



**McLean County Regional Comprehensive Plan 2045
Project Steering Committee
Meeting #2 Summary**

Tuesday, May 12, 2026
4:00 p.m.

McLean County Health Department – Room 324
200 W. Front St, Bloomington, IL 61701
In-Person Preferred

1. Call to Order

The meeting was called to order by Mr. Lai at 4:03 p.m.

2. Attendance

Committee Members Present:

Molly Allen (online), Regional Office of Education; Anne Barrow, MCRPC; Michael Brown, Ecology Action Center; Katie Buckley, University of Illinois Extension; Philip Dick (Co-Chair), McLean County; Tessa Ferraro, Town of Normal; Spencer Johansen (online), McLean County Mayors Association; Jim Karch, City of Bloomington; Raymond Lai (Co-Chair), MCRPC; Brady Lange, Connect Transit; Kelly Pfeifer, City of Bloomington; Jerry Stokes, McLean County (online); Anna Ziegler, McLean County Farm Bureau

Others Present:

Anthony Baumann, MCRPC; Luke Talavera, MCRPC; Thomas Valencia, MCRPC; Calista Mackey, MCRPC; Campbell Arington, Town of Normal

3. Discussion Items

a. Welcome

- i. Mr. Lai explained the co-chair arrangement with Mr. Dick. When Mr. Lai is unable to attend and facilitate a PSC meeting, Mr. Dick will serve as the alternate chair.

b. Promotional Material Review and Outreach Suggestions

- i. Mr. Baumann showed the Committee the latest version of the logo, including simple and complex versions.
- ii. The Committee discussed whether to use the horizon year in the title and whether to call it a “plan” or a “vision.” Mr. Baumann explained that MCRPC chose the current title because it is the industry standard and that there are more benefits than drawbacks to using the horizon year “2045”.
- iii. Mr. Baumann passed out copies of the flyers, which will be made public soon. A committee member suggested removing the wind turbines. A committee member asked whether the flyers are accessible. Mr. Baumann replied that he will double-check before publication.
- iv. The Committee discussed staff’s proposed outreach strategy for the initial phase. Mr. Baumann said that, in addition to the 2000+ people on the mailing list, MCRPC staff is looking into Facebook ads, mailers, and a YouTube video for outreach. The Committee discussed whether to use municipal water or tax bills to spread the word. A committee member asked if MCRPC has set response targets. Mr. Lai responded that the agency has not, but that even 1% of the County population would be great. Mr. Lai said that MCRPC staff rely on the committee members using their own networks to promote the plan. A committee member asked if MCRPC staff could post about the plan on the rural municipality websites. Mr. Johansen said that he can help coordinate if needed.

c. Detailed Visioning Survey Review & Discussion

- i. The Committee members took the survey on paper at the meeting. A committee member asked if there would be more surveys in the future, and Mr. Baumann responded that there would be in Round 2. A committee member suggested allowing multiple choices for strengths and weaknesses. The committee provided comments about the survey layout that MCRPC will consider before publication.

d. Comprehensive Plan Website Review & Discussion

- i. Mr. Baumann showed the draft project website to the Committee for feedback. A committee member commented that the website is heavy on text. Mr. Baumann said that there will be a YouTube video on the front page to break up the text. A committee member suggested that a link to the 2009 Comprehensive Plan be added to the website.

e. Wrap-up & Next Steps

- i. Mr. Baumann said that the next meeting will be in Room 322 of the McLean County Health Department building on June 9, 2026 (4 pm).
- ii. The next steps for MCRPC are to schedule public workshops.

f. That Which May Arise

None.

4. Adjournment:

The meeting was adjourned at 5:01 p.m.

Meeting Summary prepared by Jake Crevoiserat, Assistant Planner, MCRPC