:23 --> 00:10:27: clusters and looking to extend spatially from there and think

00:10:27 --> 00:10:31: in terms of other complementary uses elsewhere.

00:10:31 --> 00:10:34: Next slide. Now, there are some contingencies to all of

00:10:34 --> 00:10:35: this.

00:10:35 --> 00:10:38: One will property owners be both willing and able to

00:10:38 --> 00:10:39: offer the kinds of rents,

00:10:39 --> 00:10:43: build out allowances and leasing structures that interested tenants will

00:10:43 --> 00:10:46: need to survive and thrive in the submarket an overtime  
00:10:46 --> 00:10:46: two?  
00:10:46 --> 00:10:49: Will there be a nonprofit partner that can support landlords  
00:10:49 --> 00:10:53: and brokers with a more proactive approach to finding and  
00:10:53 --> 00:10:55: vetting prospects from other markets?  
00:10:55 --> 00:10:58: And with new collateral materials that make the case of  
00:10:58 --> 00:11:00: those prospects for downtown Moline,  
00:11:00 --> 00:11:02: three will the public and nonprofit sector.  
00:11:02 --> 00:11:06: Partner in the development of a more robust infrastructure for  
00:11:06 --> 00:11:09: step up entrepreneurs so that they can graduate from  
incubator  
00:11:09 --> 00:11:13: platforms to permit storefronts and four with the  
experimentation of  
00:11:13 --> 00:11:16: the covid era be leveraged into a broader reimagining of  
00:11:16 --> 00:11:19: public space and retail's place in it.  
00:11:19 --> 00:11:21: One example is on the core blocks of 5th Ave,  
00:11:21 --> 00:11:24: especially since it will now stop at the new bridge  
00:11:24 --> 00:11:27: and since 4th and six will remain a one way  
00:11:27 --> 00:11:27: couplet,  
00:11:27 --> 00:11:30: might there be a possibility of closing it on weekend  
00:11:30 --> 00:11:34: evenings and extending the vibe and vitality of the Mercado?  
00:11:34 --> 00:11:37: Further East. Now obviously there is a question of who's  
00:11:37 --> 00:11:38: gonna do all this.  
00:11:38 --> 00:11:41: My colleagues Rick Rinehart and answer with more will be  
00:11:41 --> 00:11:42: speaking about this later,  
00:11:42 --> 00:11:45: but for now, hopefully some of these retail specific ideas  
00:11:45 --> 00:11:46: have whet your appetite.  
00:11:46 --> 00:11:48: And now for some even bigger ones.  
00:11:48 --> 00:11:50: I'm going to hand it off to my colleague Ann  
00:11:51 --> 00:11:51: Taylor.  
00:11:58 --> 00:11:59: Good morning.  
00:12:01 --> 00:12:06: I'm Ann Taylor and I've spent about 30 years helping  
00:12:06 --> 00:12:08: real estate developers,  
00:12:08 --> 00:12:12: people who build cities, develop brands,  
00:12:12 --> 00:12:18: communicate and engage audiences, and one of the things  
that  
00:12:18 --> 00:12:22: I will tell you that's very critical to success.  
00:12:22 --> 00:12:25: Is to understand what is a vision,  
00:12:25 --> 00:12:30: what is a big idea that will help energize and  
00:12:30 --> 00:12:36: engage people to come alongside you and help you make  
00:12:36 --> 00:12:37: it true?  
00:12:37 --> 00:12:39: To think about what is your purpose,  
00:12:39 --> 00:12:42: what are your guiding principles?

00:12:42 --> 00:12:45: That's what we will be focusing on.

00:12:45 --> 00:12:49: And we really want to begin with what's true about

00:12:49 --> 00:12:50: Moline.

00:12:50 --> 00:12:54: Think about it. Moline today has inherited a great legacy

00:12:54 --> 00:12:55: from the 1880s,

00:12:55 --> 00:12:59: when the riches of the Mississippi River,

00:12:59 --> 00:13:04: the Forest Natural Resources and Agriculture created opportunity and wealth,

00:13:04 --> 00:13:10: and on this foundation, then Moline became a great manufacturing

00:13:10 --> 00:13:11: powerhouse.

00:13:11 --> 00:13:14: You had the innovation, the machines,

00:13:14 --> 00:13:16: the know how that fed our country,

00:13:16 --> 00:13:19: and one great wars and all of that was made

00:13:19 --> 00:13:21: right here by hard working,

00:13:21 --> 00:13:26: humble Midwesterners. Now you don't need us from the Urban

00:13:26 --> 00:13:29: Land Institute to tell you that the world has turned

00:13:29 --> 00:13:30: upside down.

00:13:30 --> 00:13:34: This was happening before the devastating pandemic,

00:13:34 --> 00:13:39: and really, the shattering upheaval that's happened over the past

00:13:39 --> 00:13:39: year,

00:13:39 --> 00:13:43: the brightest and most heavily recruited young people,

00:13:43 --> 00:13:48: those famous millennials. Who are my children and jenn's ears

00:13:49 --> 00:13:53: had migrated to hip coastal cities and good solid small

00:13:53 --> 00:13:57: towns were finding it hard to hang on to talent,

00:13:57 --> 00:14:02: to attract tourism and to lure corporate relocation.

00:14:02 --> 00:14:05: What used to attract investment workers,

00:14:05 --> 00:14:10: residents and create jobs wasn't working anymore.

00:14:10 --> 00:14:15: However, during the pandemic, even as we begin to reawakening

00:14:15 --> 00:14:18: an re emerge from our isolation,

00:14:18 --> 00:14:22: small towns have had a stronger appeal and living on the coast has become cost prohibitive or the quality of

00:14:22 --> 00:14:27: life has been found lacking.

00:14:27 --> 00:14:29:

00:14:29 --> 00:14:33: And what we saw with many of the people that

00:14:33 --> 00:14:38: we interviewed his stakeholders is these are boomerang professionals.

00:14:38 --> 00:14:42: There people who grew up in the Quad Cities.

00:14:42 --> 00:14:46: They launched out into the world and now they've come back to raise families and pursue their careers.

00:14:46 --> 00:14:50:

00:14:50 --> 00:14:54: They have rediscovered the value of Moline.



00:14:54 --> 00:14:56: What did they learned that?  
00:14:56 --> 00:15:01: We need to tell others and make more widely known  
00:15:01 --> 00:15:03: about Moline.  
00:15:03 --> 00:15:06: Now generally people fear and resist change.  
00:15:06 --> 00:15:11: Some of us really do not enjoy the conflict and  
00:15:11 --> 00:15:12: the friction.  
00:15:12 --> 00:15:18: That's inevitable when something new comes into collision  
with the  
00:15:18 --> 00:15:19: status quo.  
00:15:19 --> 00:15:22: But we all know that is living,  
00:15:22 --> 00:15:26: breathing things as we and cities are.  
00:15:26 --> 00:15:31: That means change and all healthy living things grow,  
00:15:31 --> 00:15:35: and if we're not changing and we're not growing.  
00:15:35 --> 00:15:39: We need to do something different.  
00:15:39 --> 00:15:43: So next slide.  
00:15:43 --> 00:15:45: We want you to be be authentic.  
00:15:45 --> 00:15:49: We want you to begin where you are with what  
00:15:49 --> 00:15:51: you have and start right now.  
00:15:51 --> 00:15:55: And I just want to mention this word cloud that  
00:15:55 --> 00:16:00: came out of the Quad Cities Tourism Masterplan and I  
00:16:00 --> 00:16:04: want to tell you that deer was a misspelling by  
00:16:04 --> 00:16:09: some for John Deere. But certainly the words Mississippi  
River  
00:16:09 --> 00:16:14: family fun and John Deere were mentioned very frequently.  
00:16:14 --> 00:16:18: Among people who were talking about what could attract  
tourism  
00:16:18 --> 00:16:19: and visitors,  
00:16:19 --> 00:16:22: but begin with what you have.  
00:16:22 --> 00:16:25: Where you are right now and we want you to  
00:16:25 --> 00:16:26: have a clear,  
00:16:26 --> 00:16:31: exciting path forward and that means big ideas and bold  
00:16:31 --> 00:16:35: moves to organize and energize your people around.  
00:16:37 --> 00:16:39: So the big idea.  
00:16:41 --> 00:16:46: First bold move. To really reimagine this city as a  
00:16:46 --> 00:16:48: welcoming place made for,  
00:16:48 --> 00:16:52: creators, makers and great outdoor experiences,  
00:16:52 --> 00:16:57: you'll hear a lot more coming up about a great  
00:16:57 --> 00:17:02: River park that's active and engaging that has many things  
00:17:02 --> 00:17:04: for people to do.  
00:17:04 --> 00:17:08: And we think that this is very authentic for this  
00:17:08 --> 00:17:14: area because people are already really excited about the  
opportunities  
00:17:14 --> 00:17:18: they have right here for the YMCA Rowing Club for

00:17:18 --> 00:17:23: Biking for the Trails. And we think that you can  
00:17:23 --> 00:17:27: only double down on that and make that something that  
00:17:27 --> 00:17:32: does even more to tell the story of what's uniquely  
00:17:32 --> 00:17:37: yours. Your history. You're unique features and one of the  
00:17:37 --> 00:17:41: things we want you to know is that we recognize  
00:17:41 --> 00:17:45: you already have a great start on this with Coney.  
00:17:45 --> 00:17:47: With the John Deere comments,  
00:17:47 --> 00:17:51: you've got great individual pieces and like again,  
00:17:51 --> 00:17:54: the rowing thinner and Sylvan Island.  
00:17:54 --> 00:17:58: We want you to reconnect those or to connect those  
00:17:58 --> 00:18:03: separate elements into a more continuous waterfront  
experience.  
00:18:03 --> 00:18:09: Think about. Signage, sculpture, riverfront experiences with  
cafes,  
00:18:09 --> 00:18:13: food trucks, kiosks, all of its celebrating.  
00:18:13 --> 00:18:16: What's authentic about your spirit,  
00:18:16 --> 00:18:21: your history, your friendliness and a genuine warmth of  
Moline.  
00:18:21 --> 00:18:25: We're also going to talk about adding green space to  
00:18:25 --> 00:18:29: serve the additional housing that we're recommending.  
00:18:29 --> 00:18:35: There's an excellent opportunity to replace a surface parking  
lot.  
00:18:35 --> 00:18:39: With an active greenspace that creates more of a moment  
00:18:39 --> 00:18:40: of arrival.  
00:18:40 --> 00:18:42: Please.  
00:18:42 --> 00:18:45: Another big idea in bold move is to build a  
00:18:45 --> 00:18:48: truly great downtown neighborhood.  
00:18:48 --> 00:18:52: And again, you've already got a great start on this.  
00:18:52 --> 00:18:56: We're not asking you to build from scratch on anything,  
00:18:56 --> 00:19:00: but to build upon the strengths that you already have,  
00:19:00 --> 00:19:03: so we know that you have the ability to be  
00:19:03 --> 00:19:07: very attractive to people who want to live in a  
00:19:07 --> 00:19:07: walkable,  
00:19:07 --> 00:19:11: pedestrian oriented car, independent neighborhood.  
00:19:11 --> 00:19:14: And So what we're talking about?  
00:19:14 --> 00:19:17: Is being able to appeal to those who are younger  
00:19:17 --> 00:19:21: just starting out as well as the empty nesters who  
00:19:21 --> 00:19:25: are downsizing and I can speak from experience as an  
00:19:25 --> 00:19:28: empty nester who's downsized into a small apt.  
00:19:28 --> 00:19:32: I live right on the River in downtown Austin so  
00:19:32 --> 00:19:36: think about other ways to make that complete lifestyle more  
00:19:36 --> 00:19:37: attractive.  
00:19:37 --> 00:19:41: And another thing that we will talk about a little

00:19:41 --> 00:19:44: later is the heart of the Arts District or an  
00:19:44 --> 00:19:48: area around there re purpose Speegle building.  
00:19:48 --> 00:19:52: Again, something that can signal something new and exciting  
is  
00:19:52 --> 00:19:53: happening here,  
00:19:53 --> 00:19:57: so we'd love the row houses that already exist in  
00:19:57 --> 00:20:01: the green spaces and those will be great places for  
00:20:01 --> 00:20:03: the next big ideas and bold moves,  
00:20:03 --> 00:20:08: which is to spur the new economic drivers for the  
00:20:08 --> 00:20:08: future.  
00:20:08 --> 00:20:13: We didn't hear very much in our interviews about job  
00:20:13 --> 00:20:14: creation,  
00:20:14 --> 00:20:19: and we believe that job creation job retention is fundamental.  
00:20:19 --> 00:20:23: We know that there is a new economy emerging and  
00:20:23 --> 00:20:28: the existing strong job space that you have here can  
00:20:28 --> 00:20:33: provide a great foundation for the jobs that are to  
00:20:33 --> 00:20:38: come. So we're talking about building on your history of  
00:20:38 --> 00:20:39: invention an making.  
00:20:39 --> 00:20:44: To inform the development of these maker spaces,  
00:20:44 --> 00:20:47: people today crave what's authentic,  
00:20:47 --> 00:20:50: handmade, unique, and you know,  
00:20:50 --> 00:20:57: maker space doesn't necessarily mean you know something  
that's very  
00:20:57 --> 00:20:59: elite or exclusive.  
00:20:59 --> 00:21:04: Not at all. We're talking about even things like welding  
00:21:04 --> 00:21:05: shops,  
00:21:05 --> 00:21:11: the opportunity to really think about creative arts driven.  
00:21:11 --> 00:21:15: Economic drivers, arts, dance, crafts,  
00:21:15 --> 00:21:20: food, live music, film, all kinds of ways to express  
00:21:20 --> 00:21:21: yourself.  
00:21:21 --> 00:21:25: We want to help people in Moline and visitors who  
00:21:25 --> 00:21:30: will come find ways to really develop their talents and  
00:21:30 --> 00:21:35: turn those into small businesses and think about it.  
00:21:35 --> 00:21:40: At one time, the idea of people putting people into  
00:21:40 --> 00:21:41: an.  
00:21:41 --> 00:21:45: Elevator and moving them up into a tower was an  
00:21:45 --> 00:21:46: outlandish idea.  
00:21:46 --> 00:21:50: It seemed wild and crazy to put people on a  
00:21:50 --> 00:21:52: moving staircase.  
00:21:52 --> 00:21:57: And yet people right here in Moline figured out how  
00:21:57 --> 00:22:01: to do it and they turned it into an international  
00:22:01 --> 00:22:02: business.

00:22:02 --> 00:22:07: So we want to help find what's the next outlandish  
00:22:07 --> 00:22:13: idea that can become a true business economic driver.  
00:22:13 --> 00:22:16: One of the things that we want you to focus  
00:22:16 --> 00:22:18: on his partnership,  
00:22:18 --> 00:22:20: and you know, as we say,  
00:22:20 --> 00:22:22: if you want to go fast,  
00:22:22 --> 00:22:24: go alone. If you want to go far,  
00:22:24 --> 00:22:29: go together. Now we recognize that sometimes the  
openness,  
00:22:29 --> 00:22:34: transparency and and partnership that's required to get big  
things  
00:22:35 --> 00:22:35: done.  
00:22:35 --> 00:22:39: It's hard work, and it often means conflict and friction  
00:22:40 --> 00:22:42: that you have to work through.  
00:22:42 --> 00:22:45: So we're going to advance these ideas.  
00:22:45 --> 00:22:51: About how to build partnerships.  
00:22:51 --> 00:22:55: And financing these bold ideas that we'll talk about later,  
00:22:55 --> 00:22:58: you'll say that idea is to grant we can't afford  
00:22:58 --> 00:22:59: it.  
00:22:59 --> 00:23:00: Well, we'll show you that,  
00:23:00 --> 00:23:03: yes, you can. It will create.  
00:23:03 --> 00:23:06: It will require a dedicated Development Fund,  
00:23:06 --> 00:23:08: but also complicated to some people.  
00:23:08 --> 00:23:12: Capital struct stack and will help you understand how to  
00:23:12 --> 00:23:15: be entrepreneurial in its application.  
00:23:15 --> 00:23:19: You will learn from experts who've been there and done  
00:23:19 --> 00:23:20: it before.  
00:23:20 --> 00:23:23: How to use your money to attract more money in  
00:23:23 --> 00:23:25: new and different ways.  
00:23:25 --> 00:23:29: And finally, we'll talk about how to program an market  
00:23:29 --> 00:23:30: your spaces.  
00:23:30 --> 00:23:33: Remember you're telling a story,  
00:23:33 --> 00:23:36: you've got a great vision to be proactive and go  
00:23:36 --> 00:23:40: out there and think about who do we want to  
00:23:40 --> 00:23:41: be in these spaces?  
00:23:41 --> 00:23:45: Who do we want to come and enjoy the experiences  
00:23:45 --> 00:23:45: over?  
00:23:45 --> 00:23:49: Communicate if you feel like you've communicated,  
00:23:49 --> 00:23:53: communicated, and communicated about these things,  
00:23:53 --> 00:23:57: you may be almost communicated enough.  
00:23:57 --> 00:24:01: So again, we want you to be very proactive about  
00:24:01 --> 00:24:04: renewing and refreshing Moline's brand.  
00:24:04 --> 00:24:08: We want you to establish an exciting and compelling vision

00:24:08 --> 00:24:12: that's all built on the story of Moline Selvish vision  
00:24:12 --> 00:24:15: to partners who share your excitement.  
00:24:15 --> 00:24:17: The partners that you want.  
00:24:17 --> 00:24:21: You already have a history of investing in your public  
00:24:21 --> 00:24:21: realm.  
00:24:21 --> 00:24:25: You've done done a really good job with your Main  
00:24:25 --> 00:24:26: Street activation.  
00:24:26 --> 00:24:30: With your hotels, you have a regional attraction.  
00:24:30 --> 00:24:31: With this axe layer arena.  
00:24:31 --> 00:24:35: And so we think that you can continue to build  
00:24:35 --> 00:24:38: on your history also of rolling out the welcome mat  
00:24:38 --> 00:24:42: to the international business travelers who had a history of  
00:24:42 --> 00:24:46: coming to Moline. You've shown that you can welcome a  
00:24:46 --> 00:24:51: very diverse international audience and we think there's great  
energy  
00:24:51 --> 00:24:55: and vibrancy in the different cultures that already exist and  
00:24:55 --> 00:24:57: are wanting to come to Moline.  
00:25:00 --> 00:25:04: Thanks for for your attention this morning for inviting us  
00:25:04 --> 00:25:05: in.  
00:25:05 --> 00:25:09: And now we'll talk more about actually what we're talking  
00:25:09 --> 00:25:12: about building in the development program,  
00:25:12 --> 00:25:15: and I'd like to turn it over to my colleagues.  
00:25:21 --> 00:25:25: OK, now I'm ready. Good morning.  
00:25:25 --> 00:25:30: I'm Betty Massey. I live now in.  
00:25:30 --> 00:25:35: Galveston, TX, but I grew up in a suburb of  
00:25:35 --> 00:25:37: Chicago.  
00:25:37 --> 00:25:40: In the summer I was 16.  
00:25:40 --> 00:25:46: I participated in Illinois Girls State and my roommate in  
00:25:47 --> 00:25:52: that little Adventure was a young girl from Moline.  
00:25:52 --> 00:25:59: We became friends and later that summer I visited Jean  
00:25:59 --> 00:26:04: in Moline and even as a 16 year old.  
00:26:04 --> 00:26:08: I thought how cool it was to live along the  
00:26:08 --> 00:26:13: Mississippi River later in my life when my husband was  
00:26:13 --> 00:26:19: a graduate student at the University of Wisconsin at  
Lacrosse,  
00:26:19 --> 00:26:23: I had my chance to live for a few years  
00:26:23 --> 00:26:28: along the Mississippi and it really is a special place  
00:26:28 --> 00:26:29: in our country.  
00:26:29 --> 00:26:35: When we were interviewing many of you on Monday  
afternoon.  
00:26:35 --> 00:26:39: We heard the word River over and over again and  
00:26:39 --> 00:26:42: the desire to connect to the River.  
00:26:42 --> 00:26:48: We heard about wanting to attract young talent back to

00:26:49 --> 00:26:52: the city as Ann was saying the.  
00:26:52 --> 00:27:00: Boomerang is happening, but the need to continue to attract  
00:27:00 --> 00:27:02: young talented.  
00:27:02 --> 00:27:08: Individuals and families to the Moline area stands we heard  
00:27:09 --> 00:27:09: about.  
00:27:09 --> 00:27:15: Creativity and maker space and the arts as an economic  
00:27:15 --> 00:27:16: driver.  
00:27:16 --> 00:27:21: So when we set out on the development program,  
00:27:21 --> 00:27:25: one of the first.  
00:27:25 --> 00:27:30: Areas we looked at was the opportunity to create a  
00:27:30 --> 00:27:33: heart of the arts development next slide,  
00:27:33 --> 00:27:34: please.  
00:27:38 --> 00:27:44: Is an indicated, I think in her presentation the building  
00:27:44 --> 00:27:49: we focused in on was is the old his old  
00:27:49 --> 00:27:51: Speegle building.  
00:27:51 --> 00:27:55: But we focused on it as part of a larger  
00:27:55 --> 00:28:00: development that my colleague stand and Rick will talk about  
00:28:00 --> 00:28:06: the creation of a Milltown neighborhood with the Speagle  
building  
00:28:06 --> 00:28:09: as the anchor and the kickoff project.  
00:28:09 --> 00:28:14: What we're envisioning here is a combination of artist live  
00:28:14 --> 00:28:18: workspace on the upper floors of the building,  
00:28:18 --> 00:28:22: and then Gallery and performance space.  
00:28:22 --> 00:28:26: On the ground floor with the addition of a new  
00:28:27 --> 00:28:33: construction building to the South of the existing Speegle  
building  
00:28:33 --> 00:28:37: that adds a density to the area,  
00:28:37 --> 00:28:44: in creates additional artists, artists and Makerspace Live  
workspace and  
00:28:44 --> 00:28:50: then a community space that could be programmed for  
everything  
00:28:50 --> 00:28:52: from indoor sports.  
00:28:52 --> 00:28:57: Two classes to community meetings.  
00:28:57 --> 00:29:02: The Spiegel is one of the critical anchors in this  
00:29:02 --> 00:29:05: Milltown neighborhood concept,  
00:29:05 --> 00:29:11: but another already existing anchor is the Heritage Church  
just  
00:29:11 --> 00:29:15: toward the River from from the Spiegel.  
00:29:15 --> 00:29:21: We talked with a several representatives from the Heritage  
Church  
00:29:21 --> 00:29:26: and one of the messages that came out loud and  
00:29:26 --> 00:29:28: clear was a sincere.  
00:29:28 --> 00:29:33: Desire to connect the church.

00:29:33 --> 00:29:36: To the Greater Moline community,  
00:29:36 --> 00:29:42: the church will plan integral part in the redevelopment or  
00:29:42 --> 00:29:46: the development of this Milltown neighborhood,  
00:29:46 --> 00:29:51: so I'm going to hand off the bigger picture to  
00:29:51 --> 00:29:52: Dan.  
00:29:52 --> 00:29:55: And take it away.  
00:29:55 --> 00:29:58: Well, it's a it's definitely a pleasure to be a  
00:29:58 --> 00:29:59: part of this panel,  
00:29:59 --> 00:30:01: and I always love doing these.  
00:30:01 --> 00:30:05: It's my opportunity to dream with all of you and  
00:30:05 --> 00:30:08: so just as a caveat as we move into this.  
00:30:08 --> 00:30:11: I did my share of dreaming on this one because  
00:30:11 --> 00:30:14: I thought it was important and we as a panel  
00:30:14 --> 00:30:18: discussed it and came up with the same importance that  
00:30:18 --> 00:30:21: you have a way to be able to pull people  
00:30:21 --> 00:30:24: off of I-70 four and have them visit you.  
00:30:24 --> 00:30:28: And so some of these things we're talking to talk  
00:30:28 --> 00:30:31: about today are to serve that purpose,  
00:30:31 --> 00:30:34: to bring tourists and bring people off a 74 into  
00:30:34 --> 00:30:36: your community.  
00:30:36 --> 00:30:39: And the other is to start to DQ to connect  
00:30:39 --> 00:30:42: spaces and places with anchor places.  
00:30:42 --> 00:30:44: So we're going to take a tour if you see  
00:30:45 --> 00:30:48: the yellow line on this image in front of you  
00:30:48 --> 00:30:52: were going to take a tour counterclockwise around starting at  
00:30:52 --> 00:30:55: 2nd and 19th, going over to.  
00:30:55 --> 00:30:58: Closet Bass, St Landing and then turning there and going  
00:30:58 --> 00:31:01: up 17th to 5th and around and we're going to  
00:31:01 --> 00:31:05: concentrate in our discussions on that particular pedestrian  
as a  
00:31:05 --> 00:31:09: pedestrian focus route and Rick will be joining me here  
00:31:09 --> 00:31:11: in a little bit to talk about some of it.  
00:31:11 --> 00:31:14: Some of it also, but there's a lot of elements  
00:31:14 --> 00:31:17: that we're showing that we're going to talk about and  
00:31:17 --> 00:31:20: I'll just call out some of those going to talk  
00:31:20 --> 00:31:23: about a milltown basis. We come up with the name  
00:31:23 --> 00:31:26: Milltown because obviously from the history.  
00:31:26 --> 00:31:29: Moline means Milltown, and so it seemed positive.  
00:31:29 --> 00:31:31: Can you go back to this one slide for just  
00:31:31 --> 00:31:32: a second?  
00:31:32 --> 00:31:34: We're going to start in the Milltown,  
00:31:34 --> 00:31:37: based on newly named little neighborhood.

00:31:37 --> 00:31:40: And we're going to talk about some of those elements  
00:31:41 --> 00:31:42: in there and go around.  
00:31:42 --> 00:31:45: And we're going to talk about a park and some  
00:31:45 --> 00:31:47: infill housing and other pieces of it.  
00:31:47 --> 00:31:49: So now you can switch to that.  
00:31:49 --> 00:31:53: So starting down there at 2nd and 19th.  
00:31:53 --> 00:31:58: Again, the Speagle building, which is the little building down  
00:31:58 --> 00:31:59: there on River Rd.  
00:31:59 --> 00:32:03: And then just North of that is that other part  
00:32:03 --> 00:32:05: that we talked about,  
00:32:05 --> 00:32:07: which is the the.  
00:32:07 --> 00:32:11: It's intended to be a first floor hybe makerspace with  
00:32:11 --> 00:32:14: potentially having residential above it.  
00:32:14 --> 00:32:17: That space could be used for is pretty much an  
00:32:17 --> 00:32:17: open space,  
00:32:17 --> 00:32:20: but a lot of things could happen in there as  
00:32:20 --> 00:32:24: far as whatever your imaginations can can come up with.  
00:32:24 --> 00:32:28: I've had the opportunity of working on several projects over  
00:32:28 --> 00:32:32: the last few years that are sports entertainment venues and  
00:32:32 --> 00:32:33: they have ropes,  
00:32:33 --> 00:32:37: courses and trapeze centers and an climbing walls and  
indoor  
00:32:37 --> 00:32:38: basketball and.  
00:32:38 --> 00:32:41: All kinds of indoor spaces from a sports point of  
00:32:41 --> 00:32:41: view,  
00:32:41 --> 00:32:44: but we also want to focus on the ability of  
00:32:44 --> 00:32:45: creating makerspaces,  
00:32:45 --> 00:32:48: and it even shows the Plaza outside of it with  
00:32:48 --> 00:32:50: the idea of places for storage.  
00:32:50 --> 00:32:53: For you know if there was a welding center,  
00:32:53 --> 00:32:56: there can be storage for metals or other types of  
00:32:56 --> 00:32:57: things,  
00:32:57 --> 00:33:00: so that whole Plaza area can become an arts and  
00:33:00 --> 00:33:01: entertainment makerspace.  
00:33:01 --> 00:33:05: Something really cool and exciting and you can see behind  
00:33:05 --> 00:33:08: it what we thought we would be a really good  
00:33:08 --> 00:33:08: idea.  
00:33:08 --> 00:33:11: Underneath the freeway in that area is to create a  
00:33:11 --> 00:33:15: parking lot to help service this whole downtown area and  
00:33:15 --> 00:33:16: make it so it's it's hidden.  
00:33:16 --> 00:33:20: It's underneath. There were still allowing for a bike path  
00:33:20 --> 00:33:22: to go along the water above it,



00:33:22 --> 00:33:26: and then also other connections down below it on River  
00:33:26 --> 00:33:29: Road and we're really focusing on trying to keep River  
00:33:29 --> 00:33:31: Rd traffic moving.  
00:33:31 --> 00:33:35: And then building around that so we can go to  
00:33:35 --> 00:33:36: the next slide.  
00:33:36 --> 00:33:39: So here's some of those big ideas.  
00:33:39 --> 00:33:42: You can see out in the water what we're proposing  
00:33:42 --> 00:33:43: is a waterspout,  
00:33:43 --> 00:33:45: anywhere from 2 to 400.  
00:33:45 --> 00:33:48: There's actually ones that are higher than that,  
00:33:48 --> 00:33:50: but something that can be seen,  
00:33:50 --> 00:33:53: whether it's a water spout or whatever it is,  
00:33:53 --> 00:33:56: but something that can be seen from I74 as people  
00:33:56 --> 00:33:59: are coming across the Mississippi or coming up and say,  
00:33:59 --> 00:34:03: hey, there's something I think it's worth stopping for.  
00:34:03 --> 00:34:06: You're also seeing on there there's possibility of a zip  
00:34:07 --> 00:34:09: line going from the elevator tower on.  
00:34:09 --> 00:34:12: The church is property across the water to like a  
00:34:12 --> 00:34:14: fire tower on the other side,  
00:34:14 --> 00:34:16: you get off the fire tower.  
00:34:16 --> 00:34:18: You get great views off of the island.  
00:34:18 --> 00:34:22: Could never figure out what the name of the island  
00:34:22 --> 00:34:22: is.  
00:34:22 --> 00:34:24: You guys probably know what it is,  
00:34:24 --> 00:34:27: but I'm going to call it Mill Island for now.  
00:34:27 --> 00:34:30: But on that island then we can create bike trails  
00:34:30 --> 00:34:34: and nature trails and have a whole experience there and  
00:34:34 --> 00:34:37: then use a water ferry or water taxi to get  
00:34:37 --> 00:34:40: back across to the Milltown area now in.  
00:34:40 --> 00:34:43: In the Midtown area were also showing the potential idea  
00:34:43 --> 00:34:45: for a basin or a channel,  
00:34:45 --> 00:34:47: and we think that would be really cool.  
00:34:47 --> 00:34:50: It can sort of two different ways it could be  
00:34:50 --> 00:34:50: done.  
00:34:50 --> 00:34:54: Two different ways is we recognize that it could come  
00:34:54 --> 00:34:55: off the Mississippi,  
00:34:55 --> 00:34:58: but that may be very difficult to do so if  
00:34:58 --> 00:35:00: not we'll put a bike bridge.  
00:35:00 --> 00:35:03: Either way will put a bike bridge over that for  
00:35:03 --> 00:35:05: the bike crossing and it'll either be,  
00:35:05 --> 00:35:08: a wall to separate the two spaces that Mississippi and  
00:35:09 --> 00:35:09: the basin,

00:35:09 --> 00:35:13: or it could be a connect through.  
00:35:13 --> 00:35:15: Like I I got so I got to see in  
00:35:15 --> 00:35:17: Copenhagen but something like that.  
00:35:17 --> 00:35:21: But the water basin that we're talking about is about  
00:35:21 --> 00:35:24: 850 feet long and it's about 60 to 90 feet  
00:35:24 --> 00:35:28: wide and it would allow rooms for like hockey ice  
00:35:28 --> 00:35:31: skating. All those kinds of uses in the winter and  
00:35:31 --> 00:35:33: in the in the summer.  
00:35:33 --> 00:35:37: It could be small boat traffic paddle boats.  
00:35:37 --> 00:35:42: Kayaks, whatever, and then on flanking those that water  
basin  
00:35:42 --> 00:35:44: you're seeing the potential for kiosk,  
00:35:44 --> 00:35:49: retail, and other types of commercial uses and maker shops  
00:35:49 --> 00:35:49: and an.  
00:35:49 --> 00:35:53: It may be a signature restaurant at the end and  
00:35:53 --> 00:35:56: down at the bottom of the turn around part of  
00:35:56 --> 00:35:59: the basis you know fountain in there,  
00:35:59 --> 00:36:02: but there's also the idea of having like a Moline  
00:36:02 --> 00:36:05: History Museum to talk about the mill.  
00:36:05 --> 00:36:08: City idea and and it also could also serve as  
00:36:08 --> 00:36:10: a visitors welcome center,  
00:36:10 --> 00:36:13: right off I-70. Four could be a very easy place  
00:36:13 --> 00:36:17: to stop and get people oriented and to get used  
00:36:17 --> 00:36:19: to the space and what they're seeing.  
00:36:19 --> 00:36:21: The next slide.  
00:36:21 --> 00:36:25: So here's a cross section of that basin and you're  
00:36:25 --> 00:36:26: seeing on the left.  
00:36:26 --> 00:36:30: You see it goes from the some infill townhouses across  
00:36:30 --> 00:36:33: the street to the keyas to the water basin,  
00:36:33 --> 00:36:36: and that's shown as a wall with floating docks inside  
00:36:36 --> 00:36:37: of it,  
00:36:37 --> 00:36:40: so that if it did connect it would allow for  
00:36:40 --> 00:36:44: water elevation change on those docs in those docs could  
00:36:44 --> 00:36:47: also be the access for the the ice skating in  
00:36:47 --> 00:36:50: the winter. It could be a fishing area in the  
00:36:50 --> 00:36:52: summer if they were fishing there.  
00:36:52 --> 00:36:56: On the right you're seeing some of that small commercial  
00:36:56 --> 00:36:57: type uses,  
00:36:57 --> 00:37:00: and then you're seeing further over this heist,  
00:37:00 --> 00:37:03: high ceiling residential, an event space,  
00:37:03 --> 00:37:06: and then on the example is a in Geneva,  
00:37:06 --> 00:37:12: Switzerland. That's a waterspout. There that's 400 feet tall.

00:37:12 --> 00:37:17: Great focal element. Seems extremely possible to do because it's

00:37:17 --> 00:37:18: just a pumping system,

00:37:18 --> 00:37:19: next slide.

00:37:22 --> 00:37:25: OK, and just some examples of what could happen.

00:37:25 --> 00:37:27: Those kiosks. They can be small,

00:37:27 --> 00:37:30: they can be portable, they can be permanent,

00:37:30 --> 00:37:33: they could be movable. There's a great place in Boston

00:37:33 --> 00:37:37: where group of women business owners set up little kiosks

00:37:37 --> 00:37:39: with on a temporary basis.

00:37:39 --> 00:37:42: And it was so successful it became permanent and they

00:37:42 --> 00:37:45: continued to to sell their items out of those on

00:37:45 --> 00:37:46: the right.

00:37:46 --> 00:37:48: You're seeing a place down in Gulf Shores,

00:37:48 --> 00:37:51: which represents some of these things,

00:37:51 --> 00:37:53: and this has it has a zip line.

00:37:53 --> 00:37:56: It has shops. It has a water base and it

00:37:56 --> 00:37:58: has small boat facilities.

00:37:58 --> 00:38:02: Everything that we're talking about has been done in some

00:38:02 --> 00:38:03: way or another,

00:38:03 --> 00:38:07: but it's the whole idea is you're creating an anchor.

00:38:07 --> 00:38:10: Go ahead and move down.

00:38:10 --> 00:38:12: Next slide.

00:38:12 --> 00:38:16: And then I also want to mention that this Milltown

00:38:16 --> 00:38:19: can become the beginning of this Great River Park loop

00:38:19 --> 00:38:20: that was talking.

00:38:20 --> 00:38:23: We were talking about a little bit,

00:38:23 --> 00:38:25: so get across to the two Mill Island.

00:38:25 --> 00:38:28: You know, either by zip line or by a water

00:38:28 --> 00:38:28: taxi.

00:38:28 --> 00:38:31: That water taxi could also be like a fairy that

00:38:31 --> 00:38:33: could carry bikes.

00:38:33 --> 00:38:34: He could do biking there.

00:38:34 --> 00:38:37: It could eventually become a bridge,

00:38:37 --> 00:38:39: perhaps as a pedestrian bridge,

00:38:39 --> 00:38:42: but then also there's the potential of creating a bridge

00:38:43 --> 00:38:45: or water taxi way to get over to.

00:38:45 --> 00:38:49: Rock Island, Arsenal area and we've had some discussions

00:38:49 --> 00:38:52: and

00:38:49 --> 00:38:52: it looks like you could develop that into a an

00:38:52 --> 00:38:55: edge park and part of this loop and then you

00:38:55 --> 00:38:58: can get over and all the way around so it

00:38:58 --> 00:39:02: creates a wonderful loop and wonderful experience next.

00:39:04 --> 00:39:06: I'm going to turn this over to Rick.

00:39:06 --> 00:39:10: He's going to take you further on this tour.

00:39:10 --> 00:39:15: But at this pedestrian torrent an whatever like lightweight or.

00:39:15 --> 00:39:19: Thanks, Dan. Continuing the walk from Dan's perspective,

00:39:19 --> 00:39:22: I'd like to talk, take a walk with you to

00:39:22 --> 00:39:27: emphasize the connection to 5th Ave and your downtown area

00:39:27 --> 00:39:31: as an easily walkable neighborhood on the East End of

00:39:31 --> 00:39:34: the downtown. You know one of the key elements to

00:39:34 --> 00:39:39: revitalize downtowns is to bring more residents into the downtown

00:39:39 --> 00:39:41: area as a place to live,

00:39:41 --> 00:39:44: work and play. The 5th Ave Commercial Corridor needs to

00:39:44 --> 00:39:48: be addressed as a priority project for the City of

00:39:48 --> 00:39:52: Moline with the introduction to housing and pedestrian and bike

00:39:52 --> 00:39:57: connections to help energize the businesses along the commercial St.

00:39:57 --> 00:40:00: The Bass St Landing Project will be included in this

00:40:00 --> 00:40:01: discussion as well,

00:40:01 --> 00:40:05: since it provides an opportunity to enhance the residential experience

00:40:05 --> 00:40:07: as a key element in the neighborhood.

00:40:07 --> 00:40:11: Blooping the pedestrian and bike connections will provide a needed

00:40:11 --> 00:40:13: linkage of 5th Ave and Bass St Landing to the

00:40:13 --> 00:40:14: primary study area,

00:40:14 --> 00:40:17: which is the focal point of this section.

00:40:19 --> 00:40:23: So starting at Bass St and coming back to the

00:40:23 --> 00:40:24: study area,

00:40:24 --> 00:40:28: you can see that the first thing that you experience

00:40:28 --> 00:40:33: from Bass St Landing is a pedestrian walkway between 17th and 18th.

00:40:33 --> 00:40:34: and 18th.

00:40:34 --> 00:40:38: Then beyond that you go onto 18th to 19th along

00:40:38 --> 00:40:42: 2nd Ave and you still have to maintain some vehicular

00:40:42 --> 00:40:47: opportunity to get into the parking lot for the residential,

00:40:47 --> 00:40:52: but we could enhance. The experience for pedestrians along the

00:40:52 --> 00:40:52: way,

00:40:52 --> 00:40:55: and there are currently 2 parking lots,

00:40:55 --> 00:40:59: one servicing the convention and Hotel Center and the other

00:40:59 --> 00:41:02: apparently serving just the general community.

00:41:02 --> 00:41:05: Because of the nature of the traffic flow in and

00:41:05 --> 00:41:06: out of those parking lots,  
00:41:06 --> 00:41:08: what we're recommending is, oh,  
00:41:08 --> 00:41:11: and by the way, those parking lots one is owned  
00:41:12 --> 00:41:14: by the city and one is owned by the Housing  
00:41:14 --> 00:41:15: Authority.  
00:41:15 --> 00:41:19: Is our understanding. We recommend that you circle the sites  
00:41:19 --> 00:41:20: with housing.  
00:41:20 --> 00:41:23: So that on the 2nd Ave you'll have a row  
00:41:23 --> 00:41:28: or townhouse type of a product that will then come  
00:41:28 --> 00:41:32: around and then ultimately go by the Water Works so  
00:41:32 --> 00:41:36: that you now have a residential neighborhood.  
00:41:36 --> 00:41:41: You still leave some parking in that area.  
00:41:41 --> 00:41:44: And then in order to identify the loss parking for  
00:41:44 --> 00:41:46: the hotel Convention Center,  
00:41:46 --> 00:41:51: we're recommending it. Parking structure in that location that  
you  
00:41:51 --> 00:41:54: can see right behind the hotel itself.  
00:41:54 --> 00:41:58: There's always a future possibility to add shops and kiosks  
00:41:58 --> 00:42:00: on 2nd Ave along that pedestrian path.  
00:42:00 --> 00:42:03: If there's demand for it and you have enough active,  
00:42:03 --> 00:42:08: the energy that would justify some of those same small  
00:42:08 --> 00:42:12: movable kiosks that Dan talked about next slide.  
00:42:12 --> 00:42:15: This is a picture of the kind of townhouse product  
00:42:15 --> 00:42:17: that would be ideal in that location,  
00:42:17 --> 00:42:21: and it's something that you're already doing in your  
community,  
00:42:21 --> 00:42:24: but something of that type of a structure.  
00:42:24 --> 00:42:28: Three story over parking inside would be an ideal solution.  
00:42:28 --> 00:42:31: The parking would load back from the parking lot and  
00:42:31 --> 00:42:34: the front part would be onto the streets.  
00:42:34 --> 00:42:36: Next slide.  
00:42:36 --> 00:42:39: So the other thing we suggest is,  
00:42:39 --> 00:42:42: as you now move down 17th Ave to the South.  
00:42:42 --> 00:42:46: The big question that we started to focus on was  
00:42:46 --> 00:42:50: what to do with that property that is currently two  
00:42:50 --> 00:42:53: big parking lots and we thought,  
00:42:53 --> 00:42:55: well, you know what is missing.  
00:42:55 --> 00:42:59: The neighborhood does not have any active.  
00:42:59 --> 00:43:03: Athletic activities and we're going to introduce that.  
00:43:03 --> 00:43:06: I'll talk about later a sizable number of residents that  
00:43:06 --> 00:43:10: could benefit from a close proximity athletic activity.  
00:43:10 --> 00:43:13: So what we're talking about are things like ball fields.

00:43:13 --> 00:43:17: Courts would have you all intended to be more neighborhood  
00:43:17 --> 00:43:18: serving.  
00:43:18 --> 00:43:21: Although people can come from other locations.  
00:43:21 --> 00:43:24: Income use those properties as well.  
00:43:24 --> 00:43:26: One of the things we've seen in a lot of  
00:43:26 --> 00:43:29: cities is when you introduce this kind of apart the  
00:43:29 --> 00:43:33: amazing number of people that come out because they lack  
00:43:33 --> 00:43:34: this type of an opportunity.  
00:43:34 --> 00:43:36: Without getting into their car.  
00:43:36 --> 00:43:39: And people like to walk and bike to these locations,  
00:43:39 --> 00:43:42: and so we're still indicating that in the overall scheme  
00:43:42 --> 00:43:43: of things,  
00:43:43 --> 00:43:45: we're going to be sensitive to parking.  
00:43:45 --> 00:43:48: But you just have to bite the bullet at some  
00:43:48 --> 00:43:48: point.  
00:43:48 --> 00:43:51: You've got a big parking study that you talked about  
00:43:51 --> 00:43:53: in one of the plans we read,  
00:43:53 --> 00:43:54: and I think probably is.  
00:43:54 --> 00:43:57: This thing evolves. You're going to have to address this.  
00:43:57 --> 00:44:01: Question in the overall scheme of what are the parking  
00:44:01 --> 00:44:03: needs in total numbers?  
00:44:03 --> 00:44:05: By doing a accurate census,  
00:44:05 --> 00:44:09: but equally as important, where the locations of these  
00:44:09 --> 00:44:13: buildings  
00:44:13 --> 00:44:16: should be and sometimes it may not be immediately  
00:44:18 --> 00:44:21: proximate  
00:44:21 --> 00:44:23: to the specific site where the user is.  
00:44:23 --> 00:44:26: Going down a little bit further and you cross the  
00:44:26 --> 00:44:28: railroad tracks,  
00:44:28 --> 00:44:33: there are three I could call them four but three  
00:44:33 --> 00:44:36: parking lot areas that we've identified,  
00:44:36 --> 00:44:39: and these three parking lot areas obviously are providing  
00:44:39 --> 00:44:42: surface  
00:44:42 --> 00:44:46: parking for people in and around that general area.  
00:44:46 --> 00:44:48: However, the problem is that we still need to bring  
00:44:48 --> 00:44:52: more residential in order to energize 5th Ave,  
00:44:52 --> 00:44:53: and we think the compromise of reducing that parking and  
00:44:53 --> 00:44:57: introducing a product.  
00:44:57 --> 00:44:59: Uh, essentially at that location of 17th going to the  
00:44:59 --> 00:45:05: West,  
00:45:05 --> 00:45:05: we would provide a single building with 63 units,  
00:45:05 --> 00:45:05: an individual garages behind it,  
00:45:05 --> 00:45:05: and still leave some additional parking for the commercial

area

00:45:05 --> 00:45:08: behind it and then to the right you'd see the

00:45:09 --> 00:45:13: long rectangle we've introduced that goes from 17th to 19th.

00:45:13 --> 00:45:18: We've introduced several buildings, and in the aggregate.

00:45:18 --> 00:45:23: We would have about 140 units with 60 garages incorporated

00:45:23 --> 00:45:24: therein,

00:45:24 --> 00:45:28: and that would still leave 154 spaces to service.

00:45:28 --> 00:45:32: The commercial uses in order to enhance the experience of

00:45:33 --> 00:45:37: the residents in those units were looking for an art

00:45:37 --> 00:45:41: wall along the railroad tracks as well as a bike

00:45:41 --> 00:45:45: trail to make this a more green space and pedestrian

00:45:45 --> 00:45:46: friendly look.

00:45:49 --> 00:45:53: And then Lastly the corners of 17th and River Drive

00:45:53 --> 00:45:54: in 19th and River Dr.

00:45:54 --> 00:46:01: We've introduced small infill, multifamily with individual

00:46:01 --> 00:46:05: garage spaces just

00:46:05 --> 00:46:08: to kind of complete the area with more residential field.

00:46:08 --> 00:46:10: Next slide.

00:46:10 --> 00:46:11: And this is an example of what that might look

00:46:11 --> 00:46:13: like.

00:46:13 --> 00:46:16: This is a building that exists already.

00:46:16 --> 00:46:19: It's been rehabilitated, but it provides a wonderful example of

00:46:19 --> 00:46:23: the kind of townhouse or row house structure that would

00:46:23 --> 00:46:25: be introduced in these areas that I've just talked about

00:46:25 --> 00:46:27: next slide.

00:46:27 --> 00:46:29: Well, here's a tough one.

00:46:29 --> 00:46:32: Site user dilemma. We call it two way because in

00:46:32 --> 00:46:36: our briefing presentation they broke it down into this portion

00:46:36 --> 00:46:39: and then another one will call to be that I'll

00:46:39 --> 00:46:42: come to in a second.

00:46:42 --> 00:46:45: There are a few possible commercial uses.

00:46:45 --> 00:46:48: It would take advantage of traffic volume coming off the

00:46:48 --> 00:46:50: bridge from the North.

00:46:50 --> 00:46:53: However, based on the analysis he heard from Mike earlier,

00:46:53 --> 00:46:56: most of these such as office in hotels aren't currently

00:46:56 --> 00:46:57: viable.

00:46:57 --> 00:47:01: Another alternative to consider would be several institutional

00:47:01 --> 00:47:03: uses,

00:47:03 --> 00:47:07: such as large scale medical,

00:47:07 --> 00:47:07: large scale educational or a major Information Center of

00:47:07 --> 00:47:07: some

00:47:07 --> 00:47:10: form,

00:47:07 --> 00:47:10: but they are also challenging in the near term.

00:47:10 --> 00:47:13: So as we considered the fact that the large scale  
00:47:13 --> 00:47:14: institutional might.  
00:47:14 --> 00:47:16: Not be viable without a prospect,  
00:47:16 --> 00:47:19: and if a prospect comes along you could pursue it,  
00:47:19 --> 00:47:22: but without that we wanted to show him market feasible  
00:47:23 --> 00:47:25: solution to be implemented in the near term.  
00:47:25 --> 00:47:28: And So what we're recommending is add more housing to  
00:47:28 --> 00:47:32: the neighborhood to enhance 5th Ave commercial corridor  
and the  
00:47:32 --> 00:47:36: market demand supports us currently and potentially over the  
near  
00:47:36 --> 00:47:40: term, so we're recommending a mixed use housing project  
on  
00:47:40 --> 00:47:41: this three point.  
00:47:41 --> 00:47:45: Acre site and the property would have a similar looking  
00:47:45 --> 00:47:48: field to the new building diagonally across the street,  
00:47:48 --> 00:47:51: which I'll show you in a second at the corner  
00:47:51 --> 00:47:54: of River Drive in 19th called Enterprise Lofts and the  
00:47:54 --> 00:47:57: major differences here would be without want to make sure  
00:47:57 --> 00:48:00: that we include a floor plate on the ground level  
00:48:00 --> 00:48:03: of 18 feet high and then all parking would be  
00:48:03 --> 00:48:07: a multi level freestanding parking structure within the  
residential units  
00:48:07 --> 00:48:11: and that parking structure be wrapped by the residential unit.  
00:48:11 --> 00:48:15: Units around it. This type of a product is considered  
00:48:15 --> 00:48:16: or called a Texas donut.  
00:48:16 --> 00:48:20: It was pioneered where you can build the freestanding  
parking  
00:48:20 --> 00:48:21: structure,  
00:48:21 --> 00:48:24: which is a lot less expensive to build and a  
00:48:24 --> 00:48:25: podium structure.  
00:48:25 --> 00:48:28: And so this four story building is programmed with 46  
00:48:28 --> 00:48:31: minutes for four for a total of 184 units and  
00:48:31 --> 00:48:34: to accommodate a loft style in the ground floor for  
00:48:34 --> 00:48:37: Makerspace to complement our recommendations.  
00:48:37 --> 00:48:41: With the speaker building, which also we would suggest that  
00:48:41 --> 00:48:42: those areas have.  
00:48:42 --> 00:48:46: 18 foot ground floor Heights if possible with three story  
00:48:47 --> 00:48:47: units above.  
00:48:47 --> 00:48:51: Also at 9 foot clear Heights and this building would  
00:48:51 --> 00:48:56: be approximately 50 feet high and would provide some  
superb  
00:48:56 --> 00:48:59: views to the River over Dans beautifully shown.



00:49:01 --> 00:49:04: Inlet Park that he's described.

00:49:04 --> 00:49:07: And.

00:49:07 --> 00:49:09: The one thing that I think would be something to

00:49:10 --> 00:49:13: help stimulate this and provide a rationale for a developer

00:49:13 --> 00:49:16: to come in and and do this project quickly.

00:49:16 --> 00:49:19: The land is being brought to the property owners from

00:49:19 --> 00:49:21: the 174 conveyance at a free cost.

00:49:21 --> 00:49:25: There might be some incidental costs to do the conveyances

00:49:25 --> 00:49:25: etc,

00:49:25 --> 00:49:29: but you could convey this land essentially for a nominal

00:49:29 --> 00:49:32: cost and that would help offset the cost of the

00:49:32 --> 00:49:35: parking structure and some of the other elements of a

00:49:35 --> 00:49:37: project to make it feasible.

00:49:37 --> 00:49:41: But more importantly, what we want to emphasize is that

00:49:41 --> 00:49:44: this has to have high quality urban design with high

00:49:44 --> 00:49:46: quality materials throughout.

00:49:49 --> 00:49:49: So.

00:49:54 --> 00:49:57: In summary, when you look at the total development we're

00:49:58 --> 00:49:58: looking,

00:49:58 --> 00:50:02: we've aggregated up 510 units that we've specifically

00:50:02 --> 00:50:04: identified in

00:50:04 --> 00:50:07: these recommendations.

00:50:07 --> 00:50:10: And then there's other units that will be built in

00:50:10 --> 00:50:10: other places along 5th Ave for Intel and what have

00:50:10 --> 00:50:14: you.

00:50:14 --> 00:50:17: But this number of people would be somewhere on the

00:50:17 --> 00:50:20: average of two persons per household.

00:50:20 --> 00:50:21: But you could end up with a grand total of

00:50:21 --> 00:50:24: about 1000 people.

00:50:24 --> 00:50:27: Could you go back one more to that last slide?

00:50:27 --> 00:50:29: I don't want to emphasize one last thing you can

00:50:29 --> 00:50:32: see to the right of that building.

00:50:32 --> 00:50:35: There's this squiggly looking thing that is underneath the

00:50:35 --> 00:50:38: freeway

00:50:38 --> 00:50:41: and we're recommending a skateboard.

00:50:41 --> 00:50:45: Parkour, BMX Park under that and that would also be

00:50:45 --> 00:50:52: a grand utilization of that property underneath and would

00:50:52 --> 00:50:54: enhance

00:50:54 --> 00:50:56: the athletic open space activities for the neighborhood.

00:50:56 --> 00:51:00: Next slide. And that's a picture of the enterprise lofts

00:51:00 --> 00:51:00: across the street.

00:51:00 --> 00:51:00: Next slide.

00:51:00 --> 00:51:00: So the question is, we were asked about dividing this

00:51:00 --> 00:51:02: sites 2 into 2 sections A&B.  
00:51:02 --> 00:51:05: The B part is pretty much all deer owned property  
00:51:05 --> 00:51:09: and quite frankly given the number of things that are  
00:51:09 --> 00:51:11: on your plate right now,  
00:51:11 --> 00:51:14: we don't think sitting down and trying to focus on  
00:51:14 --> 00:51:18: this area is as viable as deferring to the long  
00:51:18 --> 00:51:22: term planning from the deer organization and that can be  
00:51:22 --> 00:51:27: something that can be addressed in a future time next  
00:51:27 --> 00:51:27: slide.  
00:51:27 --> 00:51:30: Then we were also asked about site 3.  
00:51:30 --> 00:51:34: This is a challenge because this property has a rail  
00:51:34 --> 00:51:38: spur on it and you know the River across the  
00:51:38 --> 00:51:39: street of River Dr.  
00:51:39 --> 00:51:43: You've got the big sand and gravel operation and until  
00:51:43 --> 00:51:47: all that stuff moves or does something with it,  
00:51:47 --> 00:51:51: I think you have to defer that one potential use  
00:51:51 --> 00:51:54: could be is if you want to hold this for  
00:51:54 --> 00:51:57: a potential of a micro fulfillment center.  
00:51:57 --> 00:51:59: For the delivery of retail merchandise,  
00:51:59 --> 00:52:02: which is something that's taking hold in a lot of  
00:52:02 --> 00:52:03: places around the country.  
00:52:03 --> 00:52:05: Next slide.  
00:52:05 --> 00:52:08: And finally site 4 is already in what is a  
00:52:08 --> 00:52:13: kind of burgeoning redevelopment of a single family and  
00:52:13 --> 00:52:14: multifamily  
00:52:13 --> 00:52:14: neighborhood,  
00:52:14 --> 00:52:18: and I think you just continue to reinforce that which  
00:52:18 --> 00:52:21: would also then Orient towards the.  
00:52:21 --> 00:52:25: The Campustown area so provide a little bit more strength  
00:52:25 --> 00:52:28: to support some small scale retail in that neighborhood.  
00:52:28 --> 00:52:32: So then standing back next slide is fine.  
00:52:32 --> 00:52:35: So standing back, this is the overall vision.  
00:52:35 --> 00:52:37: As you can see it and again,  
00:52:37 --> 00:52:41: the purpose here is to not only develop your waterfront  
00:52:41 --> 00:52:42: park,  
00:52:42 --> 00:52:45: but more importantly is to link it to 5th Ave  
00:52:45 --> 00:52:47: and make a walkable,  
00:52:47 --> 00:52:51: simply easy community with a lot more residents to help  
00:52:51 --> 00:52:57: drive the businesses and provide them with some more  
00:52:57 --> 00:52:57: economic  
00:52:57 --> 00:52:57: viability.  
00:52:57 --> 00:53:03: And with that I will turn it over.

00:53:03 --> 00:53:06: To Rick and.  
00:53:06 --> 00:53:06: Nancy  
00:53:11 --> 00:53:12: OK. Take a deep breath.  
00:53:12 --> 00:53:15: I know that you have seen quite a lot.  
00:53:15 --> 00:53:19: It's an exciting vision that has been laid out and  
00:53:19 --> 00:53:22: it's going to take some work.  
00:53:22 --> 00:53:26: I'm Nancy Whitworth and I recently retired from the city  
00:53:26 --> 00:53:31: of Greenville in South Carolina where I've spent a career  
00:53:31 --> 00:53:36: in revitalizing the downtown and really this city of Greenville  
00:53:36 --> 00:53:39: and is well known now for its livability,  
00:53:39 --> 00:53:41: its tourism.  
00:53:41 --> 00:53:45: Continues to be on a number of must list,  
00:53:45 --> 00:53:49: but this program that has been outlined for you is  
00:53:49 --> 00:53:54: going to require a very strong public private partnership,  
00:53:54 --> 00:53:58: and we're talking about a partnership between the city  
Renew  
00:53:59 --> 00:54:01: Moline philanthropic community.  
00:54:01 --> 00:54:04: The face, faith based community,  
00:54:04 --> 00:54:07: and really the community at large.  
00:54:07 --> 00:54:11: But we're going to focus on the partnership between the  
00:54:11 --> 00:54:13: city and Renew Moline.  
00:54:13 --> 00:54:17: This is going to require a great focus and clearly  
00:54:18 --> 00:54:22: defined understanding of roles and responsibilities.  
00:54:22 --> 00:54:28: A collective vision, an enhanced level of communication and  
trust,  
00:54:28 --> 00:54:31: is a senchal. We're not going to be able to  
00:54:32 --> 00:54:36: implement all that needs to be done unless we have  
00:54:36 --> 00:54:41: those partnerships that are strong and based upon trust.  
00:54:41 --> 00:54:43: There is much to be done.  
00:54:43 --> 00:54:48: And now is the time for action and strategic implementation.  
00:54:48 --> 00:54:52: So we want to outline a little bit about the  
00:54:52 --> 00:54:54: roles for both the city.  
00:54:54 --> 00:54:57: And renew moling.  
00:54:57 --> 00:55:03: The city needs to move expeditiously to fill the permanent  
00:55:03 --> 00:55:09: city administrator and an economic development director  
position.  
00:55:09 --> 00:55:13: These are critical.  
00:55:13 --> 00:55:16: There's a real need to provide some stability,  
00:55:16 --> 00:55:19: particularly on the public side.  
00:55:19 --> 00:55:22: The economic development Director and that staff.  
00:55:22 --> 00:55:26: They will play and should play a significant role in  
00:55:26 --> 00:55:28: the development process.  
00:55:28 --> 00:55:32: And the ideal candidate we're thinking about for the

economic

**00:55:33 --> 00:55:37:** development Director should have all the requisite skill sets to

**00:55:37 --> 00:55:40:** understand the development process,

**00:55:40 --> 00:55:43:** both from the public and the private sector.

**00:55:43 --> 00:55:48:** Perspectives is adept at understanding all of the financing tools

**00:55:49 --> 00:55:50:** that are available.

**00:55:50 --> 00:55:54:** More importantly, has a collaborative approach.

**00:55:54 --> 00:55:57:** This is going to require a team a very strong

**00:55:58 --> 00:56:00:** team from the public sector.

**00:56:00 --> 00:56:04:** That public sector and that team has got to be

**00:56:04 --> 00:56:09:** totally adept at working hand in glove with with the

**00:56:09 --> 00:56:13:** private sector and we feel that the city should take

**00:56:13 --> 00:56:19:** the lead in focusing on the downtown residential projects that

**00:56:19 --> 00:56:21:** have been outlined.

**00:56:21 --> 00:56:27:** Building up the residential base in downtown is critical,

**00:56:27 --> 00:56:32:** and we feel that there is a great market and

**00:56:32 --> 00:56:37:** that is certainly a strength that Boeing has.

**00:56:37 --> 00:56:40:** Now looking at the Renew Moline role,

**00:56:40 --> 00:56:46:** renew has a long history of bringing forward significant projects.

**00:56:46 --> 00:56:51:** In downtown bowling and continuing on their success.

**00:56:51 --> 00:56:55:** We feel this though. Renew Moline should take on the

**00:56:55 --> 00:56:57:** next big project for downtown,

**00:56:57 --> 00:57:00:** so calling the Great River Project and all of the

**00:57:00 --> 00:57:02:** components there.

**00:57:02 --> 00:57:05:** And this is a major undertaking an it's going to

**00:57:05 --> 00:57:09:** require the responsibility of project management,

**00:57:09 --> 00:57:11:** Land Assembly funding federal state,

**00:57:11 --> 00:57:15:** local permitting and approvals, construction management,

**00:57:15 --> 00:57:21:** creation of an endowment and Conservancy for the maintenance and

**00:57:21 --> 00:57:22:** programming.

**00:57:22 --> 00:57:24:** This is a lot of work.

**00:57:24 --> 00:57:28:** But it is going to be one of the most

**00:57:28 --> 00:57:32:** transformation o'll things that I think you can do in

**00:57:32 --> 00:57:34:** downtown bowling.

**00:57:34 --> 00:57:38:** And it's not just for a tourist attraction.

**00:57:38 --> 00:57:42:** This is for the citizens of Moline as well.

**00:57:42 --> 00:57:48:** Now communication of this project and coordination with the city

**00:57:48 --> 00:57:50:** as a partner key.

00:57:50 --> 00:57:55: Probably going to need some additional staff and consultants to

00:57:55 --> 00:57:56: make this happen,

00:57:56 --> 00:57:59: and I want to be clear on something,

00:57:59 --> 00:58:03: even though we and we will define this a little

00:58:03 --> 00:58:05: bit further in the final report,

00:58:05 --> 00:58:09: we're talking about rules for renew modeling.

00:58:09 --> 00:58:12: We're talking about roles for the city,

00:58:12 --> 00:58:15: but that does not mean that each operates in a

00:58:16 --> 00:58:16: vacuum.

00:58:16 --> 00:58:19: This is a team. This is going to require a

00:58:19 --> 00:58:20: complete.

00:58:20 --> 00:58:24: Alignment of both the public and the private sector to

00:58:24 --> 00:58:25: make these happen.

00:58:25 --> 00:58:28: Now I'm going to turn it over to my colleague

00:58:28 --> 00:58:28: Rick,

00:58:28 --> 00:58:32: and he's going to delve a little bit further into

00:58:32 --> 00:58:34: some of these recommendations.

00:58:34 --> 00:58:37: Thanks Nancy. I'm Rick reinhart.

00:58:37 --> 00:58:42: I spent 25 years in downtown redevelopment and city management

00:58:42 --> 00:58:46: and the last five years for the United Methodist Church,

00:58:46 --> 00:58:51: both in social justice and in property redevelopment.

00:58:51 --> 00:58:54: Wow, you are getting a new mayor.

00:58:54 --> 00:58:58: You're getting a new slate of Alderman.

00:58:58 --> 00:59:01: You're getting a new city administrator.

00:59:01 --> 00:59:05: You're getting a new city economic development director.

00:59:05 --> 00:59:08: You're getting a new chair of Renew Moline and Alex.

00:59:08 --> 00:59:11: What I have to say to you is you've been

00:59:11 --> 00:59:13: the new person in town.

00:59:13 --> 00:59:15: Since you've come here now,

00:59:15 --> 00:59:19: you're going to be the grizzled veteran of urban redevelopment

00:59:19 --> 00:59:20: in Moline.

00:59:20 --> 00:59:23: I mean that that's just mind blowing,

00:59:23 --> 00:59:27: you know. So you're, you're going to be the wise

00:59:27 --> 00:59:29: old hand at how to do things.

00:59:29 --> 00:59:32: You know in what all those new people are going

00:59:32 --> 00:59:35: to want is to leave a legacy for the city

00:59:35 --> 00:59:36: of Moline.

00:59:36 --> 00:59:40: I mean that that's what I've always wanted when I've

00:59:40 --> 00:59:41: gone into a position.

00:59:41 --> 00:59:46: And it's really difficult to leave a legacy if what

00:59:46 --> 00:59:50: you're doing is working on 15 or 27 or 53  
00:59:50 --> 00:59:54: things all at the same time without any sort of  
00:59:54 --> 00:59:58: order. And what we're really suggesting is focus,  
00:59:58 --> 01:00:01: you know, and that's sort of a funny thing to  
01:00:01 --> 01:00:05: say because we're telling you about 100 things you could  
01:00:06 --> 01:00:06: be doing.  
01:00:06 --> 01:00:09: But what we're saying to you is,  
01:00:09 --> 01:00:12: First off, don't do em all at once like a  
01:00:12 --> 01:00:15: handful of them that you think are really going to  
01:00:15 --> 01:00:20: change the face of Moline unorganized and concentrate on  
those.  
01:00:20 --> 01:00:24: And I think it's very important to have a culture  
01:00:24 --> 01:00:25: of project management.  
01:00:25 --> 01:00:29: When I was chief of staff to the Mirror Buffalo,  
01:00:29 --> 01:00:33: part of my job was every week getting people together  
01:00:33 --> 01:00:37: to talk about the 345 major projects that the marijuana  
01:00:37 --> 01:00:40: to get done and to make sure that everybody who  
01:00:40 --> 01:00:44: is associated with that project in a managerial position was  
01:00:44 --> 01:00:45: in the room.  
01:00:45 --> 01:00:48: They were well prepared. They had answers,  
01:00:48 --> 01:00:52: they knew what help they needed and they knew what  
01:00:52 --> 01:00:52: was left.  
01:00:52 --> 01:00:56: That's what we're talking about trying to impose.  
01:00:56 --> 01:01:00: On all of yourselves, because if you don't do that,  
01:01:00 --> 01:01:02: what you have is a lot of talk,  
01:01:02 --> 01:01:06: but very little action. A lot of good ideas,  
01:01:06 --> 01:01:12: but hardly any implementation. So we think that's just  
exceptionally  
01:01:12 --> 01:01:12: important.  
01:01:12 --> 01:01:15: We're also you can go ahead.  
01:01:17 --> 01:01:21: And discipline is important. Regular updates are important.  
01:01:21 --> 01:01:24: Regular communication is important next.  
01:01:26 --> 01:01:28: Up next  
01:01:32 --> 01:01:35: we also understand that you are very proud of a  
01:01:35 --> 01:01:40: development process that you've been operating under for  
several years,  
01:01:40 --> 01:01:43: and then in fact you won an award for it  
01:01:43 --> 01:01:46: from my friends here in the DC area at the  
01:01:46 --> 01:01:49: International Economic Development Council,  
01:01:49 --> 01:01:52: we think that.  
01:01:52 --> 01:01:55: We think that worked very well in the past were  
01:01:55 --> 01:01:59: suggesting that you consider altering that going ahead to a  
01:01:59 --> 01:02:03: very much simplified type of development process.

01:02:03 --> 01:02:07: A traditional system where there's a project manager and the  
01:02:07 --> 01:02:12: project manager is charged with keeping people apprised  
what I'll  
01:02:12 --> 01:02:15: tell you is the several of us on this panel.  
01:02:15 --> 01:02:18: When we looked at the development process,  
01:02:18 --> 01:02:22: we were confused. We were intimidated.  
01:02:22 --> 01:02:24: And we've kind of been around.  
01:02:24 --> 01:02:26: If we were confused and intimidated,  
01:02:26 --> 01:02:29: you can be very sure that developers coming into town  
01:02:30 --> 01:02:33: will be confused and intimidated by it as well.  
01:02:33 --> 01:02:35: So celebrate the fact that it's work,  
01:02:35 --> 01:02:39: but consider adopting something very much simpler next.  
01:02:41 --> 01:02:45: And we think what sort of project management is put  
01:02:45 --> 01:02:47: in needs to be streamlined,  
01:02:47 --> 01:02:51: clear, very clear on defining points of entry.  
01:02:51 --> 01:02:52: And of course ethical next.  
01:02:55 --> 01:02:59: Finance we want to compliment you on your aggressive use  
01:02:59 --> 01:03:04: of tax increment financing districts to help fund infrastructure  
around  
01:03:04 --> 01:03:05: development.  
01:03:05 --> 01:03:09: Similarly, we want to compliment you on your use of  
01:03:09 --> 01:03:13: special service areas in the downtown area as innovative  
ways  
01:03:13 --> 01:03:15: to provide some financing.  
01:03:15 --> 01:03:19: One of the things we're suggesting is that the city  
01:03:19 --> 01:03:23: and Renew Moline are really going to have to get  
01:03:23 --> 01:03:27: all over every sort of possible financing that there is.  
01:03:27 --> 01:03:30: Federal financing from multiple agencies,  
01:03:30 --> 01:03:35: including the new Biden Harris Infrastructure Initiative,  
01:03:35 --> 01:03:38: and I think the rules on that are still being  
01:03:38 --> 01:03:39: put together.  
01:03:39 --> 01:03:43: Homeland Security, money, anything you can get.  
01:03:43 --> 01:03:47: I will say that when it comes to the Great  
01:03:48 --> 01:03:51: Riverfront Park in that area.  
01:03:51 --> 01:03:54: You know, I understand your new mayor is a music  
01:03:54 --> 01:03:55: professor.  
01:03:55 --> 01:03:59: I'll say there's going to be a Symphony of financing  
01:03:59 --> 01:04:02: that comes in to fund that project from all sorts  
01:04:02 --> 01:04:04: of possible sources.  
01:04:04 --> 01:04:06: And it's going to be complicated,  
01:04:06 --> 01:04:09: and it's going to be frustrating.  
01:04:09 --> 01:04:13: You're going to have to involve your local congresswoman,  
01:04:13 --> 01:04:16: your US senators, the governor's office,

01:04:16 --> 01:04:20: his agencies. But it's what it requires to get something  
01:04:20 --> 01:04:22: big and complicated done.  
01:04:22 --> 01:04:27: Enterprise Zones opportunity zones. All sorts of tax credit  
programs,  
01:04:27 --> 01:04:31: and what I've discovered about great city governments is that  
01:04:31 --> 01:04:36: every great city government has somebody who understands  
that funding  
01:04:36 --> 01:04:40: those financing programs and keeps in regular touch with the  
01:04:40 --> 01:04:42: people who are responsible for him.  
01:04:42 --> 01:04:44: Thank God, that was never me,  
01:04:44 --> 01:04:47: but I knew who it was and we would meet  
01:04:47 --> 01:04:48: and talk regularly next.  
01:04:51 --> 01:04:58: Miss Anne said before marketing and communication is  
tremendously important.  
01:04:58 --> 01:05:01: A friend of mine often said that half of the  
01:05:01 --> 01:05:03: project is actually doing it.  
01:05:03 --> 01:05:07: The other half of the project is communicating about it.  
01:05:07 --> 01:05:11: We think there's three types of marketing and communication  
that  
01:05:11 --> 01:05:12: needs to happen.  
01:05:12 --> 01:05:16: One is advance of Moline Center and the essays are  
01:05:16 --> 01:05:17: doing some.  
01:05:17 --> 01:05:20: We want to encourage you to reach out and do  
01:05:20 --> 01:05:21: even more in the summer.  
01:05:21 --> 01:05:26: It there should be a handful of events every week.  
01:05:26 --> 01:05:30: In the winter, at least one or two events a  
01:05:30 --> 01:05:35: week to bring people downtown to get him familiar with  
01:05:35 --> 01:05:36: downtown.  
01:05:36 --> 01:05:39: A really good, crisp event calendar,  
01:05:39 --> 01:05:43: both online and on paper business to consumer marketing  
things  
01:05:43 --> 01:05:44: like Maps,  
01:05:44 --> 01:05:47: wayfinding, system banners or extremely important.  
01:05:47 --> 01:05:51: And I want to push business to business type marketing.  
01:05:51 --> 01:05:55: A development map showing every single development.  
01:05:55 --> 01:05:58: It either has just been done is underway or as  
01:05:58 --> 01:06:02: planned and who's doing him and what the schedule is  
01:06:02 --> 01:06:04: and the annual state of downtown report.  
01:06:04 --> 01:06:07: And once you're ready not today.  
01:06:07 --> 01:06:10: But developer open houses to bring in developers from Des  
01:06:10 --> 01:06:11: Moines,  
01:06:11 --> 01:06:15: Chicago from other cities to showing that the opportunities  
that



01:06:15 --> 01:06:18: you have so they can use the skills that they've  
01:06:18 --> 01:06:22: developed in those other cities in your wonderful city.  
01:06:22 --> 01:06:24: Without let me hand it over to Tom Murphy will  
01:06:24 --> 01:06:26: give you a call to action.  
01:06:26 --> 01:06:29: Good morning, I'm sorry we're not with you in person.  
01:06:29 --> 01:06:33: I've had the opportunity to be in Moline several times.  
01:06:33 --> 01:06:35: Go ahead, move on.  
01:06:35 --> 01:06:39: Wow, my colleagues have outlined for you are very ambitious  
01:06:39 --> 01:06:41: and imaginative program,  
01:06:41 --> 01:06:44: but first it starts with you believing you could do  
01:06:44 --> 01:06:47: it and I can look in your eyes and know  
01:06:47 --> 01:06:49: that you said could have saved.  
01:06:49 --> 01:06:52: How could this ever happen in the lead?  
01:06:52 --> 01:06:55: But it can. I've seen it happen in many cities.  
01:06:55 --> 01:06:58: Pittsburgh as an example when I was mayor,  
01:06:58 --> 01:07:01: it is, uh, we've given you a bold in strategic  
01:07:01 --> 01:07:05: investment for you to make Moline really the center of  
01:07:05 --> 01:07:06: activity.  
01:07:06 --> 01:07:09: It it would be in the quad not only in  
01:07:09 --> 01:07:12: the Quad City but in Western Illinois.  
01:07:12 --> 01:07:17: 500 units of housing, downtown artist housing and galleries,  
01:07:17 --> 01:07:22: creative incubators. 2 grand parks in an activated riverfront.  
01:07:22 --> 01:07:26: You have an opportunity to transform your city and I  
01:07:26 --> 01:07:28: know you're thinking well.  
01:07:28 --> 01:07:32: How are we ever going to do that and how  
01:07:32 --> 01:07:33: we gonna pay for it?  
01:07:33 --> 01:07:35: There's ways to do that.  
01:07:35 --> 01:07:39: I did great ideas. Five ways to get things done.  
01:07:39 --> 01:07:41: So you start with that vision.  
01:07:41 --> 01:07:44: Go ahead. So you need to believe first of all  
01:07:44 --> 01:07:48: and the 2nd is you need to organize yourselves to  
01:07:48 --> 01:07:49: be able to do it right.  
01:07:49 --> 01:07:53: Candidly, you have not played in the sandbox well together,  
01:07:53 --> 01:07:58: you've been dysfunctional and you need to change that  
behavior.  
01:07:58 --> 01:08:01: You need to bring together a.  
01:08:01 --> 01:08:03: A common vision to be able to move forward,  
01:08:03 --> 01:08:06: you need to not only in the civic and political  
01:08:06 --> 01:08:09: leadership and believe have that common vision,  
01:08:09 --> 01:08:13: but now you need to reach out and create partnerships  
01:08:13 --> 01:08:17: with private developers with other nonprofit organizations that  
share that

01:08:17 --> 01:08:20: vision and are part of making it happen.  
01:08:20 --> 01:08:23: And as a mayor of Pittsburgh we did billions of  
01:08:23 --> 01:08:25: dollars worth of development.  
01:08:25 --> 01:08:28: But the city itself did none of the development.  
01:08:28 --> 01:08:31: We were partners with private sector.  
01:08:31 --> 01:08:34: People to do those developments is so that is the  
01:08:34 --> 01:08:36: partnership you need to build.  
01:08:36 --> 01:08:38: You need to be able to share the risk and  
01:08:38 --> 01:08:41: that means you have to be part of the financing  
01:08:42 --> 01:08:45: because you're asking people to come into an unknown  
market  
01:08:45 --> 01:08:47: and and you gotta share the risk.  
01:08:47 --> 01:08:49: If so, how do you do that?  
01:08:49 --> 01:08:52: There are great models it in our report will give  
01:08:52 --> 01:08:54: you will outline the financing,  
01:08:54 --> 01:08:57: some of the financing of how to do this over  
01:08:57 --> 01:09:00: the next 10 years to be able to get that  
01:09:00 --> 01:09:00: done,  
01:09:00 --> 01:09:02: you need a sophisticated staff.  
01:09:02 --> 01:09:06: It consultants two are going to be ethical interests.  
01:09:06 --> 01:09:09: Nothing will kill the opportunities to develop this.  
01:09:09 --> 01:09:11: This player that we've given you,  
01:09:11 --> 01:09:14: if it's not transparent, it is not ethical.  
01:09:14 --> 01:09:14: Go ahead.  
01:09:17 --> 01:09:20: And we so with all the things we've given you,  
01:09:20 --> 01:09:23: we believe that there are.  
01:09:23 --> 01:09:26: Three catalytic developments that don't cost a lot of money  
01:09:26 --> 01:09:29: really start with phone calls and nothing more.  
01:09:29 --> 01:09:31: It it it it it says to you,  
01:09:31 --> 01:09:34: and it says that the world that we're going to  
01:09:34 --> 01:09:36: do business differently.  
01:09:36 --> 01:09:38: One is on the Spiegel building,  
01:09:38 --> 01:09:41: there was a great organization called Art Space,  
01:09:41 --> 01:09:44: Betty Massey, who on this panel was that on the  
01:09:44 --> 01:09:47: board for many years and they have developed artist housing  
01:09:47 --> 01:09:50: in 35 different cities around the country.  
01:09:50 --> 01:09:52: They know what they're doing.  
01:09:52 --> 01:09:55: Call them up tomorrow. So this is your this is  
01:09:55 --> 01:09:57: your will give you the rest of the week to  
01:09:57 --> 01:10:00: relax and then this is your Monday morning task.  
01:10:00 --> 01:10:03: Call them up and say we want to talk to  
01:10:03 --> 01:10:05: you about doing this development.

01:10:05 --> 01:10:09: You've already done some great new housing called App developer.

01:10:09 --> 01:10:12: Offer some others that have an interest to say we're

01:10:12 --> 01:10:14: interested in doing some more housing to.

01:10:14 --> 01:10:17: We have a plan about how that's going to happen.

01:10:17 --> 01:10:21: It as Rick mentioned, you have an opportunity with some

01:10:21 --> 01:10:23: of the land you own to be able to be

01:10:23 --> 01:10:24: a partner.

01:10:24 --> 01:10:27: In that process, with that layer and finally we laid

01:10:27 --> 01:10:29: out a great River.

01:10:29 --> 01:10:33: You have an opportunity to create a great park called

01:10:33 --> 01:10:37: we're calling it the Great River Park 200 plus acres

01:10:37 --> 01:10:39: right in front of your.

01:10:39 --> 01:10:42: Right, right at your front door and we'll talk about

01:10:42 --> 01:10:43: that a little later.

01:10:43 --> 01:10:46: Go ahead. So those three projects we think you could

01:10:47 --> 01:10:50: begin on Monday morning simply by making phone calls and

01:10:50 --> 01:10:53: saying we're going to begin this process,

01:10:53 --> 01:10:56: go ahead.

01:10:56 --> 01:10:59: Rick, it is you have talked about the importance of

01:10:59 --> 01:11:01: programming critical.

01:11:01 --> 01:11:02: If you don't do this,

01:11:02 --> 01:11:06: you know focus on building potential partners and that's proactively

01:11:06 --> 01:11:08: not waiting for people to come to you.

01:11:08 --> 01:11:10: That's great if they do,

01:11:10 --> 01:11:12: but also going on and saying this is what we

01:11:13 --> 01:11:16: want and how you communicate to the citizens of Belize.

01:11:16 --> 01:11:18: So they see a place for this themselves.

01:11:18 --> 01:11:20: In this development, go ahead.

01:11:24 --> 01:11:27: So the Great River Park and I wanna these are

01:11:27 --> 01:11:29: pictures of from Greenville,

01:11:29 --> 01:11:33: SC the as he Whitworth was part of this development

01:11:33 --> 01:11:37: for 30 years as economic development Director in Greenville.

01:11:37 --> 01:11:41: So you can see the spec.

01:11:41 --> 01:11:43: It was buried by a four Lane state highway that

01:11:44 --> 01:11:45: they had put over top of it.

01:11:45 --> 01:11:48: It had rod four lanes right through the middle of

01:11:48 --> 01:11:51: the city and narrowed the sidewalks.

01:11:51 --> 01:11:53: No parking in a mayor and Nancy and others said

01:11:53 --> 01:11:55: this is killing our city.

01:11:55 --> 01:11:58: It's dead as a doornail and and they said we

01:11:58 --> 01:12:00: want to tear this bridge diner.

01:12:00 --> 01:12:01: A lot of people said,  
01:12:01 --> 01:12:03: but if you tear that bridge Don,  
01:12:03 --> 01:12:06: you know we won't be able to get through believe  
01:12:06 --> 01:12:09: and and they basically said that's that's the point.  
01:12:09 --> 01:12:12: We don't want you to get through believe we want  
01:12:12 --> 01:12:13: you to.  
01:12:13 --> 01:12:16: So sorry to stay in Greenville and so they tore  
01:12:16 --> 01:12:20: this bridge done this state highway bridge and instead what  
01:12:20 --> 01:12:21: is there today.  
01:12:21 --> 01:12:24: You can see the picture on the right is a  
01:12:24 --> 01:12:25: pedestrian bridge.  
01:12:25 --> 01:12:28: The opened up the waterfall and are there any given  
01:12:28 --> 01:12:30: day or the nice day.  
01:12:30 --> 01:12:33: This park at lunchtime it in the all day long  
01:12:33 --> 01:12:36: is packed with people and and they've created a great  
01:12:36 --> 01:12:39: downtown and so I want you to wait before you  
01:12:39 --> 01:12:42: say well we could never create that.  
01:12:42 --> 01:12:44: Go ahead next slide. Create this kid.  
01:12:44 --> 01:12:46: Bet big park. Go go to.  
01:12:46 --> 01:12:48: Go to Greenville and So what,  
01:12:48 --> 01:12:52: we're suggesting that you have a 200 acre of opportunity  
01:12:52 --> 01:12:55: to create the Great River Park.  
01:12:55 --> 01:12:58: It requires you simply to make some phone calls.  
01:12:58 --> 01:13:02: The call Rock Island and the car the Arsenal.  
01:13:02 --> 01:13:04: The leaders of those places and say,  
01:13:04 --> 01:13:08: let's let's imagine this. Let's think about how we create  
01:13:08 --> 01:13:11: this and that over a period of time.  
01:13:11 --> 01:13:14: If you as Dan talked about talking about.  
01:13:14 --> 01:13:17: Zip line going over there but over a period of  
01:13:17 --> 01:13:20: time also building Three Bridges.  
01:13:20 --> 01:13:25: Understanding they they're expensive, but there's  
infrastructure money available for  
01:13:26 --> 01:13:27: this kind of stuff,  
01:13:27 --> 01:13:30: but you gotta first imagine it could happen.  
01:13:30 --> 01:13:34: You would then transform this area as as as essentially  
01:13:34 --> 01:13:37: a big body of water in wonderful nature.  
01:13:37 --> 01:13:40: Trail and Hard Edge Trail where you would have cafes  
01:13:40 --> 01:13:41: and everything.  
01:13:41 --> 01:13:45: It would be a regional if not a national draw.  
01:13:45 --> 01:13:48: To bring people there, if you begin to to create  
01:13:48 --> 01:13:50: really a special place,  
01:13:50 --> 01:13:52: did you have it right there,

01:13:52 --> 01:13:55: ready to go? You gotta imagine that whole part of  
01:13:55 --> 01:13:58: the River in a very different kind away.  
01:13:58 --> 01:14:01: Go ahead And so you are at a moment in time  
01:14:01 --> 01:14:05: when you have huge opportunity to think about yourself in  
01:14:05 --> 01:14:07: a different way.  
01:14:07 --> 01:14:10: You know I want to tell you a quick story.  
01:14:10 --> 01:14:12: My wife and I were in the Peace core many  
01:14:13 --> 01:14:16: years ago and we lived up way up the Paraguay  
01:14:16 --> 01:14:17: River in a remote area.  
01:14:17 --> 01:14:21: It is in Paraguay. We spoke Spanish and through the  
01:14:21 --> 01:14:23: jungle a few balls was Brazil.  
01:14:23 --> 01:14:27: They spoke Portuguese said. Maybe did in the jungle  
surrounding  
01:14:27 --> 01:14:30: us were variety of Indian tribes and what we learned  
01:14:30 --> 01:14:34: and enduring lesson wasn't the most powerful person in the  
01:14:34 --> 01:14:37: town. Wasn't the person who spoke who had all the  
01:14:37 --> 01:14:38: guns are all the money.  
01:14:38 --> 01:14:41: It was the person who spoke all the languages and  
01:14:41 --> 01:14:43: when we came back to America,  
01:14:43 --> 01:14:45: what we recognize is in our.  
01:14:45 --> 01:14:48: Our communities are equally divided by race and by class.  
01:14:48 --> 01:14:50: And if you work at a computer industry,  
01:14:50 --> 01:14:53: I probably don't know what you're talking about.  
01:14:53 --> 01:14:55: Most of the time, but.  
01:14:55 --> 01:14:59: But the most powerful person I came to realize that  
01:14:59 --> 01:15:03: was in a community or people I call translators and  
01:15:03 --> 01:15:06: renew Renew Moline in the city.  
01:15:06 --> 01:15:08: Need to be those translators,  
01:15:08 --> 01:15:10: the new mayor and Council,  
01:15:10 --> 01:15:14: and renew. Billy need to be lockstep on a shared  
01:15:14 --> 01:15:17: vision of what needs to happen and how it's going  
01:15:17 --> 01:15:18: to happen.  
01:15:18 --> 01:15:22: And they need to be able to communicate that in  
01:15:22 --> 01:15:26: a way that people see an opportunity for themselves.  
01:15:26 --> 01:15:29: That's the first the biggest challenge.  
01:15:29 --> 01:15:31: The second is is that leaders today need to be  
01:15:32 --> 01:15:32: nimble,  
01:15:32 --> 01:15:35: curious, and have an appetite for risk.  
01:15:35 --> 01:15:38: It's much safer to stay with the down of status  
01:15:38 --> 01:15:39: quo and not to change,  
01:15:39 --> 01:15:41: but but for every city,  
01:15:41 --> 01:15:43: as he had mentioned, the world is changing.

01:15:43 --> 01:15:46: So if you do not change your going to get  
01:15:46 --> 01:15:47: run over so nimble,  
01:15:47 --> 01:15:49: being able to move quickly,  
01:15:49 --> 01:15:52: curious to look around, like to Greenville,  
01:15:52 --> 01:15:55: were Pitts Burg or lots of other places and say,  
01:15:55 --> 01:15:57: how did they do this stuff?  
01:15:57 --> 01:15:59: Did you have an appetite for risk?  
01:15:59 --> 01:16:02: Because it will it it will require you to take  
01:16:02 --> 01:16:05: risks to imagine what we're suggesting to it,  
01:16:05 --> 01:16:07: so you want fundamentally have a choice.  
01:16:07 --> 01:16:11: There's one clear decision right now that you need to  
01:16:11 --> 01:16:14: make that decision is whether you're going to.  
01:16:14 --> 01:16:17: You're going to believe that you could do this,  
01:16:17 --> 01:16:20: and whether you have the political and community will to  
01:16:20 --> 01:16:21: want to do it.  
01:16:21 --> 01:16:24: I, you know, as a mayor for 12 years in  
01:16:24 --> 01:16:25: politics for many years,  
01:16:25 --> 01:16:27: you know I heard it all.  
01:16:27 --> 01:16:29: Every time you suggested a new idea,  
01:16:29 --> 01:16:32: there were 100 people giving you a reason why you  
01:16:32 --> 01:16:33: couldn't do it.  
01:16:33 --> 01:16:35: Of course you can never afford it is the wrong  
01:16:35 --> 01:16:36: place,  
01:16:36 --> 01:16:38: and nobody will ever move to that housing.  
01:16:38 --> 01:16:40: It in that and then nothing happens.  
01:16:40 --> 01:16:44: And that's your choice. You have the political community will  
01:16:44 --> 01:16:46: to move forward into reach for the future,  
01:16:46 --> 01:16:48: or you're going to stay where you are.  
01:16:48 --> 01:16:51: Go to the future. You have the power to do  
01:16:51 --> 01:16:51: that.  
01:16:51 --> 01:16:52: Get it done. Thank you.  
01:16:56 --> 01:16:59: So with that, this concludes our presentation and I believe  
01:17:00 --> 01:17:03: I'm not sure quite how exactly we're going to organize  
01:17:03 --> 01:17:03: it.  
01:17:03 --> 01:17:04: But for Q&A.  
01:17:06 --> 01:17:10: Well first thank you. It amazes me that you all  
01:17:10 --> 01:17:14: gathered enough about the personality of the place and all  
01:17:14 --> 01:17:16: the information we provided.  
01:17:16 --> 01:17:20: You know, tarulli? Give us some great ideas.  
01:17:22 --> 01:17:24: I.  
01:17:24 --> 01:17:27: I think my just a clarifying question.  
01:17:27 --> 01:17:30: Mary Murphy talked about 200 acres and then you know

01:17:30 --> 01:17:34: you sure put that loop kind of superimposed over the  
01:17:34 --> 01:17:34: River.  
01:17:34 --> 01:17:36: Is that the 200 acres?  
01:17:36 --> 01:17:38: Or when you reference 200 acres,  
01:17:38 --> 01:17:41: what period where we talking about?  
01:17:41 --> 01:17:47: That's 200 plus acres. It includes the water.  
01:17:47 --> 01:17:49: OK.  
01:17:49 --> 01:17:52: I think you captured an important idea in the in  
01:17:52 --> 01:17:55: the what was it called the fountain that's that's visible  
01:17:55 --> 01:17:56: from the bridge?  
01:17:56 --> 01:17:58: I think that's a wonderful idea.  
01:17:58 --> 01:18:01: I think there were a lot of little Golden Nuggets  
01:18:01 --> 01:18:04: that were in a lot of what you provided.  
01:18:04 --> 01:18:09: Uhm? Which we can definitely build upon.  
01:18:09 --> 01:18:12: So I don't know that I have any.  
01:18:12 --> 01:18:15: Questions that are occurring to me off the top of  
01:18:15 --> 01:18:16: my head,  
01:18:16 --> 01:18:17: but.  
01:18:17 --> 01:18:20: But I also just want to thank again our stakeholders  
01:18:20 --> 01:18:23: who participated in those discussions with you.  
01:18:23 --> 01:18:25: Many of them are running businesses,  
01:18:25 --> 01:18:28: many of them had had an extremely challenging year.  
01:18:28 --> 01:18:30: So I just want to do a quick shout out  
01:18:30 --> 01:18:31: to them as well,  
01:18:31 --> 01:18:31: so.  
01:18:36 --> 01:18:38: Alex, let me also say and again,  
01:18:38 --> 01:18:40: this is sort of repeating what I said at the  
01:18:41 --> 01:18:42: beginning of the presentation.  
01:18:42 --> 01:18:45: You know the report. Obviously the panel spent a lot  
01:18:45 --> 01:18:47: of time trying to write the report and put the  
01:18:47 --> 01:18:50: recommendations together that will be to you in about 60  
01:18:50 --> 01:18:53: days. We hope there's a lot you know there's going  
01:18:53 --> 01:18:55: to be a lot more detail in that.  
01:18:55 --> 01:18:56: A lot of times it's hard.  
01:18:56 --> 01:18:59: You know in these in these virtual presentations to see  
01:18:59 --> 01:19:01: all the little things we were talking about,  
01:19:01 --> 01:19:04: but it will become very clear each of the blocks  
01:19:04 --> 01:19:06: were talking about in the report.  
01:19:06 --> 01:19:08: So I just wanted to say that an and again  
01:19:08 --> 01:19:11: the questions we're having I know it's tough to absorb  
01:19:11 --> 01:19:12: all this all at once,  
01:19:12 --> 01:19:15: but if there are any questions we would be willing

01:19:15 --> 01:19:16: to take a few.

01:19:16 --> 01:19:18: We've got obviously about 15 minutes or so to try

01:19:18 --> 01:19:19: to answer questions.

01:19:19 --> 01:19:22: If there are some.

01:19:22 --> 01:19:26: I see one question requesting information on Heritage Church Ann.

01:19:26 --> 01:19:30: I'm going to ask Betty to answer that question if

01:19:30 --> 01:19:32: she sees it in the chat.

01:19:32 --> 01:19:36: I did say it in the chat Rick I think.

01:19:36 --> 01:19:41: Heritage Church had expressed to some of the panelists their

01:19:41 --> 01:19:42: desire,

01:19:42 --> 01:19:47: individually and collectively to do outreach in the community.

01:19:47 --> 01:19:52: In the written report, you'll see a couple different,

01:19:52 --> 01:19:58: very specific suggestions. One is about partnering up potentially with

01:19:58 --> 01:20:04: your Community College on workforce training for under employed or

01:20:04 --> 01:20:08: unemployed Moline or Quad City area.

01:20:08 --> 01:20:14: Residents a second it comes out of the.

01:20:14 --> 01:20:20: Zip line opportunity that Dan Drew and talked about.

01:20:20 --> 01:20:26: Clearly the owner of the mainland terminus for that zip

01:20:26 --> 01:20:28: line is the church.

01:20:28 --> 01:20:33: With that I think it Ponet Tower and whether that

01:20:34 --> 01:20:38: could be built into an entrepreneurial.

01:20:40 --> 01:20:48: Opportunity for workforce training or income for the Church is

01:20:48 --> 01:20:52: another way and then finally.

01:20:52 --> 01:20:58: The church continues to own property in right in that

01:20:58 --> 01:21:02: what we're calling the Milltown neighborhood.

01:21:02 --> 01:21:07: And so I think as a real estate property owner

01:21:07 --> 01:21:13: to partner in redevelopment of the of the Milltown area.

01:21:16 --> 01:21:20: I I'm gonna see this question for the first says

01:21:20 --> 01:21:24: from Jenny from WQAD recommended focusing on a couple of

01:21:24 --> 01:21:25: big projects.

01:21:25 --> 01:21:28: Have you narrowed down the ideas to which ones you

01:21:28 --> 01:21:32: think would have the biggest impact or you leaving that

01:21:32 --> 01:21:33: up to the city?

01:21:33 --> 01:21:37: Tom, I think you addressed that and I'm gonna ask

01:21:37 --> 01:21:40: you to address it specifically again.

01:21:40 --> 01:21:43: And then if you think there's any one of the

01:21:43 --> 01:21:45: rest of us that can type in,

01:21:45 --> 01:21:47: please give us a shout.

01:21:47 --> 01:21:51: Well, we we outline what are three big projects or



01:21:51 --> 01:21:55: catalytic in there essentially immediately doable.

01:21:55 --> 01:21:59: One is the speak ability which really begins with a

01:21:59 --> 01:22:02: phone call to art space that,

01:22:02 --> 01:22:04: as I mentioned, has done.

01:22:04 --> 01:22:07: Many of these are in at the beginning.

01:22:07 --> 01:22:11: That conversation. We think that's very doable.

01:22:11 --> 01:22:13: It of is a HASI development.

01:22:13 --> 01:22:18: You have had some success doing has already and so.

01:22:18 --> 01:22:20: Take another one of those,

01:22:20 --> 01:22:24: or working with one of the developers in time to

01:22:24 --> 01:22:27: do that has E can happen very quickly in the

01:22:27 --> 01:22:30: third is that is the Great River Park,

01:22:30 --> 01:22:34: which is at least in concept of if if Rock

01:22:34 --> 01:22:38: Island government in the Arsenal in the lead all agree

01:22:38 --> 01:22:42: to wanna do it that you know that can begin

01:22:42 --> 01:22:44: to create.

01:22:44 --> 01:22:47: Begin to begin to happen to get real if you

01:22:47 --> 01:22:49: begin and then as Dan outlined,

01:22:49 --> 01:22:53: a number of the other activities.

01:22:53 --> 01:22:55: The basin in the development around that.

01:22:55 --> 01:22:59: We obviously thinks that that that will take longer.

01:22:59 --> 01:23:02: We're going to put together in the report that we

01:23:02 --> 01:23:02: do.

01:23:02 --> 01:23:06: We really didn't have enough time to put all this

01:23:06 --> 01:23:06: together,

01:23:06 --> 01:23:09: and it will be a back of the envelope.

01:23:09 --> 01:23:12: Sort of sources and uses for the cost of all

01:23:12 --> 01:23:12: this.

01:23:12 --> 01:23:15: And then what, what, where the for all those uses

01:23:16 --> 01:23:17: will put a cost.

01:23:17 --> 01:23:20: An estimated cost, and then we'll put where the funding

01:23:20 --> 01:23:21: comes from.

01:23:21 --> 01:23:26: Both public and private. And so this is obviously a.

01:23:26 --> 01:23:30: Very, very ambitious program, but we believe that it's doable

01:23:31 --> 01:23:34: when you begin to build the kind of partnership.

01:23:34 --> 01:23:38: So we picked up those tree developments because there are

01:23:38 --> 01:23:42: those three developments have really are a test for all

01:23:42 --> 01:23:46: of you as to whether you can build good partnerships

01:23:46 --> 01:23:50: among yourselves and agreed to these ideas and also with

01:23:50 --> 01:23:55: private private investors who will bring resources to make this

01:23:55 --> 01:23:56: happen.

01:23:56 --> 01:23:59: So I I think we believe that it's less about

01:23:59 --> 01:24:03: the money and ability about more about your ability as  
01:24:03 --> 01:24:06: a community to decide what is it we want.  
01:24:06 --> 01:24:09: We're going to work together and build the structure that  
01:24:09 --> 01:24:11: permits that to happen.  
01:24:11 --> 01:24:13: Next question from WVIK news.  
01:24:13 --> 01:24:16: Is there a rough estimate of how much some of  
01:24:16 --> 01:24:20: these projects would cost or where the funding would come  
01:24:20 --> 01:24:20: from?  
01:24:20 --> 01:24:23: I think Tom just addressed that to some extent.  
01:24:23 --> 01:24:26: As a developer I'll just make one statement in the  
01:24:26 --> 01:24:27: last 24 hours.  
01:24:27 --> 01:24:30: It's pretty hard to kind of really sit down and  
01:24:31 --> 01:24:33: put a hard pencil to things to really do.  
01:24:33 --> 01:24:37: Orders of magnitude will do the best job we can  
01:24:37 --> 01:24:40: in the report to try to give you some rough  
01:24:40 --> 01:24:42: waters of magnitude.  
01:24:42 --> 01:24:44: And I do think that we've addressed some of the  
01:24:44 --> 01:24:48: funding sources in general and it's time just said some  
01:24:48 --> 01:24:51: degree of a sources and uses will be incorporated into  
01:24:51 --> 01:24:53: the report. But to be honest with you,  
01:24:53 --> 01:24:55: to just set expectations. Clearly,  
01:24:55 --> 01:24:58: these are the kind of projects that require a substantial  
01:24:58 --> 01:25:00: amount of analysis,  
01:25:00 --> 01:25:02: and it takes a fair amount of time to get  
01:25:02 --> 01:25:02: there.  
01:25:02 --> 01:25:05: And I think what we would recommend is you have  
01:25:05 --> 01:25:09: the capability within your community to analyze these types  
of  
01:25:09 --> 01:25:09: things.  
01:25:09 --> 01:25:11: We talked about Rick Reinhart,  
01:25:11 --> 01:25:15: talked about. Engaging consultants and what have you?  
01:25:15 --> 01:25:18: I mean, I think in order to really give yourselves  
01:25:18 --> 01:25:19: a much better understanding,  
01:25:19 --> 01:25:22: you really have to sit down and embark upon an  
01:25:22 --> 01:25:25: exercise over a period of time where you identify the  
01:25:26 --> 01:25:26: projects.  
01:25:26 --> 01:25:29: Take a look at what they might cost and really  
01:25:29 --> 01:25:31: put together a a very definitive budget.  
01:25:31 --> 01:25:34: I think we find ourselves too often just kind of  
01:25:34 --> 01:25:38: doing it back of the envelope stuff and then people's  
01:25:38 --> 01:25:40: expectations get raised unrealistically.  
01:25:40 --> 01:25:42: And then we find ourselves.

01:25:42 --> 01:25:46: Having to backpedal later, so I think that's a challenge  
01:25:46 --> 01:25:50: that I'll put to everyone is you really need to  
01:25:50 --> 01:25:51: do your homework to find?  
01:25:51 --> 01:25:54: Figure this out and then I see.  
01:25:54 --> 01:25:57: Yeah I, I just wanted to add cities all over  
01:25:57 --> 01:26:02: America have done this and they pull together federal  
money,  
01:26:02 --> 01:26:05: state money, local money, foundation money,  
01:26:05 --> 01:26:07: private money, the money evolves.  
01:26:07 --> 01:26:11: Overtime I spent 14 years in Buffalo and Senator Schumer,  
01:26:11 --> 01:26:17: Senator Gillibrand. Congressman Higgins from Buffalo just  
made sure that  
01:26:17 --> 01:26:21: anytime there was an opportunity that came up to support  
01:26:21 --> 01:26:24: their waterfront redevelopment,  
01:26:24 --> 01:26:28: they would go out and work with local officials and  
01:26:28 --> 01:26:28: deliver.  
01:26:28 --> 01:26:32: But I also wanted to say is right now these  
01:26:32 --> 01:26:35: are not the sort of projects that happen with a  
01:26:35 --> 01:26:39: sparse staff with no economic development.  
01:26:39 --> 01:26:43: Director with Alex not having a decent sized budget.  
01:26:43 --> 01:26:45: With staff and consultants behind her,  
01:26:45 --> 01:26:48: so the pump's going to have to be primed if  
01:26:48 --> 01:26:50: things like this are going to happen,  
01:26:50 --> 01:26:54: they don't happen because we come into town and say  
01:26:54 --> 01:26:55: to all of you.  
01:26:55 --> 01:26:56: Here are some great ideas.  
01:26:56 --> 01:26:58: We think they are great ideas,  
01:26:58 --> 01:27:02: but they happen because people come together.  
01:27:02 --> 01:27:05: People who know what they're doing and work on these  
01:27:05 --> 01:27:09: things together and study things and deliver them the Arsenal  
01:27:09 --> 01:27:11: is not going to suddenly say.  
01:27:11 --> 01:27:14: Oh yeah, here's the park and we're going to build  
01:27:14 --> 01:27:15: a bridge.  
01:27:15 --> 01:27:19: It's going to require months and months of negotiation with  
01:27:19 --> 01:27:22: the folks there to do what you want to do.  
01:27:22 --> 01:27:23: So let me just say,  
01:27:23 --> 01:27:26: as a former mayor, if you've been to petsburgh,  
01:27:26 --> 01:27:29: we made a decision for reasons I won't go into  
01:27:29 --> 01:27:31: to build a new baseball park.  
01:27:31 --> 01:27:34: A new football stadium, the new Convention Center,  
01:27:34 --> 01:27:36: and we were flat broke city.  
01:27:36 --> 01:27:39: We had lost 300,000 people in the prior 20 years,

01:27:39 --> 01:27:42: and not only did we build a baseball park,  
01:27:42 --> 01:27:46: the football stadium, the convention are on time and on  
01:27:46 --> 01:27:46: budget.  
01:27:46 --> 01:27:49: We also made a decision that error Road off the  
01:27:49 --> 01:27:50: riverfront.  
01:27:50 --> 01:27:53: Then we had no public access to our waterways.  
01:27:53 --> 01:27:56: And now we have 25 miles of what connected trails  
01:27:56 --> 01:28:00: within the City of Pittsburgh along the riverfront.  
01:28:00 --> 01:28:03: And not only did we build a billion \$200 million  
01:28:03 --> 01:28:06: of a ballpark Convention Center have been in it.  
01:28:06 --> 01:28:11: Now there is an additional billion dollars of private investment  
01:28:11 --> 01:28:13: on what were vacant parking lots.  
01:28:13 --> 01:28:17: So I I'm saying I'm standing here before you said  
01:28:17 --> 01:28:22: there are 26 different sources of financing in that deal.  
01:28:22 --> 01:28:25: So I I understand, I understand the hesitancy.  
01:28:25 --> 01:28:29: I understand people's skepticism about it.  
01:28:29 --> 01:28:32: I understand the challenges of financing.  
01:28:32 --> 01:28:35: I know it can be done.  
01:28:35 --> 01:28:39: Greenville that I showed you is another example.  
01:28:39 --> 01:28:43: There are lots of examples as Rick sent around the  
01:28:43 --> 01:28:44: country,  
01:28:44 --> 01:28:47: but it takes first of all all of you sort  
01:28:47 --> 01:28:51: of reaching for the stars and saying we could do  
01:28:51 --> 01:28:51: this.  
01:28:53 --> 01:28:57: I I see Marty and I'm going to pronounce it  
01:28:57 --> 01:28:57: vanags.  
01:28:57 --> 01:28:59: I may be incorrect.  
01:29:02 --> 01:29:03: You know, I'm first of all,  
01:29:03 --> 01:29:07: I'm really excited that you pronounce my last name pretty  
01:29:07 --> 01:29:08: good.  
01:29:08 --> 01:29:12: I spent 30 years now and economic development mostly also  
01:29:12 --> 01:29:13: city management,  
01:29:13 --> 01:29:18: and I'm really, really, really excited by everything you guys  
01:29:18 --> 01:29:19: have said Nancy.  
01:29:19 --> 01:29:21: I've been to Glen Greenville.  
01:29:21 --> 01:29:24: I spent like three or four days there,  
01:29:24 --> 01:29:26: one time staying at the Westin.  
01:29:26 --> 01:29:29: What a great city and we should all get in  
01:29:30 --> 01:29:32: a plane or a bus and go down there and  
01:29:32 --> 01:29:33: visit.  
01:29:33 --> 01:29:35: Just a really cool place.  
01:29:35 --> 01:29:38: I've been along that River and and I think right

01:29:38 --> 01:29:39: now.  
01:29:39 --> 01:29:42: We're sitting in a very good situation.  
01:29:42 --> 01:29:45: The city of Moline's finances are very good.  
01:29:45 --> 01:29:48: We have a special so we have a shift.  
01:29:48 --> 01:29:53: It's about to expire, but we can create a new  
01:29:53 --> 01:29:55: one for that area and.  
01:29:55 --> 01:29:57: My goodness, the federal government is,  
01:29:57 --> 01:30:01: as you know, giving us so much access to funds.  
01:30:01 --> 01:30:03: Right now I reached out to our our city,  
01:30:03 --> 01:30:06: Directores. Ask them, you know,  
01:30:06 --> 01:30:09: give me a list of your projects were getting \$20  
01:30:09 --> 01:30:13: million and we're going to come up 70 million short.  
01:30:13 --> 01:30:16: They came up with about \$90 million worth of projects.  
01:30:16 --> 01:30:20: Oh wait, but it's just like we've got so much  
01:30:20 --> 01:30:21: opportunity here.  
01:30:21 --> 01:30:25: And I, I think we've got this beautiful canvas of  
01:30:25 --> 01:30:27: downtown to work on so.  
01:30:27 --> 01:30:30: I'm inspired and as the city administrator I'm going to  
01:30:30 --> 01:30:33: do whatever I can to help our City Council merit  
01:30:33 --> 01:30:35: to to have that vision to have that will,  
01:30:35 --> 01:30:38: and to end to make this thing happen.  
01:30:38 --> 01:30:41: So thank you for this second time I've been with  
01:30:41 --> 01:30:41: you.  
01:30:41 --> 01:30:43: I think I did in Indianapolis too,  
01:30:43 --> 01:30:44: and you guys are great.  
01:30:44 --> 01:30:46: This is such a great program.  
01:30:46 --> 01:30:48: Thank you so much. You know,  
01:30:48 --> 01:30:51: Marty I, I just want to say something and thank  
01:30:51 --> 01:30:52: you very much for that comment.  
01:30:52 --> 01:30:55: We always appreciate getting the positives instead of getting  
01:30:55 --> 01:30:56: thrown  
01:30:56 --> 01:30:58: out of town,  
01:30:58 --> 01:31:00: but.  
01:31:00 --> 01:31:02: That the thing that I observed in the context of  
01:31:02 --> 01:31:05: the 2008 recession,  
01:31:05 --> 01:31:07: and of course, we've all been seeing these declines over  
01:31:07 --> 01:31:10: a longer period of time.  
01:31:10 --> 01:31:10: But you've got watershed events and now we've had a  
01:31:10 --> 01:31:13: pandemic.  
01:31:13 --> 01:31:16: We've had social unrest. We have all that stuff.  
01:31:16 --> 01:31:18: These are catalytic major changes in society,  
01:31:18 --> 01:31:18: and it requires all of us to step back,

01:31:18 --> 01:31:21: take a deep breath and think about the future in.  
01:31:21 --> 01:31:23: Imagine it differently. I mean,  
01:31:23 --> 01:31:26: I've been involved in so many conversations lately.  
01:31:26 --> 01:31:28: What's it gonna be like?  
01:31:28 --> 01:31:29: I'm in downtown San Francisco.  
01:31:29 --> 01:31:31: We just had a. 30%  
01:31:31 --> 01:31:32: drop in vacancy and rents?  
01:31:32 --> 01:31:35: I mean it's just extraordinary over a very short period  
01:31:35 --> 01:31:35: of time.  
01:31:35 --> 01:31:37: Everybody saying Oh my God.  
01:31:37 --> 01:31:39: Oh my God, this guys falling nothing's gonna happen.  
01:31:39 --> 01:31:41: It's never going back again.  
01:31:41 --> 01:31:42: Well, I don't buy that,  
01:31:42 --> 01:31:44: but nonetheless it's going to come back.  
01:31:44 --> 01:31:47: But it's going to be different and you cannot necessarily  
01:31:47 --> 01:31:49: rest on your laurels and saying well,  
01:31:49 --> 01:31:51: this is the way it's always been.  
01:31:51 --> 01:31:53: This way it's going to be in future could be  
01:31:53 --> 01:31:54: different.  
01:31:54 --> 01:31:56: So think about it that way and embrace the positive  
01:31:56 --> 01:31:57: outcome.  
01:31:57 --> 01:31:59: And I think Tom's called action is the right way  
01:31:59 --> 01:32:00: to look at it.  
01:32:00 --> 01:32:02: So I wish you all the best of luck.  
01:32:02 --> 01:32:05: I think that. You got the capability in the talent.  
01:32:05 --> 01:32:08: I mean the people we talked to in the interviews  
01:32:08 --> 01:32:09: were just extraordinary.  
01:32:09 --> 01:32:12: Every single one of the interviews that that we participated  
01:32:12 --> 01:32:12: on.  
01:32:12 --> 01:32:15: I just listen to the dialogue and we went through  
01:32:15 --> 01:32:18: and everybody summarized each of the interviews.  
01:32:18 --> 01:32:19: You've got a great community,  
01:32:19 --> 01:32:22: so you've got the talent and I know you got  
01:32:22 --> 01:32:22: the money.  
01:32:22 --> 01:32:25: You've been around a long time and it's it's there  
01:32:25 --> 01:32:28: so you know now you gotta go outside and get  
01:32:28 --> 01:32:28: other money.  
01:32:28 --> 01:32:32: But nonetheless it's just a matter of trying to inspire  
01:32:32 --> 01:32:35: people and getting them to get engaged.  
01:32:35 --> 01:32:37: I just wanted to make a comment.  
01:32:37 --> 01:32:41: Marty, thank you for but you came to Green Boy.  
01:32:41 --> 01:32:44: You saw if Greenville can do what it did and

01:32:44 --> 01:32:45: we had a River.  
01:32:45 --> 01:32:49: But it's what my father would call a Creek that  
01:32:49 --> 01:32:52: we embraced an if Greenville can do it.  
01:32:52 --> 01:32:57: As Thomas said, there's no reason in the world while.  
01:32:57 --> 01:33:01: That milane can't do it as well.  
01:33:01 --> 01:33:04: I like the Dan. I like your park concept with  
01:33:04 --> 01:33:04: the water.  
01:33:04 --> 01:33:07: Reminds me of the canal system in Indianapolis,  
01:33:07 --> 01:33:10: which if you've never visited Indianapolis,  
01:33:10 --> 01:33:12: you may not know it even exists.  
01:33:12 --> 01:33:16: Probably people in Indianapolis. Don't know that it exists  
there  
01:33:16 --> 01:33:18: on the East West side of downtown,  
01:33:18 --> 01:33:20: but it's a very similar type.  
01:33:20 --> 01:33:24: Seem to be like very almost similar type of idea.  
01:33:24 --> 01:33:27: Thank you, yeah it was a I had an opportunity  
01:33:27 --> 01:33:30: to do a panel in Indianapolis,  
01:33:30 --> 01:33:33: the one over in the Arts Center area an it's  
01:33:33 --> 01:33:34: beautiful city.  
01:33:34 --> 01:33:35: Enjoyed my time there.  
01:33:39 --> 01:33:42: Can I say thank you to?  
01:33:42 --> 01:33:47: Panel and our stakeholders, this was truly eye opening this  
01:33:47 --> 01:33:52: morning and if there's anything that really inspired me,  
01:33:52 --> 01:33:55: it's that Mr Murphy you do it every time,  
01:33:55 --> 01:33:59: but thinking? Thinking big is how we need to think  
01:34:00 --> 01:34:03: and and have an attitude of why not,  
01:34:03 --> 01:34:06: right? Because you mentioned great ideas,  
01:34:06 --> 01:34:09: find ways to get things done.  
01:34:09 --> 01:34:13: I'll add we do, but only through collaboration.  
01:34:13 --> 01:34:17: And partnership. With the city of Moline and of course  
01:34:17 --> 01:34:19: the private sector.  
01:34:19 --> 01:34:23: So I think you've got people motivated here in the  
01:34:23 --> 01:34:26: Quad Cities to think big and to start to get  
01:34:26 --> 01:34:30: some things done that will really move us forward.  
01:34:30 --> 01:34:33: So I want to say thank you to the UI  
01:34:33 --> 01:34:36: panel and our stakeholders as well.  
01:34:36 --> 01:34:38: Well, thank you Kerry. I see oh,  
01:34:38 --> 01:34:39: there's a hand.  
01:34:41 --> 01:34:45: Yes hello everyone, I I really appreciate being brought in  
01:34:45 --> 01:34:49: to this conversation ahead of the swearing in in just  
01:34:49 --> 01:34:50: less than a week,  
01:34:50 --> 01:34:54: but I'm very excited by the big ideas that you've

01:34:54 --> 01:34:57: shared with us and the ways you've talked about how  
01:34:57 --> 01:34:59: to get this done.  
01:34:59 --> 01:35:02: I am in full alignment with dreaming big and then  
01:35:02 --> 01:35:04: finding ways to make it happen.  
01:35:04 --> 01:35:07: And I do have a question though,  
01:35:07 --> 01:35:09: along with the lines that Kerry mentioned,  
01:35:09 --> 01:35:12: then in terms of partnerships.  
01:35:12 --> 01:35:15: Can you more clearly elaborate where the position of a  
01:35:16 --> 01:35:19: project manager for these projects originates?  
01:35:19 --> 01:35:24: You suggest that originates with the city and then  
communicates  
01:35:24 --> 01:35:29: with everyone or originates in some part private sector  
position  
01:35:29 --> 01:35:30: or through renew.  
01:35:30 --> 01:35:31: I just need some clarity.  
01:35:31 --> 01:35:34: Sure, Rick Reinhart will answer that when he was one  
01:35:34 --> 01:35:35: and addressed it.  
01:35:35 --> 01:35:39: We were told that in the old days in Moline  
01:35:39 --> 01:35:42: that the city delegated to renew Moline,  
01:35:42 --> 01:35:46: for them to be the project manager when it came  
01:35:46 --> 01:35:47: to the arena.  
01:35:47 --> 01:35:52: The pavilion, the University, and those big projects.  
01:35:52 --> 01:35:56: What we are suggesting on this project is that the  
01:35:56 --> 01:35:59: city would delegate to Renew Moline.  
01:35:59 --> 01:36:04: The job of being the project manager on two projects,  
01:36:04 --> 01:36:06: which are sort of 1 project.  
01:36:06 --> 01:36:10: One is the Great Rivers Park which is big and  
01:36:10 --> 01:36:11: really complicated.  
01:36:11 --> 01:36:16: The second one is the Milltown New Milltown neighborhood,  
01:36:16 --> 01:36:19: directly adjacent to the park.  
01:36:19 --> 01:36:21: Now, in order for that to happen,  
01:36:21 --> 01:36:23: two things have to happen.  
01:36:23 --> 01:36:26: One is that renew Moline has to want to be  
01:36:27 --> 01:36:28: able to do that.  
01:36:28 --> 01:36:30: And in addition to that,  
01:36:30 --> 01:36:34: Renew Moline has to be able to be resourced.  
01:36:34 --> 01:36:35: To do it very well,  
01:36:35 --> 01:36:39: the second thing that happened is that the city has  
01:36:39 --> 01:36:40: to trust,  
01:36:40 --> 01:36:45: Renew Moline and to want to delegate responsibility and  
authority  
01:36:45 --> 01:36:49: to renew Moline in order to be the project manager.  
01:36:49 --> 01:36:53: Now Madam Mayor elect. That does not mean that Renew



01:36:53 --> 01:36:56: Moline is going to go out with shovels,  
01:36:56 --> 01:37:00: and, you know, dig holes in the ground.  
01:37:00 --> 01:37:03: Dredge that part of the River and those sorts of  
01:37:03 --> 01:37:06: things the city is going to have to be responsible  
01:37:07 --> 01:37:07: for that,  
01:37:07 --> 01:37:11: but again, there is example after example around the country  
01:37:11 --> 01:37:15: where a city government has delegated to a public private  
01:37:15 --> 01:37:16: partnership,  
01:37:16 --> 01:37:19: like Renew Moline. The ability to be able to do  
01:37:19 --> 01:37:23: all these things because the problem with the city doing  
01:37:23 --> 01:37:26: all of this is you got 1001 other things you  
01:37:26 --> 01:37:30: absolutely have to do. You can't not respond to a  
01:37:30 --> 01:37:31: neighborhood concern.  
01:37:31 --> 01:37:35: You gotta you gotta be ready and do those things.  
01:37:35 --> 01:37:40: Where a nonprofit, public private partnership that specifically  
agrees to  
01:37:40 --> 01:37:41: do it,  
01:37:41 --> 01:37:44: has the luxury of being able to go out there  
01:37:44 --> 01:37:48: and perform these for it's a class that might mean  
01:37:48 --> 01:37:52: reconfiguring the Board of Renew Moline a little bit.  
01:37:52 --> 01:37:57: It it absolutely means developing trust between the two  
organizations,  
01:37:57 --> 01:38:00: but I've been in the position in my career of  
01:38:00 --> 01:38:05: running public private partnerships where the city basically  
said to  
01:38:05 --> 01:38:05: me.  
01:38:05 --> 01:38:08: Rick, we trust you and your and your organization to  
01:38:08 --> 01:38:12: bring folks together to get these sorts of things done.  
01:38:12 --> 01:38:14: Now, doggone it, we want to be apprised,  
01:38:14 --> 01:38:17: we want to be part of a board or committee  
01:38:17 --> 01:38:18: or a task force.  
01:38:18 --> 01:38:21: We're going to test that trust every week,  
01:38:21 --> 01:38:22: but we want you to do it,  
01:38:22 --> 01:38:25: so that's the sort of thing we're talking.  
01:38:25 --> 01:38:28: OK, thank you so much for that clarity.  
01:38:28 --> 01:38:31: I'd like to add one more thing to that though.  
01:38:31 --> 01:38:34: Madam Mayor in the rest of the program that we  
01:38:34 --> 01:38:35: put together,  
01:38:35 --> 01:38:37: there's a big role for the city to play the  
01:38:37 --> 01:38:38: fist record,  
01:38:38 --> 01:38:41: or as an example, we emphasize the idea of trying  
01:38:41 --> 01:38:44: to link that and provide a lot of the housing  
01:38:44 --> 01:38:45: opportunities.

01:38:45 --> 01:38:48: Most of those are traditional city functions,  
01:38:48 --> 01:38:51: and I think there's a similar role for the city  
01:38:51 --> 01:38:54: to play with its own project management staff in exactly  
01:38:54 --> 01:38:57: how you're structured and how all of that stuff.  
01:38:57 --> 01:39:01: It's done, it's usually driven by the businesses or the  
01:39:01 --> 01:39:02: developers,  
01:39:02 --> 01:39:05: and so I think that between the business community existing  
01:39:05 --> 01:39:06: on 5th Ave,  
01:39:06 --> 01:39:11: the development community and builder developers that are  
already existing  
01:39:11 --> 01:39:13: that are doing projects in the Community,  
01:39:13 --> 01:39:16: working with the city to specifically say.  
01:39:16 --> 01:39:18: How do we make this project happen?  
01:39:18 --> 01:39:19: How do we move forward?  
01:39:19 --> 01:39:23: As Rick said, there's a lot that he's just challenged.  
01:39:23 --> 01:39:26: Renew Moline to assume that they can take on everything  
01:39:26 --> 01:39:28: is an unrealistic expectation.  
01:39:28 --> 01:39:31: And at the same and you have to have some  
01:39:31 --> 01:39:34: clarity as to which which projects you want them to  
01:39:34 --> 01:39:37: do and provide their own project management staff which  
projects  
01:39:37 --> 01:39:40: the city can perform in many ways led by the  
01:39:40 --> 01:39:41: private sector.  
01:39:41 --> 01:39:44: So it's a it's a partnership and a looser sense.  
01:39:44 --> 01:39:46: But it's a partnership nonetheless.  
01:39:46 --> 01:39:49: We sit down with people in your work things out,  
01:39:49 --> 01:39:51: and if Tom or anybody else wants to add to  
01:39:51 --> 01:39:52: that comment,  
01:39:52 --> 01:39:56: I'd certainly in in you know look for that.  
01:39:56 --> 01:39:58: This is a key to this mayor and I enjoyed  
01:39:58 --> 01:40:00: talking with you yesterday.  
01:40:00 --> 01:40:03: The key to this is the financing and and and  
01:40:03 --> 01:40:06: it is finding the right people city in renew.  
01:40:06 --> 01:40:08: This is why that you need to be hand in  
01:40:08 --> 01:40:09: glove together.  
01:40:09 --> 01:40:13: It is finding somebody that understands how to use that.  
01:40:13 --> 01:40:17: Be creative around the the financing is as I mentioned  
01:40:17 --> 01:40:21: all the development we did with the stadium isn't everything  
01:40:21 --> 01:40:21: but it.  
01:40:21 --> 01:40:24: It had very little city money of the billion and  
01:40:24 --> 01:40:28: a half dollars of development that's happened over there.  
01:40:28 --> 01:40:32: There was a. Report less than \$1,000,000 of city operating

01:40:33 --> 01:40:34: money was used in it.

01:40:34 --> 01:40:37: And so we were left able to leverage a lot

01:40:37 --> 01:40:40: of lot of buddy from lots of different sources.

01:40:40 --> 01:40:43: That's an expertise that's really important.

01:40:43 --> 01:40:45: That does not right right now is it?

01:40:45 --> 01:40:48: You know that you have not have used tax increment

01:40:48 --> 01:40:53: financing primarily rather than use thinking that is your leverage

01:40:53 --> 01:40:56: capital and I'm going to turn that \$1.00 of tax

01:40:56 --> 01:40:59: increment financing in the \$10 from other sources.

01:40:59 --> 01:41:01: So that's a key to those partnerships.

01:41:01 --> 01:41:04: Of course, you knowing what you want and so.

01:41:04 --> 01:41:08: What happened was the developers would comment that this you

01:41:08 --> 01:41:10: have this experience as a mayor.

01:41:10 --> 01:41:12: I have a great idea for you and we I

01:41:12 --> 01:41:13: would say we have,

01:41:13 --> 01:41:14: uh, with all due respect.

01:41:14 --> 01:41:17: How is why it's a great idea for you will

01:41:17 --> 01:41:20: decide whether it's a great idea for us if

01:41:20 --> 01:41:22: if our self interest come together then we'll do.

01:41:22 --> 01:41:25: We'll figure it out how to be a good partner

01:41:25 --> 01:41:26: with you.

01:41:26 --> 01:41:29: That assumes several things. One is that we knew what

01:41:29 --> 01:41:32: we wanted and that's part of what we're talking to

01:41:32 --> 01:41:32: get.

01:41:32 --> 01:41:35: Have tried to give you a sort of a plan

01:41:35 --> 01:41:35: is maybe.

01:41:35 --> 01:41:37: This is what we want in the second.

01:41:37 --> 01:41:39: It meant that we were going to be a good

01:41:39 --> 01:41:39: partner.

01:41:39 --> 01:41:42: We could help financially make it happen.

01:41:42 --> 01:41:44: But that doesn't mean city money.

01:41:44 --> 01:41:46: It could be federal money.

01:41:46 --> 01:41:49: It could mean money from lots of different sources,

01:41:49 --> 01:41:53: but but you need to be part of that process.

01:41:53 --> 01:41:56: Thank you so much, that's very helpful.

01:41:56 --> 01:41:59: Good luck and then with that I don't see any

01:41:59 --> 01:42:03: specific other comments or hands up an I am getting

01:42:03 --> 01:42:06: the hook from my enforcer Mr.

01:42:06 --> 01:42:09: Tytler, but I think that at this point I would

01:42:09 --> 01:42:11: like to say again,

01:42:11 --> 01:42:15: thank you to everybody who participated in this from Rune

01:42:15 --> 01:42:16: Renew,  
01:42:16 --> 01:42:20: Moline the sponsors to the stakeholders that we interviewed  
and  
01:42:21 --> 01:42:24: to the people who are here as you move forth  
01:42:24 --> 01:42:24: and.  
01:42:24 --> 01:42:26: In talk to others in your community,  
01:42:26 --> 01:42:28: I have no doubt you can get it done.  
01:42:28 --> 01:42:30: You just have to say I will get it done.  
01:42:30 --> 01:42:33: That's the way things work and with that I'll just  
01:42:33 --> 01:42:36: close and say best of luck to everyone and thank  
01:42:36 --> 01:42:37: you for the opportunity.  
01:42:37 --> 01:42:38: We've enjoyed being here.

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