

**CITY OF GALESBURG  
CITY COUNCIL  
WORKSHOP MEETING MINUTES  
JUNE 28, 2021  
9 AM**

Mayor West called the meeting to order at 9:23 am

The following council members were present: Lori West, Rebecca Harmon, Linda Marble, and Carol Wortinger

The following members were absent: Judy Lemon, Angelina Rodriguez, and Dale Harmon

The following members of the Downtown Development Authority were in attendance: Lorence Wenke, Wrifton Graham, and Helena Hays

Also present: Sarah Joshi, City Manager and Anna Goodsell, Clerk

**PUBLIC COMMENT**

There was no public comment.

**WORKSHOP**

The consultation with Doug Griffiths was to begin at 9 am but due to scheduling difficulties it was delayed.

While waiting for the consultation to begin the Council engaged in general discussion.

Carol Wortinger left the meeting at approximately 10:30 am.

Doug Griffiths joined the council via ZOOM and his presentation began at 10:55 am. Mr. Griffiths is the author of 13 Ways to Kill Your Community. He has the following insights to offer.

Dale Harmon arrived at 11 AM

- Need to develop strategies to deal with fear and negativity
  - PCOS
    - Problem – It is important for there to be agreement as to what the problem is
    - Challenges – What challenges are created in each individual's', life because of the problem

- Opportunity – What opportunities are created in individual’s life when the problems are solved
  - Solution – What solutions can we come to
- Beautification and Socialization
  - What kind of business and where would it be?
  - Which kind of business and which person
    - What are you offering?
    - What are you going to do?
  - Find 10 families
  - Identify 1 business
- Strategic Planning
  - Who you were? (history)
  - Who you are? (present)
  - Who are you becoming and why?
    - Concise clear vision
    - Mission - What are you doing to contribute to the vision?
  - List of what you value the most
  - Focus energy on no more than 3 plans, and do those very well
  - List of Milestones – Actions
- Be persistent and consistent
- Find someone who people will listen to
- Meeting people on Main Street.... don’t ask them to come to city hall for a meeting
- Give people ownership in the plan
- Business owners create beautification program
- Marketing Strategy
  - ½ needs to go to those who you are attracting
  - ½ needs to go to those already living in your community
- Breakdown “Intercommunity” barriers
- Risk – Everybody calculates the risk of failure, but many do not calculate the risk of doing nothing

## ADJOURNMENT

The meeting was adjourned at 12:12 pm

Respectfully Submitted:

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Lori West, Mayor

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Anna Goodsell, City Clerk