



**Tacos are back!**

Thursday 3-8 p.m.

**\$1 beer**

**V.F.W.**

Corner of Fourth Ave. & Orange, Hoopeston

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**Hoopeston Coin Laundry**

MONDAY:	7:30 a.m.	7 p.m.
TUESDAY:	7:30 a.m.	7 p.m.
WEDNESDAY:	7:30 a.m.	7 p.m.
THURSDAY:	7:30 a.m.	7 p.m.
FRIDAY:	7:30 a.m.	5 p.m.
SATURDAY:	7:30 a.m.	5 p.m.
SUNDAY:	7:30 a.m.	7 p.m.

*Last wash load in 1 hour before closing*

**Don't be left out!**

List your organization's information on

The most widely-read on-line source for Hoopeston happenings!

**hoopeston.org**

Email: [additions@hoopeston.org](mailto:additions@hoopeston.org)

Mail to P.O. Box 441, Hoopeston, IL 60942



**Tacos are back!**

Wednesdays, 5-8 p.m.

**Ranch burgers**

start Monday, Oct. 14 5-8 p.m.

**BJ's Pump**

1023 W. Main, Hoopeston (217) 283-5700



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**[www.justthefacts.net](http://www.justthefacts.net)**

**City audit shows low amount of cash on hand: finance chair**

Hoopeston's budget is running about as expected but the city's cash on hand is dwindling, according to the city's finance committee chairman.

Alderman Bill Goodwine presented an analysis of the 2002 audit at Tuesday's city council meeting.

Finances are "in total not really too bad," Goodwine said. A projected budget deficit of \$405,000 showed a "small net plus" with the year ending with a deficit of about \$350,000.

However, year-end books showed \$439,500 cash on hand of the city's operating budget of \$3,665,532. "At the end of the year, we had enough money to run the city for 1.5 months," Goodwine told the council. "Looking at the budget, that's not going to grow. In fact, it's going to decline."

In unrelated business, the council heard from members of the Visioning for the Future committee about the possibility of applying for a Peace Corps Fellow from Western Illinois University.

Fellows are students working on their Master's degrees in such areas as economic development. After serving in the Peace Corps for two years, they serve internships in communities, working on regional or area planning, grant writing or other areas.

Visioning committee member Charlene Drawdy gave the presentation to the council, saying a Fellow would tie in with Hoopeston Regional Health Care's plan to use Western's Community Healthcare Mapping program.



Hoopeston City Clerk Gail Lane swears in newly-appointed second ward alderman Carl Ankenbrand at Tuesday's Hoopeston City Council meeting as Mayor Chalmers Flint and city attorney Bill Nelson look on.

Visioning Committee members would like the council to approve funds to pay at least part of the \$20,000 program fee.

Aldermen were invited to a Nov. 22 meeting with John Gruidl of Western who oversees the Fellows program and who will provide additional information on program assets and requirements.

The council also:

- approved Carl Ankenbrand as a second ward alderman. He replaces Mike Eckersley who resigned.
- approved a \$12,842.15 bid from Silver Brothers for concrete approaches and drives for the new water building on Main St.

**Bosses Day is Wednesday, Oct. 16**  
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Flowers, Yankee Candles, our newest Angel, plants, hand crèmes and lotions, picture frames for their desk.

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**Witch yard will win the Hoopeston Jaycees Yard Decorating Contest!**

That's up to you!  
Call 283-9348 from 11 a.m.-1 p.m.  
Wednesday, Oct. 23 to vote for your favorite Halloween-themed yard.

Winners will receive:  
\$25 first place  
\$15 second place  
\$10 third place

Co-sponsored by *Just the Facts*

# Visioning Committee hears about Hoopeston marketing plan

The man who will spearhead an online marketing plan for Hoopeston explained his objectives to the Hoopeston Visioning for the Future committee last week.

"We have the opportunity to work on a development program for a city, your city," said Robert Davis of Watseka-based CDA Marketing.

The Hoopeston City Council hired the firm to create a web page highlighting empty buildings available in the city.

"There is some mystery about what we're doing," Davis told the group. The online marketing effort is designed to "attract new business and new growth to the Hoopeston area," Davis said. "We expect success."

CDA Marketing will list the properties on the Internet and position them in a way that will bring them to the attention of companies looking for buildings. "In three months' time, Hoopeston, Illinois is going to come up first or second every time," he said.

Using technology, CDA Marketing staff can track every request made in Internet searches, Davis said. Recently, 12,000 queries were made for commercial property in

Illinois, queries that would have included availabilities in Hoopeston if the city had an online presence. "I know we can bring a lot of eyes to Hoopeston," he said, estimated that 500-2,000 interested parties will see the site each month.

Hoopeston will not be home to inappropriate businesses, Davis said. "I wouldn't sell your city out. I wouldn't bring a chemical waste sit to your community even if it was safe," he said.

Davis guaranteed that interested companies would see Hoopeston's information on the Web. Whether anyone purchases a building will depend, in part, on the attitude prospective buyers meet when they come to the city. He encouraged residents to speak positively of the city, saying "every ounce of negativity is magnified" to interested buyers.

The Hoopeston web page will be "very classy" and will "highlight the growth opportunities you have here," he said.

Hoopeston faces several challenges including being "held hostage by economic conditions" and not having enough money to get more people to the city to look at available properties. "Leads, to me, is always the first



Robert Davis, second from left, of CDA Marketing, meets with members of Hoopeston's Visioning Committee.

step in success," Davis said. A third problem is the migration of young people away from the city. "The youth are critical to your future," he said.

Another avenue to get Hoopeston's name out will result from the city council's decision to use CDA Marketing and its "progressive program" to market a small community. "A press agency could get that story on every network," Davis said.

In order to create the website, Davis said he will, over the next couple weeks, meet with a short list of building owners to get blanket approval to market their properties. He will then combine that information into a web page and start promoting Hoopeston on the Internet.

Although the city council approved the contract with CDA Marketing at its Sept. 17 meeting, Davis said the company has been working on the project for four months. "Even before we had an agreement with Hoopeston, we were doing research because if the program works, we can do it anywhere," he said.

The economic climate makes marketing Hoopeston a challenge, but not an insurmountable one. "I think the area will rectify itself when you have positive momentum," Davis said.

## Weather



Partly sunny today. High 52. Tonight, partly cloudy. Low 32. Tomorrow, chance of rain. High 50, low 38.

For current weather conditions, call the **Hoopeston Weather Line** at (217) 283-6221.

## Solution to yesterday's puzzle

1	C	2	A	3	F	4	E	5	S			6	T	7	E	8	M	9	P	10	T	11	S
12	A	R	O	M	A	13	S					14	A	V	A	L	O	N					
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## Classifieds

### ANNOUNCEMENTS

Having out of town visitors? We have two brand new 1 bedroom furnished apartments available by the night or by the week. TV, phone, utilities included. (217) 283-7996.

### AUCTIONS

Thinking of having an auction?  
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1 bedroom upstairs apt. includes heat and water. \$295/ mo. plus deposit. Call 217-283-9310

### CHILD CARE

Licensed daycare has opening. Please call Jen if interested at 283-9660.

### HELP WANTED

Part time help wanted four retail store. 10-20 hours/week. Must be able to work unsupervised. Some light lifting required. Send resume to Box A Just the Facts, P.O. Box 441, Hoopeston, IL. 60942.

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