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**Thursday, July 10, 2014**  
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## Leaders review suggested economic strategies for Hoopeston

A program to set goals for economic development in Hoopeston came one step closer to completion last week.

Ten people, representing city government, the health-care industry, business owners and youth, met at DACC Higher Learning Center last on July 2 to review the results of an April 14 meeting of approximately 100 residents interested in improving Hoopeston.

Hoopeston officials spent \$10,000 with Champaign County Regional Planning to have planner Susan Charvarria lead the planning sessions.

In April, attendees were asked to set goals in the areas

of housing, education, infrastructure, services, business attraction and retention, community image, community amenities and city administration. They were then asked to rank those goals in order of importance.

The July 2 group reviewed the list and suggested changes. Since so few attended the meeting, the list of proposed changes was emailed to other members of the core group for their input prior to finalizing the list.

Once the list is finalized, the core group is expected to select two or three areas to focus their efforts on.

Under housing, with a goal of Hoopeston increasing its variety of desirable, quality housing types, the highest objective is to allocate sufficient resources to efficiently and effectively enforce building codes. Other suggested objectives include reviewing and refining the building code, assuring it communicates the quality expected to be part of the community; creating and enforcing stricter regulations for rental properties and maintenance; reviewing and refining design guidelines for new housing developments; and maintaining, advertising and allocating sufficient funds for the city's façade, paint and maintenance assistance programs.

The second goal under housing—having diversity that considers residents of various family compositions, incomes, and ages, was struck out by the citizen group on April 14, but two of three objectives eliminated were reinstated by three members of last week's session.

Those objectives include identifying groups that are lacking housing opportunities and seeking a developer to construct the types of housing in demand.

Mayor Bill Crusinberry, Alderman Randy Carter and Harry Brockus, CEO of Carle Hoopeston Regional Health Center, have all said Hoopeston needs more up-scale housing and urged the objectives to be reinstated.

In the 2014 budget, Hoopeston officials earmarked  
 See STRATEGIES on other side

**4th Annual Church of God**  
**Hooterville Classic Car Show**  
 Saturday, July 12-McFerren Park, Hoopeston  
 Registration 9-12. Awards at 3 pm.  
 Entry fee: \$15 per car  
 Proceeds to First Church of God's mission trip to the Dominican Republic.  
 Sponsored by Anthem Chevrolet & Hoopeston Jax Wax.  
 Info: Darren Byers (217) 799-4990 or [www.facebook.com/4thAnnualHootervilleClassicCarShow](http://www.facebook.com/4thAnnualHootervilleClassicCarShow)

Here's what's showing at the  
**Little Lorraine**  
**Winter's Tale**  
 Fri. 7 p.m., Sat. 4:30 & 7 p.m. Sun. 2 p.m.  
**God's Not Dead**  
 Sun. 4:30 & 7 p.m.  
 Freewill donations accepted. Suggested donation \$2-6 & under, \$5-adults. Concessions available. Proceeds to Save the Lorraine Theatre Foundation

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## Strategies continued from other side

\$20,000 for a feasibility study to determine the costs associated with a potential development of upscale housing.

Other housing goals include making Hoopeston more attractive by creating a condemnation/demolition program and making it part of city ordinances; researching feasibility of programs such as \$1 lots and property tax auctions to replace dilapidated houses with new structures.

Goals under infrastructure include maintaining adequate sewer, water and roads to meet current and anticipated demand through researching other communities capital improvement plans, public meetings for project prioritization and hiring an economic development specialist or consultant. The second goal is to resolve chronic flooding issues as resources permit, with objectives similar to the first goal.

Under services, with a goal to continue to provide excellent health and social services to the community, objectives are to bring dental services to Hoopeston; identify services not provided and seek to fill demand for those services and promote affordable wellness programs for the community.

For business attraction and retention, with a goal of

Hoopeston seeking new business partners to strengthen its economic base, objective rated highest was to consider incentives for development in conjunction with desired design guidelines and the fiscal health of the community in any discussions with developers. A medium priority is to identify businesses that would be a good fit with the population, available infrastructure, gaps in local supply and other factors.

Under the goal of supporting existing businesses and entrepreneurs, the highest priority objective is to maintain and grow relationships between business owners, city officials and others, so each knows their value and can optimize resources. Other objectives listed include a Shop Local program; growing the relationship with DACC's Small Business Development Center and growing DACC-Hoopeston's course offerings catering to business owners and entrepreneurs.

The DACC Hoopeston center was also featured under education goals, which include the center being known as a regional education center with high-quality course offerings and programs, where the highest objective was to develop a program where DACC facilitates internship and career training opportunities between high school students and area manufacturers.

A second goal is that Hoopeston schools will be the most desired educational experience for area families. The highest objective related to that goal is to research and pursue funding to bring unique programs to the school district, including those sponsored by Vermilion Advantage. Additional to that objective is to identify success stories at local schools and market them to attract more students and resources.

The "Community Image" category's goals include Hoopeston drawing visitors and residents through its beautification efforts, events and attractions, with the highest priority objective being improving the city's website and other community-based websites to provide information residents, potential developers and tourists typically seek.

A second goal of Hoopeston being known for its curb appeal and appearance had two high-priority objectives: building relationships and communicating more with building and site owners who could make improvements and strengthening ordinances and enforcement of those ordinances and building codes.

Community amenity goals include having recreational opportunities for residents and visitors of all ages and interests; The top objective for this goal is continued support by local businesses and community groups for renovating the Lorraine Theatre. A second objective is to seek funding for projects on a prioritized basis.

A second goal is to have downtown be a destination that is pedestrian-oriented and offers unique shopping and tourism experiences, with an high-priority objective of developing and implementing a marketing plan to attract and retain unique retail businesses.

Under city administration, with a goal for the city to be proactive and responsible to appropriate economic development opportunities, the highest objective is to review and revise ordinances to make rental properties maintained on a consistent level. Objectives of medium importance include making sure the city's approval process for development/redevelopment is streamlined and consistent with Hoopeston's desired image; making sure the website has information to attract potential developers, residents and visitors; and improved processes in city hall to make sure information for potential residents, developers, entrepreneurs and visitors is readily available.

Under the goal of "city officials will guide the successful implementation of this strategy," objectives include considering development opportunities from the economic development perspective, seeking information and expertise from local business leaders and

## Police News



A leather ball glove was found at McFerren Park at 9 a.m. Tuesday. The owner may identify and claim it at the police station.

## Obituaries

**McMURRAY** - Irene McMurray, 97, of Urbana, died at 11:50 a.m. Tuesday, July 8, 2014, at Campaign County Nursing Home, Urbana. Arrangements are pending at Anderson Funeral Home, Hoopeston.

## Weather



Sunny today. High 78. Tonight, clear. Low 58. Tomorrow, sunny, chance of storms late. High 79, low 67.

others and consider hiring and economic development specialist and website specialist.

## Classifieds

### HELP WANTED

Robinson Chiropractic of Hoopeston is currently searching for a detail oriented, dependable person with a flexible schedule. Person will assist with office marketing and health screenings. If you enjoy talking to people and this sounds like a job for you please email resume to [tkrobinsonchiro@yahoo.com](mailto:tkrobinsonchiro@yahoo.com). No phone calls please.

### Executive Director

Hoopeston Multi-Agency Service Center is seeking a community oriented person for the position of Executive Director. Along with directing the daily youth, senior and operational activities of the Center, the candidate must have the ability to network, raise funds including grant writing and manage a volunteer workforce. A BS/BA degree is required. A full job description may be obtained at the Center. Please send resume with salary expectations to: Dan Goodrum, Board President, Hoopeston Multi-Agency 206 S. First Ave., Hoopeston, IL 60942

### Sales Representative-Cellular One

We are seeking a self-motivated person with excellent communication and problem-solving skills to join our Hoopeston sales team. Previous sales and/or customer service experience, computer knowledge and strong technical aptitude required. This position is full-time, includes evenings, Saturdays and some travel. Competitive compensation and benefits package. If interested, please send your resume to: Brenda Judy, Cellular One, 826 S. Dixie Highway, Hoopeston, IL 60942

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### RUMMAGE SALES

HOOPESTON: 738 E. Penn. Fri. & Sat., 8-noon. Boys 3T, 4T, girls 6-8, men's L-XL, TONS of toys, area rug, twin bed frame, misc.

HOOPESTON: 827 E. Maple. Sat., 7-noon. Xbox, Pilates machine, toaster oven, kids toys, CDs, books, DVDs, kitchen items, home decorations.

Call (217) 283-9348 or email

[publish@justthefacts.net](mailto:publish@justthefacts.net) to place your ad!

## VFW Menu

Orange & 4th Ave., Hoopeston

Wednesday: **Wings 11 a.m.-8 p.m.**

Thursdays: **Tacos & Ranchburgers**  
**11 a.m.-8 p.m.**

Fridays: **NFCC Fish Fry 11-7**  
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