



Carbondale City Council Meeting
Tuesday, August 25, 2026 - 6:00 PM
City Council Chambers, 200 South Illinois Avenue
Carbondale, Illinois 62901

Visitors are welcome to all meetings of the City Council. Please silence electronic devices before entering. City Council meetings are deliberative sessions by members of the governing body. Civility and decorum are expected and required at all times.

The public may address the Council on a matter not covered by the printed Agenda during the Public Comments agenda item; comments and concerns should pertain only to matters relevant to City business. If you wish to address the Council about an item on the Agenda, please raise your hand at the time the Mayor invites audience comments on that item. Speakers may comment once per item for up to four minutes. No speaker may allocate minutes to another person or group. A maximum of thirty minutes will be permitted for public comments, and a maximum of twenty minutes per agenda item will be allowed for public comments on all of the items except public hearings.

All matters listed under the Consent Agenda are considered to be routine in nature and will be enacted by one motion. Unless otherwise specifically requested, there will be no separate discussion on these items.

1. Roll Call

2. Public Comments

3. Council Comments and Proclamations

4. Public Hearings and Special Reports

5. Consent Agenda

1. City Council Meeting Minutes from August 11, 2026
2. Approval of Warrant 1544 for Period Ending 08/14/2026 in the amount of \$1,216,986.89
3. Approval of Wells Fargo Warrant for the Period Ending 07/31/2026 FY 2027 Warrant #WF 07/2026 in the Amount of \$164,362.84
4. Ordinance Approving a Budget Adjustment to the Building Maintenance Budget and Awarding the Fire Station 1 Roof Replacement Bid to Baine Roofing of Carbondale in the Amount of \$33,552
5. Ordinance Approving a Budget Adjustment to Increase the General Fund Budget and Award of Balancing and Testing of City Hall and Public Safety Center HVAC systems in the amount of \$88,000
6. A Resolution Supporting the City of Carbondale's Pursuit of a DarkSky International Dark Sky Community Designation
7. Resolution Approving a Code Compliance TIF Redevelopment Agreement at 303 South University Avenue
8. Resolution Approving the Submission of an Illinois Department of Natural Resources

(IDNR) Open Space Land Acquisition and Development (OSLAD) Grant in the Amount of \$393,920 and Obligating Matching Funds in the Amount of \$196,960 for the Superblock Park Improvement Project

9. 2027 Calendar of City Council Meetings

6. General Business

1. An Ordinance Approving an Amendment to Section 4.10 of Title 15 of the Carbondale Revised Code Relating to Limited Use Off-Premises Signs in Specific Areas of the City
2. Strategic Marketing Plan First Draft Presentation

7. Executive Session

1. Executive Session to Discuss the Appointment, Employment, Compensation, Discipline, Performance, or Dismissal of Specific Employees, Collective Negotiating Matters Between the Public Body and Its Employees or Their Representatives, or Deliberations Concerning Salary Schedules for One or More Classes of Employees, Pending or Imminent Litigation, and to Conduct the Semi-Annual Review of Executive Session Meeting Minutes as Permitted by 5 ILCS 120(c)(1), (c)(2), (c)(11), and (c)(21) of the Illinois Open Meetings Act
2. Return to Open Session
3. Approval of Executive Session Meeting Minutes, Declaring Whether the Need for Confidentiality Exists, In Whole or In Part, for Executive Session Meeting Minutes, and Authorizing the Destruction of Verbatim Records Older than 18 Months (February 25, 2025) for Those Meetings Where Minutes Have Been Approved and No Appeal Has Been Filed

8. Adjournment



Agenda Item Details

Meeting: August 25, 2026 - City Council Meeting
Category: Consent Agenda
Subject: City Council Meeting Minutes from August 11, 2026
Type: Action - Consent
Recommended Action: Approve the minutes from the City Council meeting of August 11, 2026
Goals: Goal 3: Demonstrate fiscal responsibility and transparency while providing high-quality City services.
Originating Department: City Clerk

Background:

Additional Information:

Attachments:

1. City Council Meeting Minutes August 11, 2026

Motion & Voting: Approve the minutes from the City Council meeting of August 11, 2026

Motion by None, seconded by None.

Final Resolution: Motion

Yea: None

Nay: None

City Council Meeting August 11, 2026

1. Roll Call

Councilmembers present

Councilmember Adam Loos, Councilmember Nancy Maxwell, Councilmember Dawn Roberts, Councilmember Brian Stanfield, Councilmember Nathan Colombo, Mayor Carolin Harvey

Councilmembers absent

Councilmember Clare Killman

Meeting called to order at 6:09 PM.

2. Public Comments

Members of the public addressing the City Council included Joe Stafford, James Cooper, Jr., Jasper NLN, Ericah Buker, Shavonne NLN, Rosalynne Greer.

3. Council Comments and Proclamations

Councilmember Colombo shared a personal story about a recent experience and expressed his appreciation to the Carbondale Police Department.

1. Proclamations for Americans with Disabilities Act Awareness Day, National Black Business Month, and The Ralph Anderson Interfaith Dialogues

Mayor Harvey proclaimed July 26, 2026, as Americans with Disabilities Act Awareness Day.

Mayor Harvey proclaimed August 2026 as National Black Business Month.

Mayor Harvey recognized the legacy of the Ralph Anderson Interfaith Dialogues.

4. Public Hearings and Special Reports

1. Public Hearing to Receive Public Comments Regarding the Proposed Community Development Block Grant Community Revitalization Application to Fund Demolition of 608 and 610 East College Street

The purpose of a public hearing is to provide an opportunity for members of the public to comment on a given topic prior to action by the City Council. Questions and commentary from the City Council will occur later in the agenda. The Mayor declared the Public Hearing open at 6:37 p.m.

The purpose of this public hearing is to present the proposed use of CDBG funds, receive public comments regarding the proposed application, and encourage citizens to provide their views regarding the City's community development and housing needs. Examples of community development needs identified by the City include the elimination of unsafe and blighted structures, improvements to streets, sidewalks, water, sanitary sewer, and stormwater infrastructure, and improvements to parks and public facilities. Examples of housing needs include affordable housing, workforce housing, housing rehabilitation, accessibility improvements, and other housing-related priorities. Citizens are encouraged to identify any

additional community development or housing needs they believe should be considered by the City.

In accordance with CDBG program requirements, notice of this public hearing was published in The Southern Illinoisan on August 1, 2026, more than seven days prior to the hearing. The notice advised the public that the draft grant application and the City's Residential Anti-Displacement and Relocation Assistance Plan were available for public inspection at Carbondale City Hall beginning July 31, 2026.

Following the public hearing, the City Council will be asked to consider a resolution authorizing submission of the Community Development Block Grant Community Revitalization application to the Illinois Department of Commerce and Economic Opportunity.

Members of the public addressing this matter included the following:

Elijah Keifer McGee asked if there was a plan to replace the Warming Center. Jasper NLN stated that the timing was off with regard to receiving grant funds for the new Warming Center and this application for the demolition of the properties.

With no further remarks from the public, Mayor Harvey declared the Public Hearing closed at 6:45 p.m.

2. Public Hearing to Receive Comments Regarding the Proposed Community Development Block Grant Community Revitalization Application to Fund the Walnut Street Streetscape Improvement Project

Public Hearing to Receive Comments Regarding the Proposed Community Development Block Grant Community Revitalization Application to Fund the Walnut Street Streetscape Improvement Project

The purpose of a public hearing is to provide an opportunity for members of the public to comment on a given topic prior to action by the City Council. Questions and commentary from the City Council will occur later in the agenda. The Mayor declared the Public Hearing open at 6:46 p.m.

The purpose of this public hearing is to present the proposed use of CDBG funds, receive public comments regarding the proposed application, and encourage citizens to provide their views regarding the City's community development and housing needs. Examples of community development needs identified by the City include the elimination of unsafe and blighted structures, improvements to streets, sidewalks, water, sanitary sewer, and stormwater infrastructure, and improvements to parks and public facilities. Examples of housing needs include affordable housing, workforce housing, housing rehabilitation, accessibility improvements, and other housing-related priorities. Citizens are encouraged to identify any additional community development or housing needs they believe should be considered by the City.

In accordance with CDBG program requirements, notice of this public hearing was published in

The Southern Illinoisan on August 1, 2026, more than seven days prior to the hearing. The notice advised the public that the draft grant application and the City's Residential Anti-Displacement and Relocation Assistance Plan were available for public inspection at Carbondale City Hall beginning July 31, 2026. See public notice attached.

Following the public hearing, the City Council will be asked to consider a resolution authorizing submission of the Community Development Block Grant Community Revitalization application to the Illinois Department of Commerce and Economic Opportunity.

Members of the public commenting on this matter included:

Lee Fronabarger stated that he is pleased that the City is seeking the grant; he would like to see a revision to the proposal to extend the decorative lighting from Walnut to Main Street to tie the whole block together.

Jason Endicott asked how the installation of decorative lighting would impact the construction of the fencing around the stage area.

No further comments or questions were received.

Mayor Harvey declared the public hearing closed at 6:52 p.m.

5. Consent Agenda

Councilmember comments and questions pertained to items 5.11, 5.14, and 5.20. There were explanations regarding the timing of the CDBG grants, the timing of the grants and the proposed demolition, and requested clarification about and disagreement with the purpose of the grant in item 5.11.

Lee Fronabarger shared his concern about pedestrian safety and school buses navigating a roundabout on Grand Avenue and asked about how safety would be increased with signal updates for item 5.12.

Jasper NLN inquired about the R3 funding for item 5.11.

Leah Maciell concurred with Councilmember Maxwell's comments and suggested reaching out to community organizations with regard to item 5.11.

MOTION: Approve all Consent Agenda items

Motion by Dawn Roberts, second by Brian Stanfield

Final Resolution: Motion Passed

Yea: Adam Loos, Dawn Roberts, Brian Stanfield, Nathan Colombo, Carolin Harvey

1. Regular City Council Meeting Minutes from June 23, 2026
2. Approval of Warrant 1540 for Period Ending 06/18/2026 in the amount of

\$1,090,341.01

3. Approval of Warrant 1541 for Period Ending 07/02/2026 in the amount of \$1,755,763.07
4. Approval of Warrant 1542 for Period Ending 07/17/2026 in the amount of \$1,189,899.33
5. Approval of Warrant 1543 for Period Ending 07/31/2026 in the amount of \$1,675,956.94
6. Approval of Wells Fargo Warrant for the Period Ending 05/31/2026 FY 2026/2027 Warrant #WF 05/2026 in the Amount of \$227,198.47
7. Approval of Wells Fargo Warrant for the Period Ending 06/30/2026 FY 2026/2027 Warrant #WF 06/2026 in the Amount of \$247,331.71
8. Council Resolution of Support for Highway Safety Improvement Program (HSIP) Grant Application
9. Adopt a Resolution Approving a Change Order for the Dystor Rehabilitation (CIP# WW1801) in the Amount of \$46,079.38
10. Acceptance of Approved Meeting Minutes from Boards, Commissions, and Committees
11. An Ordinance Accepting a Grant from the Illinois Criminal Justice Information Authority for Restore, Reinvest, and Renew (R3) Program Grant Funds for Youth Development and Violence Prevention and Approving a Budget Adjustment to increase the Violence Prevention Programs and Police Department's Budgets in the amount of \$37,840
12. A Resolution Authorizing the City Manager to Enter into an Agreement With the Illinois Department of Transportation (IDOT) for the Construction and Maintenance of Signal Improvements at Giant City Road and Route 13 and a Resolution Dedicating \$8,625 in Motor Fuel Tax (MFT) Funds to Pay for the City's Portion of the Project
13. Resolution Authorizing the City Manager to Enter into an Agreement for Professional Services with Greater Egypt Regional Planning and Development Commission for Grant Application for the North Marion Street Water Main Replacement and a Resolution Authorizing the City Manager to Enter into a 20% Grant Match Agreement if Awarded
14. Resolution Approving the Submission of a CDBG Grant to DCEO to Fund the Demolition of 608 and 610 East College Street
15. Resolution Authorizing the City Manager to Enter into an Agreement for Professional Services with Crawford, Murphy, and Tilly, Inc. in an Amount Not-To-Exceed

\$160,000 for Engineering Services for Aeration Improvements (CIP WW1901)

16. Ordinance Authorizing a Budget Adjustment to Increase the FY 2027 Waterworks and Sewerage Fund Budget and Approval of Emergency Equipment Purchase for Repair of a Clarifier from Evoqua Water Technologies of Waukesha, WI in the Amount of \$67,735.19
17. Resolution Approving a Redevelopment Agreement Using Tax Increment Financing at 404 South Illinois Avenue
18. Resolution Approving a Residential Tax Increment Financing Redevelopment Agreement at 705 West Elm Street
19. Award of Illinois Housing Development Authority Round 8 Residential Demolition Contract to Wheatley Construction Company
20. Resolution Approving the Submission of a CDBG Grant to DCEO to Fund the Walnut Street Streetscape Improvement Project
21. Ordinance Authorizing a Budget Adjustment to Increase the FY 2027 Waterworks and Sewerage Fund Budget and Approval of Emergency Equipment Purchase for Repair of Cedar Lake Pump Station from Vandevanter Engineering of Fenton, MO in the Amount of \$84,549.54
22. Resolution Approving a Code Compliance Tax Increment Financing Redevelopment Agreement at 104 South Marion Street

6. General Business

1. An Ordinance Approving and a Resolution Denying a Request for Rezoning Property from R1 to NB at 1108 W Willow St, PC 27-02, 2026-08-11

Council commented on the difficulties with the Zoning Code as it relates to this item and the next related item, but expressed support for this application.

Sandy Litecky commented on the use of the parcel prior to this application and the benefits of the Zoning process.

MOTION: Adopt Ordinance approving Rezoning of 1108 W Willow from R1 to NB

Motion by Adam Loos, second by Brian Stanfield

Final Resolution: Motion Passed

Yea: Adam Loos, Nancy Maxwell, Dawn Roberts, Brian Stanfield, Nathan Colombo, Carolin Harvey

2. A Resolution to Approve and a Resolution to Deny Kakeya McDade's Request for a Special Use Permit for a Daycare Center in an NB, Neighborhood Business, District located at 1108 West Willow Street, PC 27-03, 2026-08-11

Council remarked on the importance of daycares and neighborhood grocery stores as uses in

neighborhoods.

MOTION: Adopt a Resolution approving Special Use Permit to operate a Daycare Center at 1108 West Willow Street

Motion by Adam Loos, second by Dawn Roberts

Final Resolution: Motion Passed

Yea: Adam Loos, Nancy Maxwell, Dawn Roberts, Brian Stanfield, Nathan Colombo, Carolin Harvey

3. Ordinances Adopting and a Resolution Denying the Creation of a New Historic District and Design Standards on the Northwest Side of Carbondale

Council expressed support for the creation of the historic district and a desire to see expansion of the district and asked about replacement standards; Councilmembers Stanfield and Loos acknowledged that they own homes in the proposed district.

Dylan Chambers asked if there would be TIF or grant funds for homes in the district.

MOTION: Adopt an Ordinance creating a new historic district and an Ordinance creating design standards for the new historic district in the Northwest side of Carbondale

Motion by Brian Stanfield, second by Adam Loos

Final Resolution: Motion Passed

Yea: Adam Loos, Nancy Maxwell, Dawn Roberts, Brian Stanfield, Nathan Colombo, Carolin Harvey

4. Discussion on Downtown Parking

Councilmembers expressed their individual preferences for paid versus free parking in the downtown. There was support expressed for paid parking at the SIMMS, eliminating paid parking in the downtown entirely, two-hour free parking, usage of parking kiosks and improved signage for those kiosks, usage of app-based paid parking, changing signs to reflect that the parking is not enforced on the weekends, ceasing ticket-writing for expired registrations, and usage of private parking lots with the owner's authorization. The walkability of the downtown was also referenced.

Brian Croft, speaking on behalf of the Chamber of Commerce, noted this subject was a major point in their member survey results.

Sandy Litecky does not believe that paid parking can be entirely eliminated, as customers want to park quite close to the business they are frequenting; she suggested kiosk parking at SIMMS.

Lee Fronabarger expressed support for a 2-hour parking limit; commented on how other communities handle it, and that the funds are used to maintain parking lots.

Dylan Chambers indicated his support for free parking, but has concern about overnight parking. He commented on accessibility due to the steps up from the curb.

Christine Lesinski noted if the area were more walkable, parking would be less of a concern.

Abe Traverso noted his support for free parking, but with some limits. He noted that there were 9 parking spots for 4 businesses, shared the challenges with people who park on-street long term, and remarked on the problems with the kiosks.

5. Discussion by Council to Establish Policy Direction on How the City Transfers Properties After Demolition or Acquisition

There was discussion by the City Council regarding how to address abandoned residential properties and the disposition of vacant lots. It was suggested that there should be a comprehensive policy to address this matter instead of considering each property on a case-by-case basis, but it was also noted that flexibility was needed. The Council indicated that demolition should be a last resort and that an emphasis should be on proactive intervention prior to homes reaching the point where demolition would be necessary, and in salvaging single-family homes versus multiple-unit buildings. Additionally, Council noted their personal preferences with regard to transferring homes to individuals versus entities such as Carbondale Community Housing, NFP, and how to address donations from landlords with histories of poor housing stock.

Community Development Director Lenzini provided an explanation and details about the Strong Communities Program grant that the City has been utilizing for demolishing properties, outlined how Staff had arrived at their determinations whether to rehabilitate or demolish properties, and shared that the City is in the process of developing a plan book.

Judy Ashby advocated for the transfer of a specific lot for future use by the Buckminster Fuller Dome Home, NFP.

6. An Ordinance Regulating Public Camping Within the Corporate Boundaries of the City of Carbondale

Note from Clerk: This subject was discussed for about one hour. The full discussion is available through the City's website; please contact the City Clerk's Office in order to locate that recording.

A break was observed from 8:35 p.m. to 8:40 p.m.

This Ordinance was brought back following a Special Meeting on March 20, 2026, with revisions incorporated following feedback from the City Council during said meeting.

Councilmembers shared their support for or opposition to the proposed Ordinance. It was noted that violations would be civil, not criminal, violations and that this ordinance pertains to public (city) property, not to private property. Views in opposition noted that this was not the right prescription to address homelessness, asked where those impacted will go, and advocated for additional resources for the homeless community. Views in support of the ordinance spoke to the public space being for all members of the public, sanitation and safety issues, and that efforts to address homelessness are still ongoing.

Amendments Proposed by Council:

Councilmember Roberts - Amend 17-15-4 (B) "Prior to or concurrent with the removal of a Campsite pursuant to this Section, the appropriate person(s) shall make reasonable, good-faith efforts, when circumstances allow, to coordinate with an appropriate agency delivering social services to homeless individuals within the City to connect persons occupying the Campsite with available outreach, housing, and shelter resources. Nothing in this subsection shall be construed

to require the City to delay or forego removal of a Campsite based on the availability or acceptance of such services." No second was received.

Councilmember Loos offered a friendly amendment to strike 17-15-6 (H), but such amendment was not accepted by the mover.

Persons speaking in opposition to the Ordinance included Taylor Harrington, Jasper, Elijah Keifer McGee, Leah Maciell, Christine Lesinski, and Chastity Mays.

Persons speaking in support of the Ordinance included Barry Spehn.

MOTION: Adopt an Ordinance regulating public camping within the corporate boundaries of the City of Carbondale

Motion by Nancy Maxwell, second by Brian Stanfield

Final Resolution: Motion failed.

Yea: Dawn Roberts, Brian Stanfield, Carolin Harvey

MOTION: Adopt an Ordinance regulating public camping within the corporate boundaries of the City of Carbondale with an amendment to Strike 17-15-6(H)

Motion by Adam Loos, second by Brian Stanfield

Final Resolution: Motion passed.

Yea: Adam Loos, Dawn Roberts, Brian Stanfield, Carolin Harvey

7. Executive Session

8. Adjournment

There being no further business to come before the City Council, the meeting was declared adjourned at 9:42 p.m.

Jennifer R. Sorrell, City Clerk

Date



Agenda Item Details

Meeting: August 25, 2026 - City Council Meeting
Category: Consent Agenda
Subject: Approval of Warrant 1544 for Period Ending 08/14/2026 in the amount of \$1,216,986.89
Type: Action - Consent
Recommended Action: Approve Warrant 1544 in the amount of \$1,216,986.89
Goals: Goal 3: Demonstrate fiscal responsibility and transparency while providing high-quality City services.
Originating Department: Finance

Background:

Additional Information:

Attachments:

1. Warrant 1544 2026-08-25

Motion & Voting: Approve Warrant 1544 in the amount of \$1,216,986.89

Motion by None, seconded by None.

Final Resolution: Motion

Yea: None

Nay: None

Warrant to the City Treasurer

The undersigned hereby certify that the following bills or invoices represent a true and correct statement of cost of goods and/or services rendered to the City of Carbondale by firms or persons listed an that said firms or persons are entitled to payment for same in the amounts shown.

Vendor	Invoice No.	Invoice Description	Status	Held Reason	Invoice Date	Due Date	G/L Date	Received Date	Payment Date	Invoice Amount
Fund 01 - General										
Account 14012-010 - Intrafund F/R Due from Operating										
394 - CITY OF CARBONDALE	08/07/26a	Ameriflex Flexible Spending Medical	Paid by Check # 25559		08/10/2026	08/11/2026	08/11/2026		08/11/2026	4,295.71
Account 14012-010 - Intrafund F/R Due from Operating Totals									Invoice Transactions 1	\$4,295.71
Account 20605-011 - Accrued Payroll Employee Retire W/H- Police										
1747 - POLICE PENSION FUND	08/07/26	Payroll Contributions for Payroll	Paid by Check # 25570		08/10/2026	08/11/2026	08/11/2026		08/11/2026	19,135.16
Account 20605-011 - Accrued Payroll Employee Retire W/H- Police Totals									Invoice Transactions 1	\$19,135.16
Account 20605-012 - Accrued Payroll Employee Reitre W/H- Fire										
6685 - FIRE PENSION FUND	08/07/26	Payroll Contributions for Payroll	Paid by Check # 25566		08/10/2026	08/11/2026	08/11/2026		08/11/2026	8,269.22
Account 20605-012 - Accrued Payroll Employee Reitre W/H- Fire Totals									Invoice Transactions 1	\$8,269.22
Account 20605-021 - Accrued Payroll Participating 125 Plan										
3302 - AFLAC	808270/808277	Plan Premiums August 2026	Paid by Check # 25578		08/04/2026	08/14/2026	08/14/2026		08/13/2026	754.02
Account 20605-021 - Accrued Payroll Participating 125 Plan Totals									Invoice Transactions 1	\$754.02
Account 20605-024 - Accrued Payroll Emp Ins W/H Vision Dental Guardi										
6939 - The Standard	August 2026	Standard Life Insurance	Paid by Check # 25550		08/04/2026	08/04/2026	08/04/2026		08/04/2026	1,476.93
Account 20605-024 - Accrued Payroll Emp Ins W/H Vision Dental Guardi Totals									Invoice Transactions 1	\$1,476.93
Account 20605-040 - Accrued Payroll Employee Savings W/H Def Comp										
1658 - NATIONWIDE RETIREMENT SOLUTIONS	2027-00000039	NW 457 STND \$ - Nationwide 457 Stnd	Paid by EFT # 1562		08/05/2026	08/05/2026	08/07/2026		08/07/2026	21,638.73
Account 20605-040 - Accrued Payroll Employee Savings W/H Def Comp Totals									Invoice Transactions 1	\$21,638.73
Account 20605-041 - Accrued Payroll Employee Savings W/H ICMA										
2398 - VANTAGEPOINT TRANSFER AGENTS LLC-457	2027-00000042	ICMA 457 STND \$ - ICMA 457 Standard	Paid by EFT # 1564		08/05/2026	08/05/2026	08/07/2026		08/07/2026	525.00
Account 20605-041 - Accrued Payroll Employee Savings W/H ICMA Totals									Invoice Transactions 1	\$525.00
Account 20605-050 - Accrued Payroll Employee Union Dues W/H IAFF										
1030 - IAFF LOCAL #1961	08/07/2026	Union dues withheld from payroll	Paid by Check # 25607		08/04/2026	08/14/2026	08/14/2026		08/13/2026	840.00
Account 20605-050 - Accrued Payroll Employee Union Dues W/H IAFF Totals									Invoice Transactions 1	\$840.00
Account 20605-051 - Accrued Payroll Employee Union Dues W/H FOP										
704 - FRATERNAL ORDER POLICE #192	08/07/2026	Union dues withheld from payroll	Paid by Check # 25604		08/04/2026	08/14/2026	08/14/2026		08/13/2026	210.00
1071 - ILLINOIS FRATERNAL ORDER POLICE	08/07/2026	Union dues withheld from payroll - IFOP	Paid by Check # 25609		08/07/2026	08/14/2026	08/14/2026		08/13/2026	1,161.00
Account 20605-051 - Accrued Payroll Employee Union Dues W/H FOP Totals									Invoice Transactions 2	\$1,371.00
Account 20605-053 - Accrued Payroll Employee Union Dues W/H Plumb										

Vendor	Invoice No.	Invoice Description	Status	Held Reason	Invoice Date	Due Date	G/L Date	Received Date	Payment Date	Invoice Amount
1748 - PLUMBERS & PIPEFITTERS #160	08/07/2026	Union dues withheld from payroll	Paid by Check # 25625		08/07/2026	08/14/2026	08/14/2026		08/13/2026	1,242.05
Account 20605-053 - Accrued Payroll Employee Union Dues W/H Plumbr Totals								Invoice Transactions	1	\$1,242.05
Account 20605-054 - Accrued Payroll Employee W/H SIU Credit Union										
2053 - SIU CREDIT UNION	2027-00000040	SIU CU - SIU Credit Union	Paid by Check # 25552		08/05/2026	08/05/2026	08/07/2026		08/05/2026	150.00
Account 20605-054 - Accrued Payroll Employee W/H SIU Credit Union Totals								Invoice Transactions	1	\$150.00
Account 20605-055 - Accrued Payroll Employee Union Dues- Telecommuni										
1071 - ILLINOIS FRATERNAL ORDER POLICE	08/07/2026 -1	Union dues withheld from payroll - Telecom	Paid by Check # 25610		08/07/2026	08/14/2026	08/14/2026		08/13/2026	324.00
Account 20605-055 - Accrued Payroll Employee Union Dues- Telecommuni Totals								Invoice Transactions	1	\$324.00
Account 20605-060 - Accrued Payroll Employee W/H-Other Deduction										
2116 - STATE DISBURSEMENT UNIT	2027-00000041	CHILD SUPP 1 - Child Support 1*	Paid by EFT # 1563		08/05/2026	08/05/2026	08/07/2026		08/07/2026	4,587.60
6196 - BLITT AND GAINES PC	08/07/2026	Wage Garnishment for L. Polley	Paid by Check # 25555		08/10/2026	08/11/2026	08/11/2026		08/11/2026	89.08
3839 - CARRIE N. STREET	08/07/2026	Wage Deduction for Z. Street	Paid by Check # 25557		08/10/2026	08/11/2026	08/11/2026		08/11/2026	238.38
6866 - Illinois Department of Revenue - Tax Levy	07/24/26	Wages for Bryan Tucker	Paid by Check # 25567		08/10/2026	08/11/2026	08/11/2026		08/11/2026	382.20
6866 - Illinois Department of Revenue - Tax Levy	08/07/26	Wages for Bryan Tucker	Paid by Check # 25568		08/10/2026	08/11/2026	08/11/2026		08/11/2026	382.20
7962 - KOHN LAW FIRM SC	08/07/26	Wages for Sarah McCollum	Paid by Check # 25569		08/10/2026	08/11/2026	08/11/2026		08/11/2026	303.68
7346 - RESURGENCE LEGAL GROUP, PC	08/07/26	Wages for Tony Kerrens	Paid by Check # 25571		08/10/2026	08/11/2026	08/11/2026		08/11/2026	81.21
6450 - RUSSELL C SIMON-CHAPTER 13 TRUSTEE	08/07/26	Wages withheld Danny Shelton	Paid by Check # 25574		08/10/2026	08/11/2026	08/11/2026		08/11/2026	646.35
Account 20605-060 - Accrued Payroll Employee W/H-Other Deduction Totals								Invoice Transactions	8	\$6,710.70
Account 20605-090 - Accrued Payroll Non-Participating 125 Plan										
3302 - AFLAC	808270/808277	Plan Premiums August 2026	Paid by Check # 25578		08/04/2026	08/14/2026	08/14/2026		08/13/2026	245.98
Account 20605-090 - Accrued Payroll Non-Participating 125 Plan Totals								Invoice Transactions	1	\$245.98
Department 10 - General Government										
Division 40002 - City Clerk										
Account 24000 - Travel, Conf., Training										
5065 - JENNIFER SORRELL	Travel #810560	Reimbursement for Summer Seminar	Paid by Check # 25627		08/13/2026	08/14/2026	08/14/2026		08/13/2026	240.27
Account 24000 - Travel, Conf., Training Totals								Invoice Transactions	1	\$240.27
Division 40002 - City Clerk Totals								Invoice Transactions	1	\$240.27
Division 40003 - City Attorney										
Account 27100 - Other Outside Services										
4828 - WEST PAYMENT CENTER THOMSON REUTERS, INC	853929156	Software Subscription Charges	Paid by Check # 25631		08/03/2026	08/14/2026	08/14/2026		08/13/2026	245.61
Account 27100 - Other Outside Services Totals								Invoice Transactions	1	\$245.61
Account 27300 - Operating Supplies & Materials										
6765 - LEXISNEXIS	3096632343	Information Charges - July 2026	Paid by Check # 25617		08/07/2026	08/14/2026	08/14/2026		08/13/2026	650.00
Account 27300 - Operating Supplies & Materials Totals								Invoice Transactions	1	\$650.00
Division 40003 - City Attorney Totals								Invoice Transactions	2	\$895.61

Vendor	Invoice No.	Invoice Description	Status	Held Reason	Invoice Date	Due Date	G/L Date	Received Date	Payment Date	Invoice Amount
Division 40006 - Economic Development										
Account 28000 - Subscriptions & Memberships										
4502 - JACKSON GROWTH ALLIANCE	05/15/2026	Payment of Annual Dues	Paid by Check # 25613		08/04/2026	08/14/2026	08/14/2026		08/13/2026	1,000.00
Account 28000 - Subscriptions & Memberships Totals								Invoice Transactions	1	\$1,000.00
Division 40006 - Economic Development Totals								Invoice Transactions	1	\$1,000.00
Division 40010 - Support Services										
Account 25000 - Repairs & Maintenance- Equip										
750 - FP MAILING SOLUTIONS	RI107393026	Postage Machine Resets	Paid by Check # 25603		08/03/2026	08/14/2026	08/14/2026		08/13/2026	231.00
Account 25000 - Repairs & Maintenance- Equip Totals								Invoice Transactions	1	\$231.00
Account 27100 - Other Outside Services										
7840 - SOUTHERN ILLINOIS UNIVERSITY	27Y000000	Camp Scholarships for District 95 Students	Paid by Check # 25576		08/10/2026	08/11/2026	08/11/2026		08/11/2026	3,000.00
7184 - NORTH STAR COACHING, LLC	333/334	CM Leadership Development/Finance	Paid by Check # 25623		08/03/2026	08/14/2026	08/14/2026		08/13/2026	6,083.00
7525 - PADUCAH SUN, MAYFIELD MESSENGER	08/03/2026	2 Public Hearing Notices	Paid by Check # 25624		08/04/2026	08/14/2026	08/14/2026		08/13/2026	384.15
Account 27100 - Other Outside Services Totals								Invoice Transactions	3	\$9,467.15
Account 44000 - Program Grants										
7973 - AGNIESZKA SAWRASEWICZ	07/31/2026	Grant Recipient #RHC-131 1114 W. Walkup	Paid by Check # 25533		08/04/2026	08/04/2026	08/04/2026		08/04/2026	5,000.00
7979 - SAMUEL MUNOZ	08/10/2026	Grant Recipient #DPA-105, 310 W. Walnut St	Paid by Check # 25575		08/10/2026	08/11/2026	08/11/2026		08/11/2026	3,000.00
Account 44000 - Program Grants Totals								Invoice Transactions	2	\$8,000.00
Division 40010 - Support Services Totals								Invoice Transactions	6	\$17,698.15
Division 40015 - City Hall/Civic Center										
Account 27100 - Other Outside Services										
7664 - CINTAS CORP	4277636998	Uniform Rental	Paid by Check # 25536		08/04/2026	08/04/2026	08/04/2026		08/04/2026	63.63
7664 - CINTAS CORP	4278386426	Uniform Rental	Paid by Check # 25558		08/10/2026	08/11/2026	08/11/2026		08/11/2026	63.63
Account 27100 - Other Outside Services Totals								Invoice Transactions	2	\$127.26
Division 40015 - City Hall/Civic Center Totals								Invoice Transactions	2	\$127.26
Division 40020 - Tourism & Special Events										
Account 27100 - Other Outside Services										
7953 - ELLEN ESLING	121	Off the Rails Event Posters	Paid by Check # 25599		08/07/2026	08/14/2026	08/14/2026		08/13/2026	333.00
Account 27100 - Other Outside Services Totals								Invoice Transactions	1	\$333.00
Division 40020 - Tourism & Special Events Totals								Invoice Transactions	1	\$333.00
Division 40022 - Special Program										
Account 27100 - Other Outside Services										
7200 - CUSUMANO AND SONS, INC	424183	Summer Food Box Giveaway	Paid by Check # 25591		08/13/2026	08/14/2026	08/14/2026		08/13/2026	12,000.00
Account 27100 - Other Outside Services Totals								Invoice Transactions	1	\$12,000.00
Division 40022 - Special Program Totals								Invoice Transactions	1	\$12,000.00
Department 10 - General Government Totals								Invoice Transactions	14	\$32,294.29
Department 15 - Financial Management										
Division 40030 - Financial Management										

Vendor	Invoice No.	Invoice Description	Status	Held Reason	Invoice Date	Due Date	G/L Date	Received Date	Payment Date	Invoice Amount
Account 21000 - Publishing & Filing Fees										
7525 - PADUCAH SUN, MAYFIELD MESSENGER	08/02/2026	Invitation To Bid Notice	Paid by Check # 25547		08/04/2026	08/04/2026	08/04/2026		08/04/2026	152.63
Account 21000 - Publishing & Filing Fees Totals								Invoice Transactions	1	\$152.63
Account 27100 - Other Outside Services										
7184 - NORTH STAR COACHING, LLC	333/334	CM Leadership Development/Finance	Paid by Check # 25623		08/03/2026	08/14/2026	08/14/2026		08/13/2026	6,083.00
Account 27100 - Other Outside Services Totals								Invoice Transactions	1	\$6,083.00
Division 40030 - Financial Management Totals								Invoice Transactions	2	\$6,235.63
Division 40033 - Information Services										
Account 25000 - Repairs & Maintenance- Equip										
6534 - MAYER NETWORKS, Inc.	33107679-81/DG47	Managed SLA, M365, M365 Tyler SharePoint	Paid by Check # 25619		08/04/2026	08/14/2026	08/14/2026		08/13/2026	2,944.99
Account 25000 - Repairs & Maintenance- Equip Totals								Invoice Transactions	1	\$2,944.99
Account 27100 - Other Outside Services										
6534 - MAYER NETWORKS, Inc.	33107679-81/DG47	Managed SLA, M365, M365 Tyler SharePoint	Paid by Check # 25619		08/04/2026	08/14/2026	08/14/2026		08/13/2026	32,761.32
Account 27100 - Other Outside Services Totals								Invoice Transactions	1	\$32,761.32
Division 40033 - Information Services Totals								Invoice Transactions	2	\$35,706.31
Department 15 - Financial Management Totals								Invoice Transactions	4	\$41,941.94
Department 20 - Public Safety										
Division 40101 - Police Protection										
Account 14100 - Employee Unemp Comp Benefits										
1053 - ILLINOIS DEPARTMENT EMPLOYMENT SECURITY	08/06/26	2nd Q 2026 Unemployment	Paid by EFT # 1568		08/10/2026	08/11/2026	08/11/2026		08/11/2026	12,026.00
Account 14100 - Employee Unemp Comp Benefits Totals								Invoice Transactions	1	\$12,026.00
Account 20000 - Professional & Consultant Fees										
6930 - KLEIN, THORPE and JENKINS, LTD	261936	FOIA consults 04/30/26-05/31/26	Paid by Check # 25615		08/03/2026	08/14/2026	08/14/2026		08/13/2026	94.00
Account 20000 - Professional & Consultant Fees Totals								Invoice Transactions	1	\$94.00
Account 22000 - Communications- Telephone										
6700 - TECHNOLOGY MANAGEMENT REV FUND	T2625213	LIVESCAN Service Monthly Fee	Paid by Check # 25628		08/04/2026	08/14/2026	08/14/2026		08/13/2026	316.70
Account 22000 - Communications- Telephone Totals								Invoice Transactions	1	\$316.70
Account 24000 - Travel, Conf., Training										
7978 - RHAKEEM THOMAS	810600	Per Diem for Travel-ILETSB	Paid by Check # 25572		08/10/2026	08/11/2026	08/11/2026		08/11/2026	473.00
Account 24000 - Travel, Conf., Training Totals								Invoice Transactions	1	\$473.00
Account 27100 - Other Outside Services										
7184 - NORTH STAR COACHING, LLC	335	Monthly Culture & Leadership Coaching	Paid by Check # 25623		08/04/2026	08/14/2026	08/14/2026		08/13/2026	6,083.00
Account 27100 - Other Outside Services Totals								Invoice Transactions	1	\$6,083.00
Account 27300 - Operating Supplies & Materials										
7977 - JASON ROSE	100	Team Illinois Youth Police Camp Purchase	Paid by Check # 25614		08/04/2026	08/14/2026	08/14/2026		08/13/2026	230.00
Account 27300 - Operating Supplies & Materials Totals								Invoice Transactions	1	\$230.00
Division 40101 - Police Protection Totals								Invoice Transactions	6	\$19,222.70
Division 40151 - Fire Protection										

Vendor	Invoice No.	Invoice Description	Status	Held Reason	Invoice Date	Due Date	G/L Date	Received Date	Payment Date	Invoice Amount
Account 24000 - Travel, Conf., Training										
7975 - AARON SHIELDS	Travel #810574	Advance meal per diem for BFA	Paid by Check # 25577		08/03/2026	08/14/2026	08/14/2026		08/13/2026	4,730.00
7974 - DANIEL WAGNER	Travel #810573	Advance meal per diem for BFA	Paid by Check # 25592		08/03/2026	08/14/2026	08/14/2026		08/13/2026	4,730.00
Account 24000 - Travel, Conf., Training Totals								Invoice Transactions	2	\$9,460.00
Account 26000 - Rental Charges										
5191 - RICOH USA INC	5073610756	401 N. Glenview-Copies	Paid by Check # 25549		08/04/2026	08/04/2026	08/04/2026		08/04/2026	137.29
5191 - RICOH USA INC	110198499	COPIER RENT	Paid by Check # 25573		08/10/2026	08/11/2026	08/11/2026		08/11/2026	201.88
Account 26000 - Rental Charges Totals								Invoice Transactions	2	\$339.17
Division 40151 - Fire Protection Totals								Invoice Transactions	4	\$9,799.17
Division 40161 - Emergency Management										
Account 28000 - Subscriptions & Memberships										
1447 - MOTOROLA SOLUTIONS, INC.	9999320251201	Annual Starcom Membership	Paid by Check # 25621		08/04/2026	08/14/2026	08/14/2026		08/13/2026	240.00
Account 28000 - Subscriptions & Memberships Totals								Invoice Transactions	1	\$240.00
Division 40161 - Emergency Management Totals								Invoice Transactions	1	\$240.00
Department 20 - Public Safety Totals								Invoice Transactions	11	\$29,261.87
Department 25 - Development Services										
Division 40210 - Building & Neighborhood Services										
Account 27100 - Other Outside Services										
3297 - J&S SERVICES SCOTT HELLER	122435	Mowing Costs	Paid by Check # 25612		08/03/2026	08/14/2026	08/14/2026		08/13/2026	932.40
4828 - WEST PAYMENT CENTER THOMSON REUTERS, INC	853929156	Software Subscription Charges	Paid by Check # 25631		08/03/2026	08/14/2026	08/14/2026		08/13/2026	245.61
Account 27100 - Other Outside Services Totals								Invoice Transactions	2	\$1,178.01
Division 40210 - Building & Neighborhood Services Totals								Invoice Transactions	2	\$1,178.01
Department 25 - Development Services Totals								Invoice Transactions	2	\$1,178.01
Department 40 - Public Works										
Division 40330 - Building Maintenance										
Account 23000 - Utilities- Electric										
7520 - DIRECT ENERGY BUSINESS	2620800599050	1832112	Paid by Check # 25541		08/04/2026	08/04/2026	08/04/2026		08/04/2026	78.39
7520 - DIRECT ENERGY BUSINESS	2621800599714	1832109	Paid by Check # 25560		08/10/2026	08/11/2026	08/11/2026		08/11/2026	527.88
7140 - SR Carbondale Holdings, LLC ABA#021000021	July 26	Electric Bill July 2026 (Civic Center/Public	Paid by EFT # 1567		08/10/2026	08/11/2026	08/11/2026		08/11/2026	5,126.99
303 - AMEREN ILLINOIS	07/31/2026	Acct. # 39990-28008	Paid by Check # 25579		08/03/2026	08/14/2026	08/14/2026		08/13/2026	272.16
303 - AMEREN ILLINOIS	07/31/2026 -3	Acct. # 52220-06116	Paid by Check # 25579		08/03/2026	08/14/2026	08/14/2026		08/13/2026	181.60
303 - AMEREN ILLINOIS	07/30/2026 -1	Acct. # 83620-01513	Paid by Check # 25581		08/03/2026	08/14/2026	08/14/2026		08/13/2026	3,224.38
303 - AMEREN ILLINOIS	08/04/2026	Acct. # 16520-02719	Paid by Check # 25579		08/07/2026	08/14/2026	08/14/2026		08/13/2026	83.85
303 - AMEREN ILLINOIS	08/04/2026 -1	Acct. # 16330-64000	Paid by Check # 25579		08/07/2026	08/14/2026	08/14/2026		08/13/2026	186.46
303 - AMEREN ILLINOIS	08/04/2026 -2	Acct. # 29850-33038	Paid by Check # 25579		08/07/2026	08/14/2026	08/14/2026		08/13/2026	1,033.20

Vendor	Invoice No.	Invoice Description	Status	Held Reason	Invoice Date	Due Date	G/L Date	Received Date	Payment Date	Invoice Amount
303 - AMEREN ILLINOIS	08/04/2026 -3	Acct. # 08030-78120	Paid by Check # 25579		08/07/2026	08/14/2026	08/14/2026		08/13/2026	607.84
313 - CARBONDALE WATER & SEWAGE SYSTEMS	07/23/2026 -5	Acct. # 14-23950-010	Paid by Check # 25585		08/03/2026	08/14/2026	08/14/2026		08/13/2026	159.39
313 - CARBONDALE WATER & SEWAGE SYSTEMS	07/23/2026 -6	Acct. # 14-11110-002	Paid by Check # 25585		08/03/2026	08/14/2026	08/14/2026		08/13/2026	238.62
313 - CARBONDALE WATER & SEWAGE SYSTEMS	07/23/2026 -7	Acct. # 14-24100-002/24200-001/24400-	Paid by Check # 25585		08/03/2026	08/14/2026	08/14/2026		08/13/2026	573.53
313 - CARBONDALE WATER & SEWAGE SYSTEMS	07/29/2026 -3	Acct. # 15-11600-002	Paid by Check # 25585		08/04/2026	08/14/2026	08/14/2026		08/13/2026	50.39
313 - CARBONDALE WATER & SEWAGE SYSTEMS	07/29/2026 -6	Acct. # 15-11610-003	Paid by Check # 25585		08/04/2026	08/14/2026	08/14/2026		08/13/2026	524.65
313 - CARBONDALE WATER & SEWAGE SYSTEMS	07/29/2026 -8	Acct. # 16-05475-001	Paid by Check # 25585		08/04/2026	08/14/2026	08/14/2026		08/13/2026	211.90
				Account 23000 - Utilities- Electric Totals			Invoice Transactions 16			\$13,081.23
Account 25000 - Repairs & Maintenance- Equip										
313 - CARBONDALE WATER & SEWAGE SYSTEMS	07/23/2026 -5	Acct. # 14-23950-010	Paid by Check # 25585		08/03/2026	08/14/2026	08/14/2026		08/13/2026	48.80
313 - CARBONDALE WATER & SEWAGE SYSTEMS	07/23/2026 -6	Acct. # 14-11110-002	Paid by Check # 25585		08/03/2026	08/14/2026	08/14/2026		08/13/2026	273.80
313 - CARBONDALE WATER & SEWAGE SYSTEMS	07/23/2026 -7	Acct. # 14-24100-002/24200-001/24400-	Paid by Check # 25585		08/03/2026	08/14/2026	08/14/2026		08/13/2026	3.80
313 - CARBONDALE WATER & SEWAGE SYSTEMS	07/29/2026 -3	Acct. # 15-11600-002	Paid by Check # 25585		08/04/2026	08/14/2026	08/14/2026		08/13/2026	453.80
313 - CARBONDALE WATER & SEWAGE SYSTEMS	07/29/2026 -6	Acct. # 15-11610-003	Paid by Check # 25585		08/04/2026	08/14/2026	08/14/2026		08/13/2026	3.80
313 - CARBONDALE WATER & SEWAGE SYSTEMS	07/29/2026 -8	Acct. # 16-05475-001	Paid by Check # 25585		08/04/2026	08/14/2026	08/14/2026		08/13/2026	93.80
2633 - MODERN TILE AND CARPET INC	8335-C	Flooring for Legal Office Remodel	Paid by Check # 25620		08/03/2026	08/14/2026	08/14/2026		08/13/2026	129.04
3485 - VAUGHN'S ROOFING, INC	3173	Old Depot Roof Repair	Paid by Check # 25638		08/07/2026	08/14/2026	08/14/2026		08/13/2026	4,200.00
				Account 25000 - Repairs & Maintenance- Equip Totals			Invoice Transactions 8			\$5,206.84
Account 27100 - Other Outside Services										
7972 - DIAMOND CONSTRUCTION LLC	18326	Signing of Project Deposit	Paid by Check # 25593		08/07/2026	08/14/2026	08/14/2026		08/13/2026	7,000.00
7972 - DIAMOND CONSTRUCTION LLC	23826	Signing of Project Deposit	Paid by Check # 25594		08/07/2026	08/14/2026	08/14/2026		08/13/2026	1,500.00
				Account 27100 - Other Outside Services Totals			Invoice Transactions 2			\$8,500.00
				Division 40330 - Building Maintenance Totals			Invoice Transactions 26			\$26,788.07
Division 40350 - Street Maintenance										
Account 25000 - Repairs & Maintenance- Equip										
7402 - BLUE CARDINAL CHEMICAL	22749	Temporary Patch Material	Paid by Check # 25584		08/03/2026	08/14/2026	08/14/2026		08/13/2026	4,157.52
				Account 25000 - Repairs & Maintenance- Equip Totals			Invoice Transactions 1			\$4,157.52
				Division 40350 - Street Maintenance Totals			Invoice Transactions 1			\$4,157.52
Division 40370 - Cemeteries										
Account 14100 - Employee Unemp Comp Benefits										
1053 - ILLINOIS DEPARTMENT EMPLOYMENT SECURITY	08/06/26	2nd Q 2026 Unemployment	Paid by EFT # 1568		08/10/2026	08/11/2026	08/11/2026		08/11/2026	2,256.00
				Account 14100 - Employee Unemp Comp Benefits Totals			Invoice Transactions 1			\$2,256.00
Account 27100 - Other Outside Services										

Vendor	Invoice No.	Invoice Description	Status	Held Reason	Invoice Date	Due Date	G/L Date	Received Date	Payment Date	Invoice Amount
7357 - CLEARVIEW TREE SERVICE	588	Tree & Stump Removal	Paid by Check # 25588		08/07/2026	08/14/2026	08/14/2026		08/13/2026	5,800.00
Account 27100 - Other Outside Services Totals								Invoice Transactions	1	\$5,800.00
Division 40370 - Cemeteries Totals								Invoice Transactions	2	\$8,056.00
Division 40390 - Forestry Management										
Account 14100 - Employee Unemp Comp Benefits										
1053 - ILLINOIS DEPARTMENT EMPLOYMENT SECURITY	08/06/26	2nd Q 2026 Unemployment	Paid by EFT # 1568		08/10/2026	08/11/2026	08/11/2026		08/11/2026	1,972.00
Account 14100 - Employee Unemp Comp Benefits Totals								Invoice Transactions	1	\$1,972.00
Account 23000 - Utilities- Electric										
313 - CARBONDALE WATER & SEWAGE SYSTEMS	07/23/2026	Acct. #11-13600-010	Paid by Check # 25585		08/03/2026	08/14/2026	08/14/2026		08/13/2026	9.70
313 - CARBONDALE WATER & SEWAGE SYSTEMS	07/23/2026 -1	Acct. # 11-15100-009	Paid by Check # 25585		08/03/2026	08/14/2026	08/14/2026		08/13/2026	13.09
Account 23000 - Utilities- Electric Totals								Invoice Transactions	2	\$22.79
Account 25000 - Repairs & Maintenance- Equip										
3297 - J&S SERVICES SCOTT HELLER	07/08/26	Pay Estimate #29 & 30	Paid by Check # 25545		08/04/2026	08/04/2026	08/04/2026		08/04/2026	10,391.40
313 - CARBONDALE WATER & SEWAGE SYSTEMS	07/23/2026	Acct. #11-13600-010	Paid by Check # 25585		08/03/2026	08/14/2026	08/14/2026		08/13/2026	3.80
313 - CARBONDALE WATER & SEWAGE SYSTEMS	07/23/2026 -1	Acct. # 11-15100-009	Paid by Check # 25585		08/03/2026	08/14/2026	08/14/2026		08/13/2026	3.80
Account 25000 - Repairs & Maintenance- Equip Totals								Invoice Transactions	3	\$10,399.00
Division 40390 - Forestry Management Totals								Invoice Transactions	6	\$12,393.79
Department 40 - Public Works Totals								Invoice Transactions	35	\$51,395.38
Department 45 - Parks and Recreation										
Division 40500 - Parks and Recreation										
Account 23000 - Utilities- Electric										
313 - CARBONDALE WATER & SEWAGE SYSTEMS	07/23/2026 -2	Acct. # 1195590-003	Paid by Check # 25585		08/03/2026	08/14/2026	08/14/2026		08/13/2026	22.34
313 - CARBONDALE WATER & SEWAGE SYSTEMS	07/23/2026 -3	Acct. # 1195510-002	Paid by Check # 25585		08/03/2026	08/14/2026	08/14/2026		08/13/2026	9.70
313 - CARBONDALE WATER & SEWAGE SYSTEMS	07/23/2026 -4	Acct. # 1195570-007	Paid by Check # 25585		08/03/2026	08/14/2026	08/14/2026		08/13/2026	35.59
313 - CARBONDALE WATER & SEWAGE SYSTEMS	07/29/2026 -4	Acct. # 16-18600-011	Paid by Check # 25585		08/04/2026	08/14/2026	08/14/2026		08/13/2026	239.54
313 - CARBONDALE WATER & SEWAGE SYSTEMS	07/29/2026 -5	Acct. # 16-18650-002	Paid by Check # 25585		08/04/2026	08/14/2026	08/14/2026		08/13/2026	52.51
313 - CARBONDALE WATER & SEWAGE SYSTEMS	07/29/2026 -7	Acct. # 15-13990-012	Paid by Check # 25585		08/04/2026	08/14/2026	08/14/2026		08/13/2026	44.41
Account 23000 - Utilities- Electric Totals								Invoice Transactions	6	\$404.09
Account 25000 - Repairs & Maintenance- Equip										
313 - CARBONDALE WATER & SEWAGE SYSTEMS	07/23/2026 -2	Acct. # 1195590-003	Paid by Check # 25585		08/03/2026	08/14/2026	08/14/2026		08/13/2026	3.80
313 - CARBONDALE WATER & SEWAGE SYSTEMS	07/23/2026 -3	Acct. # 1195510-002	Paid by Check # 25585		08/03/2026	08/14/2026	08/14/2026		08/13/2026	3.80
313 - CARBONDALE WATER & SEWAGE SYSTEMS	07/23/2026 -4	Acct. # 1195570-007	Paid by Check # 25585		08/03/2026	08/14/2026	08/14/2026		08/13/2026	3.80
313 - CARBONDALE WATER & SEWAGE SYSTEMS	07/29/2026 -4	Acct. # 16-18600-011	Paid by Check # 25585		08/04/2026	08/14/2026	08/14/2026		08/13/2026	3.80

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313 - CARBONDALE WATER & SEWAGE SYSTEMS	07/29/2026 -7	Acct. # 15-13990-012	Paid by Check # 25585		08/04/2026	08/14/2026	08/14/2026		08/13/2026	3.80
3485 - VAUGHN'S ROOFING, INC	3177	Evergreen Pine Tree Pavilion Roof Material	Paid by Check # 25639		08/07/2026	08/14/2026	08/14/2026		08/13/2026	7,700.00
Account 25000 - Repairs & Maintenance- Equip Totals							Invoice Transactions	6		\$7,719.00
Division 40500 - Parks and Recreation Totals							Invoice Transactions	12		\$8,123.09
Department 45 - Parks and Recreation Totals							Invoice Transactions	12		\$8,123.09
Fund 01 - General Totals							Invoice Transactions	100		\$231,173.08
Fund 08 - Payroll Claim Fund										
Account 20605-001 - Accrued Payroll Federal Income Tax Withholding										
1093 - INTERNAL REVENUE SERVICE	2027-00000038	FICA - FICA*	Paid by EFT # 76476		08/05/2026	08/05/2026	08/07/2026		08/07/2026	65,069.62
1093 - INTERNAL REVENUE SERVICE	2027-00000044	FICA - FICA*	Paid by EFT # 76478		08/07/2026	08/07/2026	08/07/2026		08/07/2026	47.15
Account 20605-001 - Accrued Payroll Federal Income Tax Withholding Totals							Invoice Transactions	2		\$65,116.77
Account 20605-002 - Accrued Payroll Payroll Tax W/H- SIT										
1029 - ILLINOIS DEPARTMENT OF REVENUE	2027-00000037	SIT - State Income Tax	Paid by EFT # 76475		08/05/2026	08/05/2026	08/07/2026		08/07/2026	32,325.88
1029 - ILLINOIS DEPARTMENT OF REVENUE	2027-00000043	SIT - State Income Tax	Paid by EFT # 76477		08/07/2026	08/07/2026	08/07/2026		08/07/2026	37.62
Account 20605-002 - Accrued Payroll Payroll Tax W/H- SIT Totals							Invoice Transactions	2		\$32,363.50
Account 20605-003 - Accrued Payroll Payroll Tax W/H- FICA										
1093 - INTERNAL REVENUE SERVICE	2027-00000038	FICA - FICA*	Paid by EFT # 76476		08/05/2026	08/05/2026	08/07/2026		08/07/2026	74,865.88
1093 - INTERNAL REVENUE SERVICE	2027-00000044	FICA - FICA*	Paid by EFT # 76478		08/07/2026	08/07/2026	08/07/2026		08/07/2026	116.28
Account 20605-003 - Accrued Payroll Payroll Tax W/H- FICA Totals							Invoice Transactions	2		\$74,982.16
Fund 08 - Payroll Claim Fund Totals							Invoice Transactions	6		\$172,462.43
Fund 11 - Motor Fuel Tax Fund										
Department 40 - Public Works										
Division 41013 - MFT Operating & Maintenance										
Account 23000 - Utilities- Electric										
7520 - DIRECT ENERGY BUSINESS	2621800599714 29	1832109	Paid by Check # 25560		08/10/2026	08/11/2026	08/11/2026		08/11/2026	13,504.73
7520 - DIRECT ENERGY BUSINESS	2621800599714 30	1832110	Paid by Check # 25561		08/10/2026	08/11/2026	08/11/2026		08/11/2026	1,484.86
7520 - DIRECT ENERGY BUSINESS	2621900599809 20	1832111	Paid by Check # 25562		08/10/2026	08/11/2026	08/11/2026		08/11/2026	469.03
637 - EGYPTIAN ELECTRIC	08/06/26-3	10469-015-Security Lighting	Paid by Check # 25565		08/10/2026	08/11/2026	08/11/2026		08/11/2026	4,756.07
303 - AMEREN ILLINOIS	07/31/2026 -2	Acct. # 05911-08278	Paid by Check # 25579		08/03/2026	08/14/2026	08/14/2026		08/13/2026	86.46
Account 23000 - Utilities- Electric Totals							Invoice Transactions	5		\$20,301.15
Account 25000 - Repairs & Maintenance- Equip										
2941 - TRAFFIC CONTROL CORPORATION	165686	Traffic Signal Parts to Build Signal Pole	Paid by Check # 25636		08/13/2026	08/14/2026	08/14/2026		08/13/2026	13,210.00
Account 25000 - Repairs & Maintenance- Equip Totals							Invoice Transactions	1		\$13,210.00
Account 27300 - Operating Supplies & Materials										
625 - ENNIS PAINT INC	497762	Highway Paint	Paid by Check # 25600		08/03/2026	08/14/2026	08/14/2026		08/13/2026	9,090.85

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625 - ENNIS PAINT INC	498386	Traffic Paint	Paid by Check # 25600		08/13/2026	08/14/2026	08/14/2026		08/13/2026	9,111.41
Account 27300 - Operating Supplies & Materials Totals								Invoice Transactions	2	\$18,202.26
Division 41013 - MFT Operating & Maintenance Totals								Invoice Transactions	8	\$51,713.41
Department 40 - Public Works Totals								Invoice Transactions	8	\$51,713.41
Department 50 - Community Investment										
Division 41017 - MFT CIP & Replacement										
Account 53100 - CIP Design Eng- Contractual										
4034 - THOUVENOT WADE & MOERCHEN INC	100029	Balance due this pay estimate - ST2601	Paid by Check # 25632		08/04/2026	08/14/2026	08/14/2026		08/13/2026	11,473.42
Account 53100 - CIP Design Eng- Contractual Totals								Invoice Transactions	1	\$11,473.42
Division 41017 - MFT CIP & Replacement Totals								Invoice Transactions	1	\$11,473.42
Department 50 - Community Investment Totals								Invoice Transactions	1	\$11,473.42
Fund 11 - Motor Fuel Tax Fund Totals								Invoice Transactions	9	\$63,186.83
Fund 14 - Special Tax Allocation # 1 Fund										
Department 30 - Community Development										
Division 41401 - TIF District # 1										
Account 27100 - Other Outside Services										
7443 - HENSON'S SEPTIC SERVICE INC.	161940a	Portable restrooms for OTR concerts 2026 Aug.	Paid by Check # 25544		08/04/2026	08/04/2026	08/04/2026		08/04/2026	680.00
7443 - HENSON'S SEPTIC SERVICE INC.	161940	Portable restrooms for OTR concerts 2026 Aug.	Paid by Check # 25543		08/04/2026	08/04/2026	08/04/2026		08/04/2026	680.00
7965 - MOONSHROOM LLC	07/28/26	Talent remainder for 9/19 opener	Paid by Check # 25546		08/04/2026	08/04/2026	08/04/2026		08/04/2026	1,500.00
Account 27100 - Other Outside Services Totals								Invoice Transactions	3	\$2,860.00
Account 44000 - Program Grants										
5574 - PARK RIDGE MIDWEST REALTY GROUP LLC	08/04/2026	Annual Tif Real Estate Tax Reimbursement(Tax	Paid by Check # 25548		08/04/2026	08/04/2026	08/04/2026		08/04/2026	34,385.95
Account 44000 - Program Grants Totals								Invoice Transactions	1	\$34,385.95
Division 41401 - TIF District # 1 Totals								Invoice Transactions	4	\$37,245.95
Department 30 - Community Development Totals								Invoice Transactions	4	\$37,245.95
Fund 14 - Special Tax Allocation # 1 Fund Totals								Invoice Transactions	4	\$37,245.95
Fund 40 - Local Improvement Fund										
Department 50 - Community Investment										
Division 44007 - CIP & Replacement										
Account 27100 - Other Outside Services										
4034 - THOUVENOT WADE & MOERCHEN INC	100040	Balance due this pay estimate - SP2401	Paid by Check # 25635		08/04/2026	08/14/2026	08/14/2026		08/13/2026	4,259.75
Account 27100 - Other Outside Services Totals								Invoice Transactions	1	\$4,259.75
Account 53100 - CIP Design Eng- Contractual										
4034 - THOUVENOT WADE & MOERCHEN INC	100169	Balance due this pay estimate - OS1901	Paid by Check # 25634		08/04/2026	08/14/2026	08/14/2026		08/13/2026	3,572.80
Account 53100 - CIP Design Eng- Contractual Totals								Invoice Transactions	1	\$3,572.80
Account 56500 - CIP Construction- Contractual										
7766 - ECHO ELECTRIC	S011948149.001	Shipping Charges for Downtown Alley Lighting	Paid by Check # 25595		08/07/2026	08/14/2026	08/14/2026		08/13/2026	4,178.38
1503 - FAGER-MCGEE CONSTRUCTION INC	41	Balance due this pay estimate - SP1002	Paid by Check # 25601		08/07/2026	08/14/2026	08/14/2026		08/13/2026	20,905.24

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7071 - ILLINOIS DEPT OF TRANSPORTATION	127703	Less Federal Share - ST2405	Paid by Check # 25608		08/07/2026	08/14/2026	08/14/2026		08/13/2026	80,587.66
			Account 56500 - CIP Construction-	Contractual	Totals			Invoice Transactions	3	\$105,671.28
			Division 44007 - CIP & Replacement	Totals				Invoice Transactions	5	\$113,503.83
			Department 50 - Community Investment	Totals				Invoice Transactions	5	\$113,503.83
			Fund 40 - Local Improvement Fund	Totals				Invoice Transactions	5	\$113,503.83
Fund 70 - Water & Sewer Fund										
Account 10501-252 - Inventory Water Dist Supplies										
6729 - CORE & MAIN LP	Z214960	Water Inventory Parts	Paid by Check # 25589		08/07/2026	08/14/2026	08/14/2026		08/13/2026	37,755.20
2009 - SENSUS USA, INC	ZA26010650	OMNI Measuring Chamber & Replacement	Paid by Check # 25626		08/07/2026	08/14/2026	08/14/2026		08/13/2026	21,125.00
			Account 10501-252 - Inventory Water Dist Supplies	Totals				Invoice Transactions	2	\$58,880.20
Department 00 - Undesignated										
Division 00000 - Undesignated										
Account 37020-010 - Service Charges- Water Residential										
JAMEESHA WHITE	1193101-015	To Put Deposit Back on Account Closed in Error	Paid by Check # 25641		08/03/2026	08/14/2026	08/14/2026		08/13/2026	100.00
7976 - LILLIAN WILLIAMS	8/5/26	Refund Overpayment	Paid by Check # 25618		08/04/2026	08/14/2026	08/14/2026		08/13/2026	3,686.40
			Account 37020-010 - Service Charges- Water Residential	Totals				Invoice Transactions	2	\$3,786.40
			Division 00000 - Undesignated	Totals				Invoice Transactions	2	\$3,786.40
			Department 00 - Undesignated	Totals				Invoice Transactions	2	\$3,786.40
Department 40 - Public Works										
Division 47000 - Support Services										
Account 25000 - Repairs & Maintenance- Equip										
6534 - MAYER NETWORKS, Inc.	33107679-81/DG47	Managed SLA, M365, M365 Tyler SharePoint	Paid by Check # 25619		08/04/2026	08/14/2026	08/14/2026		08/13/2026	1,963.33
			Account 25000 - Repairs & Maintenance- Equip	Totals				Invoice Transactions	1	\$1,963.33
Account 27100 - Other Outside Services										
6534 - MAYER NETWORKS, Inc.	33107679-81/DG47	Managed SLA, M365, M365 Tyler SharePoint	Paid by Check # 25619		08/04/2026	08/14/2026	08/14/2026		08/13/2026	21,338.63
6460 - THIRD MILLENNIUM	34799	Utility Bill Printing July 2026	Paid by Check # 25630		08/03/2026	08/14/2026	08/14/2026		08/13/2026	1,393.87
6460 - THIRD MILLENNIUM	34684	Utility Bill Printing June 2026	Paid by Check # 25630		08/04/2026	08/14/2026	08/14/2026		08/13/2026	1,267.66
			Account 27100 - Other Outside Services	Totals				Invoice Transactions	3	\$24,000.16
			Division 47000 - Support Services	Totals				Invoice Transactions	4	\$25,963.49
Division 47002 - Lake Management										
Account 25000 - Repairs & Maintenance- Equip										
313 - CARBONDALE WATER & SEWAGE SYSTEMS	07/29/2026 -2	Acct. # 15-13984-001	Paid by Check # 25585		08/04/2026	08/14/2026	08/14/2026		08/13/2026	90.00
			Account 25000 - Repairs & Maintenance- Equip	Totals				Invoice Transactions	1	\$90.00
			Division 47002 - Lake Management	Totals				Invoice Transactions	1	\$90.00
Division 47009 - Central Laboratory										
Account 25000 - Repairs & Maintenance- Equip										
7130 - LABLITE LLC	2555	Annual Lab Info System Service Contract	Paid by Check # 25616		08/13/2026	08/14/2026	08/14/2026		08/13/2026	3,340.00

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Account 25000 - Repairs & Maintenance- Equip Totals							Invoice Transactions	1		\$3,340.00
Division 47009 - Central Laboratory Totals							Invoice Transactions	1		\$3,340.00
Division 47011 - Water Treatment Plant										
Account 23000 - Utilities- Electric										
637 - EGYPTIAN ELECTRIC	08/06/26-1	10469-012	Paid by Check # 25564		08/10/2026	08/11/2026	08/11/2026		08/11/2026	21,023.85
637 - EGYPTIAN ELECTRIC	08/06/26-2	10469-017	Paid by Check # 25563		08/10/2026	08/11/2026	08/11/2026		08/11/2026	14,660.19
Account 23000 - Utilities- Electric Totals							Invoice Transactions	2		\$35,684.04
Account 25000 - Repairs & Maintenance- Equip										
3297 - J&S SERVICES SCOTT HELLER	07/08/26	Pay Estimate #29 & 30	Paid by Check # 25545		08/04/2026	08/04/2026	08/04/2026		08/04/2026	244.50
313 - CARBONDALE WATER & SEWAGE SYSTEMS	07/29/2026	Acct. # 15-13982-001	Paid by Check # 25585		08/04/2026	08/14/2026	08/14/2026		08/13/2026	90.00
313 - CARBONDALE WATER & SEWAGE SYSTEMS	07/29/2026 -1	Acct. # 15-13983-001	Paid by Check # 25585		08/04/2026	08/14/2026	08/14/2026		08/13/2026	45.00
Account 25000 - Repairs & Maintenance- Equip Totals							Invoice Transactions	3		\$379.50
Account 27100 - Other Outside Services										
4179 - TEKLAB INC	350880	WTP TOC/SOC/FLUORIDE	Paid by Check # 25629		08/13/2026	08/14/2026	08/14/2026		08/13/2026	392.50
Account 27100 - Other Outside Services Totals							Invoice Transactions	1		\$392.50
Account 27300 - Operating Supplies & Materials										
5550 - CHEMTRADE CHEMICALS US LLC	90431393	Chemical bid#26 - 17 Liquid Alum	Paid by Check # 25586		08/03/2026	08/14/2026	08/14/2026		08/13/2026	5,561.60
Account 27300 - Operating Supplies & Materials Totals							Invoice Transactions	1		\$5,561.60
Division 47011 - Water Treatment Plant Totals							Invoice Transactions	7		\$42,017.64
Division 47015 - Water Distribution										
Account 27300 - Operating Supplies & Materials										
1020 - IMCO UTILITY SUPPLY	4074246-00	Trench Shovels	Paid by Check # 25611		08/07/2026	08/14/2026	08/14/2026		08/13/2026	100.26
Account 27300 - Operating Supplies & Materials Totals							Invoice Transactions	1		\$100.26
Division 47015 - Water Distribution Totals							Invoice Transactions	1		\$100.26
Division 47019 - Meter Services										
Account 15000 - Special Contractual Benefits										
7980 - ANTONIO GRAHAM	08/11/2026	Reimbursement for CDL fee	Paid by Check # 25583		08/13/2026	08/14/2026	08/14/2026		08/13/2026	60.00
Account 15000 - Special Contractual Benefits Totals							Invoice Transactions	1		\$60.00
Account 25000 - Repairs & Maintenance- Equip										
2009 - SENSUS USA, INC	ZA26010650	OMNI Measuring Chamber & Replacement	Paid by Check # 25626		08/07/2026	08/14/2026	08/14/2026		08/13/2026	35.59
Account 25000 - Repairs & Maintenance- Equip Totals							Invoice Transactions	1		\$35.59
Division 47019 - Meter Services Totals							Invoice Transactions	2		\$95.59
Division 47021 - Sewer Collection										
Account 27300 - Operating Supplies & Materials										
1020 - IMCO UTILITY SUPPLY	4074246-00	Trench Shovels	Paid by Check # 25611		08/07/2026	08/14/2026	08/14/2026		08/13/2026	50.13
Account 27300 - Operating Supplies & Materials Totals							Invoice Transactions	1		\$50.13
Division 47021 - Sewer Collection Totals							Invoice Transactions	1		\$50.13

Vendor	Invoice No.	Invoice Description	Status	Held Reason	Invoice Date	Due Date	G/L Date	Received Date	Payment Date	Invoice Amount
Division 47022 - SE Wastewater Treatment Plant										
Account 23000 - Utilities- Electric										
7140 - SR Carbondale Holdings, LLC ABA#021000021	July 2026	Electric Bill July 2026 (WWTP)	Paid by EFT # 1566		08/10/2026	08/11/2026	08/11/2026		08/11/2026	4,447.41
303 - AMEREN ILLINOIS	07/30/2026	Acct. # 822206319	Paid by Check # 25580		08/03/2026	08/14/2026	08/14/2026		08/13/2026	5,509.91
303 - AMEREN ILLINOIS	08/05/2026 -1	Acct. # 72220-06212	Paid by Check # 25579		08/07/2026	08/14/2026	08/14/2026		08/13/2026	96.41
Account 23000 - Utilities- Electric Totals									Invoice Transactions 3	\$10,053.73
Account 25000 - Repairs & Maintenance- Equip										
2348 - USA BLUEBOOK	INV01110164	Replacement Dissolved Oxygen Probe	Paid by Check # 25637		08/07/2026	08/14/2026	08/14/2026		08/13/2026	3,470.00
Account 25000 - Repairs & Maintenance- Equip Totals									Invoice Transactions 1	\$3,470.00
Account 27100 - Other Outside Services										
4179 - TEKLAB INC	350880	WTP TOC/SOC/FLUORIDE	Paid by Check # 25629		08/13/2026	08/14/2026	08/14/2026		08/13/2026	725.80
Account 27100 - Other Outside Services Totals									Invoice Transactions 1	\$725.80
Division 47022 - SE Wastewater Treatment Plant Totals									Invoice Transactions 5	\$14,249.53
Division 47023 - NW Wastewater Treatment Plant										
Account 23000 - Utilities- Electric										
637 - EGYPTIAN ELECTRIC	08/06/26	10469-008	Paid by Check # 25563		08/10/2026	08/11/2026	08/11/2026		08/11/2026	32,811.19
Account 23000 - Utilities- Electric Totals									Invoice Transactions 1	\$32,811.19
Account 27100 - Other Outside Services										
4846 - Analytical Services, Inc.- Attn: Bev Cummings	47954	NW SLUDGE VIRUS Q2 2026	Paid by Check # 25582		08/13/2026	08/14/2026	08/14/2026		08/13/2026	1,430.00
4179 - TEKLAB INC	350880	WTP TOC/SOC/FLUORIDE	Paid by Check # 25629		08/13/2026	08/14/2026	08/14/2026		08/13/2026	933.00
Account 27100 - Other Outside Services Totals									Invoice Transactions 2	\$2,363.00
Account 27300 - Operating Supplies & Materials										
829 - GRAINGER	9031490080	Grease	Paid by Check # 25605		08/04/2026	08/14/2026	08/14/2026		08/13/2026	59.20
829 - GRAINGER	9031313050	Confined Space Blower	Paid by Check # 25605		08/04/2026	08/14/2026	08/14/2026		08/13/2026	742.15
7769 - WATER TREAT TECHNOLOGY	2026-6139	Enzymes and Soda Ash	Paid by Check # 25640		08/04/2026	08/14/2026	08/14/2026		08/13/2026	6,216.45
Account 27300 - Operating Supplies & Materials Totals									Invoice Transactions 3	\$7,017.80
Account 27500 - Motor Fuels & Lubricants										
934 - HINES OIL COMPANY	198740	Diesel Fuel	Paid by Check # 25606		08/07/2026	08/14/2026	08/14/2026		08/13/2026	1,090.80
Account 27500 - Motor Fuels & Lubricants Totals									Invoice Transactions 1	\$1,090.80
Division 47023 - NW Wastewater Treatment Plant Totals									Invoice Transactions 7	\$43,282.79
Division 47025 - Sewage Lift Stations										
Account 23000 - Utilities- Electric										
303 - AMEREN ILLINOIS	07/31/2026 -1	Acct. # 68220-04418	Paid by Check # 25579		08/03/2026	08/14/2026	08/14/2026		08/13/2026	49.05
303 - AMEREN ILLINOIS	07/27/2026	Acct. # 20620-00124	Paid by Check # 25579		08/03/2026	08/14/2026	08/14/2026		08/13/2026	211.95
303 - AMEREN ILLINOIS	08/05/2026	Acct. # 05320-03018	Paid by Check # 25579		08/07/2026	08/14/2026	08/14/2026		08/13/2026	174.39

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				Account 23000 - Utilities- Electric Totals			Invoice Transactions		3	\$435.39
Account 25000 - Repairs & Maintenance- Equip										
387 - CK POWER	30153	Generator Work	Paid by Check # 25587		08/07/2026	08/14/2026	08/14/2026		08/13/2026	6,276.73
1434 - MUNICIPAL EQUIPMENT CO INC	INV0029090	Pump Repair	Paid by Check # 25622		08/04/2026	08/14/2026	08/14/2026		08/13/2026	2,995.17
				Account 25000 - Repairs & Maintenance- Equip Totals			Invoice Transactions		2	\$9,271.90
				Division 47025 - Sewage Lift Stations Totals			Invoice Transactions		5	\$9,707.29
				Department 40 - Public Works Totals			Invoice Transactions		34	\$138,896.72
Department 60 - Debt Service										
Division 47049 - Water & Sewer Bonds & Loans										
Account 64000 - Other Debt Principal										
2642 - FIRST SOUTHERN BANK	August 2026	Loan #25968	Paid by Check # 25542		08/04/2026	08/04/2026	08/04/2026		08/04/2026	5,014.66
2618 - AMALGAMATED BANK OF CHICAGO	708/18/2026	Principal /Interest on IEPA Loan	Paid by EFT # 1565		08/10/2026	08/11/2026	08/11/2026		08/11/2026	71,218.56
				Account 64000 - Other Debt Principal Totals			Invoice Transactions		2	\$76,233.22
Account 64100 - Other Debt Interest										
2642 - FIRST SOUTHERN BANK	August 2026	Loan #25968	Paid by Check # 25542		08/04/2026	08/04/2026	08/04/2026		08/04/2026	1,040.73
2618 - AMALGAMATED BANK OF CHICAGO	708/18/2026	Principal /Interest on IEPA Loan	Paid by EFT # 1565		08/10/2026	08/11/2026	08/11/2026		08/11/2026	15,244.54
				Account 64100 - Other Debt Interest Totals			Invoice Transactions		2	\$16,285.27
				Division 47049 - Water & Sewer Bonds & Loans Totals			Invoice Transactions		4	\$92,518.49
				Department 60 - Debt Service Totals			Invoice Transactions		4	\$92,518.49
				Fund 70 - Water & Sewer Fund Totals			Invoice Transactions		42	\$294,081.81
Fund 71 - Parking										
Department 40 - Public Works										
Division 47100 - Public Parking Services										
Account 23000 - Utilities- Electric										
7520 - DIRECT ENERGY BUSINESS	2621800599714 29	1832109	Paid by Check # 25560		08/10/2026	08/11/2026	08/11/2026		08/11/2026	630.51
7520 - DIRECT ENERGY BUSINESS	2621800599714 30	1832110	Paid by Check # 25561		08/10/2026	08/11/2026	08/11/2026		08/11/2026	259.98
				Account 23000 - Utilities- Electric Totals			Invoice Transactions		2	\$890.49
Account 25000 - Repairs & Maintenance- Equip										
7709 - FLOWBIRD AMERICA INC.	IV149947	Printers & Modems	Paid by Check # 25602		08/04/2026	08/14/2026	08/14/2026		08/13/2026	2,903.26
				Account 25000 - Repairs & Maintenance- Equip Totals			Invoice Transactions		1	\$2,903.26
Account 27100 - Other Outside Services										
4828 - WEST PAYMENT CENTER THOMSON REUTERS, INC	853929156	Software Subscription Charges	Paid by Check # 25631		08/03/2026	08/14/2026	08/14/2026		08/13/2026	245.61
				Account 27100 - Other Outside Services Totals			Invoice Transactions		1	\$245.61
				Division 47100 - Public Parking Services Totals			Invoice Transactions		4	\$4,039.36
				Department 40 - Public Works Totals			Invoice Transactions		4	\$4,039.36
				Fund 71 - Parking Totals			Invoice Transactions		4	\$4,039.36
Fund 72 - Solid Waste Management										
Department 40 - Public Works										

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Division 47200 - Refuse & Recycling Services										
Account 27100 - Other Outside Services										
7511 - CRC SOUTHERN RECYCLING, LLC	94047	3 Gaylord Boxes	Paid by Check # 25590		08/03/2026	08/14/2026	08/14/2026		08/13/2026	30.00
7511 - CRC SOUTHERN RECYCLING, LLC	94840	July Statement	Paid by Check # 25590		08/07/2026	08/14/2026	08/14/2026		08/13/2026	1,463.50
6534 - MAYER NETWORKS, Inc.	33107679- 81/DG47	Managed SLA, M365, M365 Tyler SharePoint	Paid by Check # 25619		08/04/2026	08/14/2026	08/14/2026		08/13/2026	466.25
Account 27100 - Other Outside Services Totals							Invoice Transactions	3		\$1,959.75
Division 47200 - Refuse & Recycling Services Totals							Invoice Transactions	3		\$1,959.75
Department 40 - Public Works Totals							Invoice Transactions	3		\$1,959.75
Fund 72 - Solid Waste Management Totals							Invoice Transactions	3		\$1,959.75
Fund 79 - Group Health Insurance										
Account 14012-010 - Intrafund F/R Due from Operating										
406 - CARBONDALE MEDICAL CLAIMS	76959	Consociate Health Insurance -August, 2026	Paid by Check # 25534		08/04/2026	08/04/2026	08/04/2026		08/04/2026	94,019.75
406 - CARBONDALE MEDICAL CLAIMS	76959a	Record Medical Claims for FY27 -July 31, 2026	Paid by Check # 25535		08/04/2026	08/04/2026	08/04/2026		08/04/2026	121,531.24
406 - CARBONDALE MEDICAL CLAIMS	76959B	Record Medical Claims for FY27 August 7, 2026	Paid by Check # 25556		08/10/2026	08/11/2026	08/11/2026		08/11/2026	73,132.75
Account 14012-010 - Intrafund F/R Due from Operating Totals							Invoice Transactions	3		\$288,683.74
Department 77 - Internal Service										
Division 47900 - Group Health Insurance										
Account 27100 - Other Outside Services										
7723 - ASSURED PARTNERS NL-OWENSBORO	339645	September 2026 Policy Mgmt Fee for Health	Paid by Check # 25554		08/10/2026	08/11/2026	08/11/2026		08/11/2026	7,000.00
Account 27100 - Other Outside Services Totals							Invoice Transactions	1		\$7,000.00
Division 47900 - Group Health Insurance Totals							Invoice Transactions	1		\$7,000.00
Department 77 - Internal Service Totals							Invoice Transactions	1		\$7,000.00
Fund 79 - Group Health Insurance Totals							Invoice Transactions	4		\$295,683.74
Fund 80 - Fire Pension										
Account 20405-010 - Intra F/P General Fund										
394 - CITY OF CARBONDALE	July 2026	reimburse Interfund Payable Postage	Paid by Check # 25537		08/04/2026	08/04/2026	08/04/2026		08/04/2026	29.05
394 - CITY OF CARBONDALE	July 26	Salary/Fringe Sr. Accountant-July FY27	Paid by Check # 25538		08/04/2026	08/04/2026	08/04/2026		08/04/2026	1,826.91
Account 20405-010 - Intra F/P General Fund Totals							Invoice Transactions	2		\$1,855.96
Fund 80 - Fire Pension Totals							Invoice Transactions	2		\$1,855.96
Fund 81 - Police Pension										
Account 20405-010 - Intra F/P General Fund										
394 - CITY OF CARBONDALE	July26	Salary/Fringe Sr. Accountant-July FY26	Paid by Check # 25539		08/04/2026	08/04/2026	08/04/2026		08/04/2026	1,740.33
394 - CITY OF CARBONDALE	July/2026	reimburse Interfund Payable Postage	Paid by Check # 25540		08/04/2026	08/04/2026	08/04/2026		08/04/2026	53.82
Account 20405-010 - Intra F/P General Fund Totals							Invoice Transactions	2		\$1,794.15
Fund 81 - Police Pension Totals							Invoice Transactions	2		\$1,794.15

Vendor	Invoice No.	Invoice Description	Status	Held Reason	Invoice Date	Due Date	G/L Date	Received Date	Payment Date	Invoice Amount
Grand Totals						Invoice Transactions		181		\$1,216,986.89

DIRECTOR OF FINANCE

CITY MANAGER

DATE

DATE

This is to certify that the above warrant was duly presented at a meeting of the council on _____ and payment of said warrant has been made in accordance with the Carbondale Revised Code.

APPROVED:

Carolyn Harvey, Mayor

ATTEST:

Jennifer R. Sorrell, City Clerk

LIST OF WARRANTS REVIEWED BY:

Jeffrey M. Davis, City Treasurer



Agenda Item Details

Meeting: August 25, 2026 - City Council Meeting
Category: Consent Agenda
Subject: Approval of Wells Fargo Warrant for the Period Ending 07/31/2026 FY 2027 Warrant #WF 07/2026 in the Amount of \$164,362.84
Type: Action - Consent
Recommended Action: Approve Wells Fargo Warrant 07/2026 in the amount of \$164,362.84
Goals: Goal 3: Demonstrate fiscal responsibility and transparency while providing high-quality City services.
Originating Department: Finance

Background:

Additional Information:

Attachments:

1. Wells Fargo 07-2026 2026-08-25

Motion & Voting: Approve Wells Fargo Warrant 07/2026 in the amount of \$164,362.84

Motion by None, seconded by None.

Final Resolution: Motion

Yea: None

Nay: None

8/25/2026

WARRANT TO THE CITY TREASURER

THE UNDERSIGNED HEREBY CERTIFY THAT THE FOLLOWING BILLS OR INVOICES
REPRESENT A TRUE AND CORRECT STATEMENT OF COST OF GOODS AND/OR SERVICES
RENDERED TO THE CITY OF CARBONDALE BY FIRMS OR PERSONS LISTED AND THAT
SAID FIRMS OR PERSONS ARE ENTITLED TO PAYMENT FOR SAME IN THE AMOUNTS

WARRANT # WF 07/2026 CHECK DATE: 08/21/2026

	INVOICE DATE	VENDOR NAME	INVOICE TOTAL	PO#	INVOICE DESCRIPTION
01		GENERAL OPERATIONS			
	01 7/28/2026	Verizon Wireless	\$52.43		CELL PHONE 06/04/2026-07/03/2026
	01 7/15/2026	Il Municipal League	\$325.00		Reg IML Conf - Killman Travel #810571
	01 7/26/2026	Wind Creek Hotel	\$910.99		Lodging Approved travel 810570
	01 7/26/2026	Carbondale Zx #218	\$41.01		Fuel Travel 810570
	01 7/22/2026	CircleK	\$38.00		Fuel Travel 810570
	01 7/14/2026	American Air	\$45.00		Bag Check Approved travel 810569
	01 7/14/2026	Allianz Travel Ins	\$29.22		Travel 810569 Insurance
	01 7/14/2026	American Air	\$315.80		Air purchase Travel 810569
	01 7/29/2026	Carbondale Chamber	\$20.00		Membership lunches
	01 7/28/2026	Il Municipal League	\$325.00		Registration - IML Annual Conference #810594
	01 7/16/2026	Allianz Travel Ins	\$32.87		Air expense - Killman Approved travel 810571
	01 7/16/2026	American Air	\$315.80		Airfare expense - Killman Approved travel #810571
	01 7/16/2026	American Air	\$45.00		Air expense - Approved travel 810571
	01 7/11/2026	Amtrak .Com	\$98.00		Rail Fare - Roberts Approved travel #810568
	01 7/9/2026	Schnucks	\$7.98		Water
	01 7/6/2026	4imprint, Inc	\$159.04		City swag
	01 7/28/2026	Verizon Wireless	\$150.78		CELL PHONE 06/04/2026-07/03/2026
	01 7/29/2026	Carbondale Chamber	\$20.00		Membership lunches
	01 7/16/2026	American Air	\$45.00		Bag - IML Conference # 810571
	01 7/10/2026	Amazon	\$18.36		New mouse for laptop and battery for City flashlight.
	01 7/16/2026	Adobe	\$23.99		Adobe Acrobat and Cloud
	01 7/1/2026	Illinois City County	\$416.75		Annual dues for IL City Managers Association
	01 7/20/2026	American Legal Publish	\$2,039.48		City Code Update
	01 7/23/2026	Stoney Creek Inn	\$131.10		Hotel for Municipal Clerks of Illinois Summer Seminar
	01 7/15/2026	Staples	\$507.40		Toner, paper, disinfectant
	01 7/16/2026	Adobe	\$47.98		Adobe Acrobat and Cloud
	01 7/28/2026	Verizon Wireless	\$39.38		CELL PHONE 06/04/2026-07/03/2026
	01 7/2/2026	Otter.Ai	\$99.99		Otter ai software yearly subscription
	01 7/1/2026	Otter.Ai	\$199.98		Otter ai software yearly subscription
	01 7/24/2026	Amazon	\$116.69		Bankers Boxes for Archive Filing
	01 7/22/2026	Amazon	\$15.95		Copy Paper and Planner
	01 7/2/2026	Amazon	\$48.99		Box of printer paper for Legal Department
	01 7/2/2026	Amazon	\$41.28		Plain envelopes & Webcam

INVOICE			INVOICE	PO#	INVOICE DESCRIPTION
	DATE	VENDOR NAME	TOTAL		
01	6/30/2026	Amazon	\$507.98		Toner for City Attorney printer
01	7/16/2026	Adobe	\$23.99		Adobe Acrobat and Cloud
01	7/28/2026	Verizon Wireless	\$39.38		CELL PHONE 06/04/2026-07/03/2026
01	7/23/2026	Il Municipal League	\$35.00		Assistant City Manager Posting
01	7/12/2026	Survey Monkey	\$468.00		Survey System for the City of Monkey
01	7/6/2026	ChatGPT	\$20.00		AI System usage for HR
01	7/16/2026	Adobe	\$23.99		Adobe Acrobat and Cloud
01	7/16/2026	Tapestry Land Records	\$24.95		Records Search - Bus. Park East Sale
01	7/28/2026	Verizon Wireless	\$39.38		CELL PHONE 06/04/2026-07/03/2026
01	7/25/2026	Carbondale Chamber	\$20.00		Carbondale Chamber Commerce monthly luncheon
01	7/2/2026	ChatGPT	\$1,110.06		ChatGPT subscriptions for 5 users
01	7/16/2026	Adobe	\$47.98		Adobe Acrobat and Cloud
01	7/17/2026	Cristaudo's	\$20.00		CommuniTEA supplies
01	7/17/2026	Cristaudo's	\$598.15		Catering - CommuniTEA
01	7/15/2026	Staples	\$81.85		Toner, paper, disinfectant
01	7/16/2026	Hobby Lobby	\$40.84		Supplies - CommuniTEA
01	7/16/2026	Walmart	\$93.65		Supplies - CommuniTEA
01	7/28/2026	Verizon Wireless	\$39.38		CELL PHONE 06/04/2026-07/03/2026
01	7/28/2026	Amazon	\$66.09		uniform pants for Darnell Koonce
01	7/19/2026	The Knot Worldwide	\$153.01		Wedding Wire advertising
01	7/21/2026	Lowes	\$16.98		weed trimmer cord
01	7/31/2026	Amazon	\$59.99		table linens to rent
01	7/29/2026	Amazon	\$59.99		Cigarette receptacle for west side
01	7/28/2026	North American Corp	\$71.76		janitorial supplies- NA
01	7/26/2026	Amazon	\$41.73		Janitorial Supplies
01	7/22/2026	North American Corp	\$17.22		hose for janitorial supplies
01	7/22/2026	Amazon	\$66.28		Janitorial supplies
01	7/9/2026	Amazon	\$266.07		cups for council meetings
01	7/15/2026	Staples	\$73.58		Toner, paper, disinfectant
01	7/9/2026	Walmart	\$114.70		Items for Bucky Block Party & hospitality for RSMS
01	7/2/2026	Cristaudo's	\$68.72		cookies & tea for time capsule ceremony
01	7/16/2026	Adobe	\$110.49		Adobe Acrobat and Cloud
01	7/28/2026	Verizon Wireless	\$39.38		CELL PHONE 06/04/2026-07/03/2026
01	7/21/2026	Panera Bread	\$218.62		7/20 Student Intern Lunch & Learn Food
01	7/18/2026	Panera Bread	\$75.72		Upstream JaxCo Quarterly Meeting Refreshments
01	7/13/2026	Kroger	\$15.98		Summer Internship Lunch & Learn Series Beverages
01	7/13/2026	Quatros	\$127.06		7/13 Summer Intern Lunch & Learn Food
01	7/6/2026	Jimmy Johns	\$232.79		7/6 Summer Intern Lunch & Learn Food
01	6/29/2026	Dominos	\$52.76		6/29 Summer Intern Lunch & Learn Food
01	7/15/2026	Silkworm Inc	\$348.26		2026 Summer Internship T-Shirts
01	7/16/2026	Adobe	\$23.99		Adobe Acrobat and Cloud
01	7/29/2026	Fuel Wrench Llc	\$88.88		Shop supplies
01	7/15/2026	Terminal Supply Company	\$33.44		Shop supplies
01	7/13/2026	Amazon	\$26.51		Shop supplies
01	7/13/2026	Bobcat Of Marion	\$567.72		Equipment parts

INVOICE			INVOICE		PO#	INVOICE DESCRIPTION
	DATE	VENDOR NAME	TOTAL			
01	7/13/2026	Bobcat Of Marion	\$237.19			Equipment parts
01	7/14/2026	Amazon	\$33.72			Shop supplies
01	7/11/2026	Amazon	\$22.78			Shop supplies
01	7/9/2026	Cape Starter	\$239.98			Parts for small equipment
01	7/7/2026	Amazon	\$24.88			Small engine repair parts
01	7/1/2026	Autosist Inc	\$300.00			Fleet maintenance tracking
01	6/30/2026	Harbor Freight	\$97.98			Vehicle repair parts
01	7/18/2026	Harbor Freight	\$411.95			Equipment repair parts
01	7/1/2026	Cummins Evs	\$4,690.39			Heavy truck repair service
01	7/17/2026	Gov Finance Offc.	\$495.00			FY 2027 Budget Award Application Fee
01	7/28/2026	Verizon Wireless	\$39.38			CELL PHONE 06/04/2026-07/03/2026
01	7/29/2026	Stiles	\$48.83			Misc office supplies
01	7/22/2026	Stiles	\$842.01			Misc office supplies
01	7/15/2026	Stiles	\$434.36			Misc office supplies
01	7/8/2026	Stiles	\$674.60			Misc office supplies
01	7/1/2026	Stiles	\$537.15			Misc office supplies
01	7/21/2026	Amazon	\$43.90			Damp rid for Elaine's office
01	7/20/2026	Amazon	\$66.18			Keyboard and Mouse for Purchasing Agent
01	7/18/2026	Amazon	\$239.98			Desktop PC Monitor for Purchasing Agent
01	7/16/2026	Adobe	\$47.98			Adobe Acrobat and Cloud
01	7/16/2026	Amazon	\$899.00			Desktop PC for Purchasing Agent
01	7/28/2026	Verizon Wireless	\$36.01			CELL PHONE 06/04/2026-07/03/2026
01	7/28/2026	Verizon Wireless	\$36.01			CCTV AIR CARDS
01	7/17/2026	Mediacom	\$294.90			POLICE DEPT INTERNET
01	7/9/2026	Metro Communications Comp	\$4,877.58	2027-00000150		Fiber and LEADS connection
01	7/21/2026	Frontier	\$232.76			PD cameras/Fiber office/Direct lines from Fire station
01	7/25/2026	GoDaddy	\$178.95			Domain Name Renewals
01	7/24/2026	GoDaddy	\$56.18			Domain Name Renewals
01	7/29/2026	Amazon	\$25.90			laptop bag and mouse for Senior Planner
01	7/29/2026	Amazon	\$1,049.00	2027-00000206		Replacement laptop for Senior Planner
01	7/16/2026	Adobe	\$158.47			Adobe Acrobat and Cloud
01	7/12/2026	Amazon	\$50.96			hand tools for computer and network maint
01	7/10/2026	Amazon	\$542.59			2 mini dome security cameras for City Hall
01	7/29/2026	Ray O'Herron	\$199.99			Uniform pants for Evidence Tech Dan Reed
01	7/22/2026	Ray O'Herron	\$692.55			New officer uniforms (Lenzini, McDowell, Sumner)
01	7/22/2026	Ray O'Herron	\$296.91			Coat for Ofc Tynes
01	7/14/2026	Ray O'Herron	\$178.41			Uniform pants for new officer (McDowell)
01	7/30/2026	Frontier	\$108.65			Lift stations & SIMMS
01	7/28/2026	Verizon Wireless	\$2,790.75			CELL PHONE 06/04/2026-07/03/2026
01	7/28/2026	Verizon Wireless	\$180.09			CCTV AIR CARDS
01	7/7/2026	Mediacom	\$249.99			Evergreen Park Terrace Cameras
01	7/6/2026	Frontier	\$819.90			Cameras, SIMMS, Lift Stations, ESDA
01	7/9/2026	Metro Communications Comp	\$299.00	2027-00000150		Fiber and LEADS connection
01	7/21/2026	Frontier	\$809.14			PD cameras/Fiber office/Direct lines from Fire station
01	7/9/2026	Paypal	\$129.00			Online Spanish training for TC Roberts

INVOICE			INVOICE	PO#	INVOICE DESCRIPTION
	DATE	VENDOR NAME	TOTAL		
01	7/8/2026	Justice Clearinghouse	\$129.00		Online raining membership renewal
01	7/1/2026	Ilhia	\$295.00		Registration for ILHIA training - Rednour
01	7/23/2026	Udemy: Online Courses	\$114.98		Online Microsoft training for Admin. Asst.
01	7/23/2026	shell	\$34.00		810567 C. Rednour @ Indianapolis, IN
01	6/30/2026	Phillips 66	\$26.57		FUEL/TRAVEL #810563 C REDNOUR
01	6/30/2026	Loves	\$27.65		FUEL/TRAVEL #810563 C REDNOUR
01	7/24/2026	CDW Government	\$842.67		1 year maintenance subscription for Linux
01	7/2/2026	Mammoth Holdings	\$280.00		Monthly car wash for 28 vehicles.
01	7/23/2026	Roy Walker Comm	\$64.75		Radio service/repairs
01	7/2/2026	Roy Walker Comm	\$146.90		Radio equipment repairs
01	7/2/2026	Roy Walker Comm	\$44.75		Radio equipment repairs
01	7/2/2026	Roy Walker Comm	\$95.30		Radio equipment repairs
01	7/20/2026	Timbertrails	\$56.00		Veterinary services
01	7/20/2026	Timbertrails	\$52.60		Veterinary services
01	7/15/2026	Timbertrails	\$14.40		Veterinary services
01	7/13/2026	Tmobile	\$50.00		I-Section GPS services
01	7/13/2026	Tmobile	\$50.00		I-Section GPS services
01	7/3/2026	Tmobile*law Relation	\$50.00		GPS locate service - I-Section
01	7/2/2026	Printing Plant	\$460.00		Outside printing - Animal Bite forms
01	7/27/2026	Walmart	\$481.85		Christmas Store purchases
01	7/23/2026	CVS Pharmazy	\$5.49		Medication for Mental Health Client (MHA Jaz)
01	7/15/2026	Walmart	\$37.88		Janitorial supplies
01	7/7/2026	Jimmy Johns	\$325.00		Meal for encampment meeting on 7/7/26
01	7/7/2026	Jimmy Johns	\$283.98		Meal for encampment meeting on 7/7/26
01	7/6/2026	SEMO	\$175.00		SEMO career fair registration
01	7/26/2026	Amazon	\$366.94		IT equipment/supplies
01	7/14/2026	Walmart	\$28.99		Supplies for Faith Temple Presentation event
01	7/3/2026	CDW Government	\$310.00		Electronics/equip for new vehicle builds
01	7/1/2026	Sticker Mule	\$433.50		Recruiting materials/supplies
01	7/3/2026	Rural King	\$128.97		Food for Police K-9
01	7/30/2026	Walmart	\$44.24		Supplies for Range
01	7/30/2026	Walmart	\$28.52		Janitorial supplies for Rodney
01	7/24/2026	Holiday Inn Express & Su	\$209.92		Lodging for Det. case interview.
01	7/6/2026	Silkworm Inc	\$334.67		Battle of the Badges t-shirts
01	7/24/2026	Amazon	\$105.76		Janitorial supplies for Rodney
01	7/25/2026	Hd Supply Facilities	\$431.78		Janitorial supplies for Rodney
01	7/21/2026	Amazon	\$100.10		Janitorial supplies for Rodney
01	7/20/2026	Cintas Corp	\$208.26		First aid/ medicine cabinets restock
01	7/20/2026	Amazon	\$46.57		Records and IT supplies
01	7/16/2026	Amazon	\$17.09		Oversized presentation check (Battle of the Badges)
01	7/15/2026	Amazon	\$25.99		General supplies - AA batteries
01	7/14/2026	Monroe Cleaners	\$109.18		Dry cleaning service for event tablecloths
01	7/13/2026	Amazon	\$27.99		Photo frames to hang youth camp photos in the PD
01	7/8/2026	Schnucks	\$74.99		Flower arrangement for Laterria
01	7/2/2026	Ray O'Herron	\$2,282.86	2027-00000128	Vehicle equipment - Laptop mounts

INVOICE			INVOICE		PO#	INVOICE DESCRIPTION
	DATE	VENDOR NAME	TOTAL			
01	7/2/2026	SIUC	\$275.00			SIU Fall Career Fair registration
01	7/2/2026	Amazon	\$24.24			Misc. office supplies - velcro tape (Monica)
01	7/2/2026	Cintas	\$455.43			New fire extinguisher for patrol vehicles (Murray)
01	7/1/2026	Etcetera Flowers	\$85.00			Sympathy flower arrangement for TC Phillip Boner
01	7/2/2026	Amazon	\$9.49			Janitorial supplies - gnat traps
01	7/1/2026	Hd Supply Facilities	\$32.48			Janitorial supplies - hand soap
01	6/30/2026	Printing Plant	\$4,225.20	2027-00000125		Recruiting Event Supplies (Grant Reimbursable)
01	7/8/2026	Pure Pet Carbondale	\$94.99			Food for Police K-9
01	7/2/2026	Rural King	\$93.99			Food for Police K-9
01	7/16/2026	Adobe	\$119.95			Adobe Acrobat and Cloud
01	7/2/2026	IDI	\$232.10			Monthly TLO services
01	7/1/2026	Tactacam	\$7.00			Monthly camera subscription (I-Section)
01	7/23/2026	ILSOS	\$308.80			Vehicle registration Z396899 and Z396898
01	7/23/2026	Sentinel SCBA	\$22.50			Turnout boot shipping
01	7/30/2026	Frontier	\$411.09			Lift stations & SIMMS
01	7/28/2026	Verizon Wireless	\$550.33			CELL PHONE 06/04/2026-07/03/2026
01	7/6/2026	Frontier	\$822.17			Cameras, SIMMS, Lift Stations, ESDA
01	7/21/2026	Frontier	\$409.22			PD cameras/Fiber office/Direct lines from Fire station
01	7/30/2026	IL IAAI	\$325.00			Travel #810595
01	7/30/2026	IL IAAI	\$325.00			Travel #810597
01	7/30/2026	IL IAAI	\$325.00			Travel #810596
01	7/30/2026	IL IAAI	\$325.00			Waiting on Travel #
01	7/23/2026	IL Fire Chiefs Assoc.	\$260.00			Travel #810578
01	7/2/2026	IL Fire Chiefs Assoc.	-\$75.00			Registration refund charged in June
01	7/9/2026	IDPH	\$21.00			EMR license fee for FF Brown
01	7/10/2026	Find It Parts	-\$4.54			Fire truck actuator switch - tax refund from June
01	7/13/2026	Sentinel SCBA	\$205.80			Compressor repairs
01	7/1/2026	Sentinel SCBA	\$439.84			SCBA chest straps
01	7/15/2026	Staples	\$47.83			Toner, paper, disinfectant
01	7/30/2026	Lowe's	\$55.94			Janitorial supplies
01	7/29/2026	Amazon	\$106.66			EMR supplies
01	7/28/2026	Dinges Fire Co	\$822.93			Turnout hoods
01	7/27/2026	Walgreens	\$12.99			Coffee for training
01	7/24/2026	Uline	\$421.89			HazMat supplies
01	7/23/2026	Lowe's	\$16.96			Janitorial supplies
01	7/21/2026	NAPA	\$500.40			HazMat supplies
01	7/20/2026	Amazon	\$306.00			Manuals for Fire Academy
01	7/17/2026	Wpsg, Inc.	\$417.55			Safety vests and SCBA mask bags
01	7/16/2026	Lowe's	\$19.96			Janitorial supplies
01	7/8/2026	Rural King	\$110.91			Janitorial supplies
01	7/8/2026	Lowe's	\$13.98			Janitorial supplies
01	7/7/2026	Uline	\$454.68			Shelving unit for the electrical room at Station 2
01	7/3/2026	Wpsg, Inc.	\$148.58			Turnout hoods
01	7/4/2026	Walmart	\$5.27			Bottled water for Fireworks detail
01	7/16/2026	Rural King	\$25.98			Floor mats for both stations

INVOICE			INVOICE	PO#	INVOICE DESCRIPTION
	DATE	VENDOR NAME	TOTAL		
01	7/12/2026	Rural King	\$24.98		Spray adhesive
01	7/21/2026	NFPA	\$225.00		Annual NFPA subscription
01	7/30/2026	Frontier	\$604.84		Lift stations & SIMMS
01	7/28/2026	Verizon Wireless	\$39.38		CELL PHONE 06/04/2026-07/03/2026
01	7/6/2026	Frontier	\$193.25		Cameras, SIMMS, Lift Stations, ESDA
01	7/28/2026	Verizon Wireless	\$75.39		CELL PHONE 06/04/2026-07/03/2026
01	7/15/2026	Printing Plant	\$45.00		business cards for Planner Myra Stevens
01	7/16/2026	Adobe	\$167.93		Adobe Acrobat and Cloud
01	7/28/2026	Verizon Wireless	\$567.11		CELL PHONE 06/04/2026-07/03/2026
01	7/15/2026	Staples	\$47.83		Toner, paper, disenfectant
01	7/23/2026	Printing Plant	\$28.00		engraving on plaque
01	7/20/2026	Walmart	\$24.88		privacy screen protector
01	7/9/2026	Staples	\$22.99		paper
01	7/7/2026	Roy Walker Comm.	\$345.00		programming radios, replaced battery, and labor cost
01	7/7/2026	Henry Printing	\$147.17		500 door hangers
01	7/28/2026	Verizon Wireless	\$95.41		CELL PHONE 06/04/2026-07/03/2026
01	7/8/2026	Seiler Instrument	\$1,914.75		annual software renewal GIS software
01	7/28/2026	Adobe	\$14.70		Adobe Acrobat for Project Manager
01	7/16/2026	Adobe	\$23.99		Adobe Acrobat and Cloud
01	7/28/2026	Verizon Wireless	\$59.40		CELL PHONE 06/04/2026-07/03/2026
01	7/28/2026	Verizon Wireless	\$39.38		CELL PHONE 06/04/2026-07/03/2026
01	7/22/2026	Murdale Ace Hardware	\$16.14		SIMMS keys for SIU Suite
01	7/27/2026	NAPA	\$13.78		V belt
01	7/22/2026	Lowe's	\$72.96		Cable ties
01	7/22/2026	Lowe's	\$50.96		Pvc pipe
01	7/17/2026	Murdale Ace Hardware	\$15.25		Picture hangers
01	7/15/2026	Johnstone Supply	\$11.97		Contacting poles
01	7/28/2026	Lowe's	\$36.06		Paint supplies
01	7/25/2026	Security Alarm	\$395.00		Fire alarm service call for fire station 1
01	7/20/2026	Anixter/Clark/Tri-Ed	\$185.28		Annex ic core comb tool w/all
01	7/13/2026	Lowe's	\$510.64		Tubing, adapter, dolly, dehumidifier and trash can.
01	7/6/2026	Anderson Overhead Door	\$635.00		Repair of door at mes
01	7/2/2026	Inpro Corporation	\$134.99		Corner guards
01	7/30/2026	Murdale Ace Hardware	\$10.78		Corner brace for city hall
01	7/24/2026	Murdale Ace Hardware	\$28.08		Connectors for fire station 1.
01	7/17/2026	Murdale Ace Hardware	\$7.19		Wall plate for fire station 2
01	7/13/2026	Lowe's	\$236.04		Electrical items for city hall
01	7/9/2026	Johnstone Supply	\$1,053.12		Compressor, filter and capacitor for police range.
01	7/30/2026	Cintas	\$823.79		Inspection of kitchen service and maint. at civic cntr
01	7/27/2026	Bureau Veritas	\$210.00		Elevator inspection civic center
01	7/15/2026	Security Alarm	\$607.00		Fire alarm inspection city hall and civic center
01	7/14/2026	Vestis Services Llc	\$118.77		Mats, dust mop and laundry clips.
01	6/29/2026	Bureau Veritas	\$210.00		Annual elevator inspection at WTP
01	6/29/2026	Bureau Veritas	\$190.00		Annual elevator safety test for fire station 2
01	6/30/2026	A&W Plumbing	\$1,680.00	2027-00000129	Backflow preventer yearly testing.

INVOICE			INVOICE		PO#	INVOICE DESCRIPTION
	DATE	VENDOR NAME	TOTAL			
01	6/29/2026	Bureau Veritas	\$210.00			Annual elevator safety test police station
01	7/6/2026	Walmart	\$5.48			SIMMS plaque holder
01	7/30/2026	Murdale Ace Hardware	\$47.15			Marking wand, trowels and spreader/scraper
01	7/27/2026	U-Haul	\$68.65			Hitch pin lock, stretch wrap and pin clip
01	7/23/2026	Murdale Ace Hardware	\$8.26			Febreze
01	7/23/2026	Lowes	\$80.42			Torch head, sealant, degreaser and air dusters.
01	7/18/2026	Amazonace Pmts	-\$0.01			Refund from industrial label maker
01	7/17/2026	Amazonace Pmts	-\$115.47			Refund of industrial label maker
01	7/13/2026	Rural King	\$169.99			Dehumidifier
01	7/8/2026	Amazon	\$16.79			Bifocal safety glasses
01	7/6/2026	Amazon	\$50.37			Bifocal safety glasses
01	6/30/2026	Amazon	\$618.09			Hinge tools, ear tips, mats, lock lube, safety glasses
01	6/30/2026	Lowes	\$61.84			Rubber flappers and circuit breaker for the pd range.
01	7/16/2026	Adobe	\$47.98			Adobe Acrobat and Cloud
01	7/6/2026	Anixter/Clark/Tri-Ed	\$1,500.00	2027-00000120		Shop tools and equipment
01	7/6/2026	Anixter/Clark/Tri-Ed	\$2,919.09	2027-00000120		Shop tools and equipment
01	7/7/2026	Anixter/Clark/Tri-Ed	\$1,861.54	2027-00000120		Locksmith tools
01	7/30/2026	Frontier	\$526.52			Lift stations & SIMMS
01	7/28/2026	Verizon Wireless	\$39.38			CELL PHONE 06/04/2026-07/03/2026
01	7/6/2026	Frontier	\$506.27			Cameras, SIMMS, Lift Stations, ESDA
01	6/29/2026	Anixter/Clark/Tri-Ed	\$1,500.00	2027-00000119		Locksmith continuing education class
01	7/24/2026	Lowes	\$114.42			Screw extractor, drill bit, anchor screws and drive bit
01	7/23/2026	Lowes	\$23.92			Trash bags and trash can
01	7/1/2026	Amazon	\$27.45			Outdoor trash can receptacles
01	7/1/2026	Murdale Ace Hardware	\$5.70			Fastners
01	6/30/2026	Lowes	\$61.26			Water shut offs/pressure regulato/hose/nylon cap
01	7/20/2026	Lowes	\$60.38			Conduit and connector for stage.
01	7/14/2026	Envirotech Termite Pest S	\$836.00			Target pest spiders
01	6/30/2026	A&W Plumbing	\$280.00	2027-00000129		Backflow preventer yearly testing.
01	7/30/2026	Amazon	\$165.57			Badge and key reel, scrubbing towels and cable locks.
01	7/30/2026	Springfield Electric Supp	\$120.37			Batteries, towels and die cast covers
01	7/15/2026	Amazon	\$394.41			Moisture meter, uv light sanitizer ozone generator
01	7/7/2026	Amazon	\$66.31			Drain hose
01	7/28/2026	Verizon Wireless	\$196.90			CELL PHONE 06/04/2026-07/03/2026
01	7/28/2026	Joyce Lee Equip	\$16.48			Chain sharpen
01	7/28/2026	Joyce Lee Equip	\$111.24			Chain sharpen
01	7/17/2026	Harbor Freight	\$14.99			Slide switch
01	7/27/2026	Murdale Ace Hardware	\$78.44			2' pipe fittings
01	7/23/2026	Murdale Ace Hardware	\$84.74			Ball valve, pipe
01	7/16/2026	Rural King	\$29.99			Winch and speed mount cover
01	7/8/2026	Lowes	\$104.20			Bits, steel stake, line winder and drive guide.
01	7/30/2026	Lowes	\$39.98			Respirator mask
01	7/29/2026	Rural King	\$50.96			Pliers, spiral stake, lift sling and staples.
01	7/15/2026	Lowes	\$23.71			Pvc cellcore
01	7/29/2026	Uattend.Com	\$287.00			Time Clock

	INVOICE		INVOICE		
	DATE	VENDOR NAME	TOTAL	PO#	INVOICE DESCRIPTION
01	7/21/2026	Amazon	\$169.99		Office Chair
01	7/18/2026	Amazon	\$39.80		Phone Chargers
01	7/11/2026	NAPA	\$8.49		Tire Patch Kit
01	7/2/2026	Lowes	\$171.68		Sealant for time capsule
01	6/30/2026	Uattend.Com	\$287.00		Time Clock Software
01	7/21/2026	Lowes	\$9.48		Graffiti remover
01	7/21/2026	Rural King	\$14.98		Graffiti remover
01	7/20/2026	Lowes	\$95.76		Wasp spray
01	7/16/2026	Rural King	\$131.37		Misc tools
01	6/30/2026	Rural King	\$3.94		Water for batteries
01	7/17/2026	Amazon	\$119.97		umbrellas for paint truck
01	7/16/2026	Murdale Ace Hardware	\$10.79		wall hangars
01	7/16/2026	Amazon	\$882.18		barrel tipper
01	7/13/2026	Warning Lites Of South	\$268.64		banding material
01	7/13/2026	Warning Lites Of South	\$977.04		banding material
01	7/28/2026	Verizon Wireless	\$39.38		CELL PHONE 06/04/2026-07/03/2026
01	7/14/2026	Joyce Lee Equip	\$244.01		Trimmer line
01	7/11/2026	Rural King	\$51.88		Parts for Water pump.
01	7/8/2026	Joyce Lee Equip	\$101.97		Fuel Mix
01	7/28/2026	Verizon Wireless	\$39.38		CELL PHONE 06/04/2026-07/03/2026
01	7/28/2026	Joyce Lee Equip	\$508.80		Chainsaw supplies
01	7/17/2026	Murdale Ace Hardware	\$5.39		Pipe thread seal for sprayer
01	7/14/2026	Rural King	\$9.99		tarp for mulching
01	7/7/2026	Burkdell Mulch	\$2,018.80		Mulch for downtown
01	7/28/2026	Verizon Wireless	\$36.01		CELL PHONE 06/04/2026-07/03/2026
01	7/30/2026	Softtelpay	\$39.30		Water Service - Evergreen Park
01	7/6/2026	Softtelpay	\$55.80		Evergreen Park
01	6/30/2026	Mti	\$2,791.61		Quick attach nail drag and drag mat for Sandpro
01	7/22/2026	Staples	\$40.99		Toner, paper, misc janitorial supplies
01	7/22/2026	Staples	\$84.34		Toner, paper, misc janitorial supplies
01	7/22/2026	Staples	\$337.60		Toner, paper, misc janitorial supplies
			<u>\$95,864.45</u>		

11 Motor Fuel Tax Fund Purchases

11	7/16/2026	Egyptian Electric	\$439.68		POPLAR CAMP BEACH/MFT/POTASSIUM FEED
11	7/24/2026	Road Runner	\$431.42		Arrow Board repair
11	7/16/2026	Amazon	\$66.25		street light pole caps
11	7/17/2026	Springfield Electric Supp	\$856.78		Wire for street lights
11	7/14/2026	Mdsolutions	\$914.40		sign blanks
			<u>\$2,708.53</u>		

40 Local Improvement Fund Purchases

40	7/14/2026	Amazon	\$3,423.92		(4) Internal Hard Drives
40	7/30/2026	Springfield Electric Supp	\$176.06		electric for stage
40	7/22/2026	Springfield Electric Supp	\$114.18		electric for stage

	INVOICE		INVOICE		
	DATE	VENDOR NAME	TOTAL	PO#	INVOICE DESCRIPTION
40	7/10/2026	Springfield Electric Supp	\$299.00		electric for stage
40	7/2/2026	Union Connector Co.	\$167.20		electrical cam lock receiver
			<u>\$4,180.36</u>		
70		Water & Sewer Fund Purchases			
70	6/30/2026	USPS	\$6.08		postage
70	7/28/2026	Verizon Wireless	\$337.57		CELL PHONE 06/04/2026-07/03/2026
70	7/21/2026	Ups	\$50.61		UPS SERVICE AND SHIPPING CHARGES
70	7/6/2026	Ups	\$154.40		UPS Service & Shipping Charges
70	7/9/2026	Metro Communications Comp	\$1,508.25	2027-00000150	Fiber and LEADS connection
70	7/31/2026	Amazon	\$18.99		phone case
70	7/29/2026	Amazon	\$35.98		D batteries and lens wipes
70	7/24/2026	Amazon	\$72.54		ofc supplies, batteries, cable connect, stick pump
70	7/14/2026	Amazon	\$39.96		safety vests
70	7/13/2026	Schulte Supply	\$349.81		marking paint, tools for supervisor truck, zip ties
70	7/13/2026	Amazon	\$248.08		safety vests and hard hats
70	7/10/2026	Amazon	\$234.00		safety vests and hard hats
70	7/24/2026	Walmart	\$60.22		Emergency cot
70	7/16/2026	Walmart	\$29.96		first aid kits
70	7/28/2026	Verizon Wireless	\$112.26		CELL PHONE 06/04/2026-07/03/2026
70	7/30/2026	Softtelpay	\$85.29		Water Service - Poplar Camp Beach
70	7/30/2026	Softtelpay	\$134.70		Water Service - Cedar Lake Boat Ramp
70	7/16/2026	Egyptian Electric	\$71.56		POPLAR CAMP BEACH/MFT/POTASSIUM FEED
70	7/6/2026	Softtelpay	\$157.70		Cedar Lake-Boat Ramp
70	7/6/2026	Softtelpay	\$208.20		Poplar Camp Beach
70	7/24/2026	Amazon	\$26.46		v-belts for Ventrac
70	7/21/2026	Amazon	\$17.46		v-belts for Ventrac
70	7/14/2026	Amazon	\$20.99		carburetor replacement kit
70	7/11/2026	Amazon	\$22.61		boat trim tab anode
70	7/10/2026	Amazon	\$76.00		filter cartridges
70	7/9/2026	Grainger	\$185.45		bar stock for dock repair
70	7/28/2026	Silkworm Inc	\$264.45		long sleeve crew shirts, lifeguard tanks, service fee
70	7/28/2026	Harbor Freight	\$29.98		welding apron, face shield
70	7/21/2026	Walmart	\$43.21		bottled water, pb blaster, ice for crew
70	7/17/2026	Silkworm Inc	\$276.98		crew t-shirts, neck gaiters, includes service fee
70	7/17/2026	Murphysboro Rural King	\$67.98		trash bags, chainsaw chain & files
70	7/13/2026	Google Play	\$16.99		cloud storage fee
70	7/8/2026	Harbor Freight	\$25.98		cut-off wheels
70	7/2/2026	Walmart	\$111.18		box and blower fans
70	7/2/2026	Harbor Freight	\$137.72		wall fan, hose fittings
70	7/1/2026	Murdale Ace Hardware	\$105.35		bar and chain oil, 2 stroke mix, fly tape
70	7/28/2026	Walmart	\$97.74		beach concessions
70	7/17/2026	Walmart.Com	\$290.08		beach concessions
70	7/7/2026	Walmart.Com	\$120.03		beach concessions
70	7/7/2026	Spires Wholesale Grocery	\$261.68		beach concessions (includes service fee)

INVOICE			INVOICE		
	DATE	VENDOR NAME	TOTAL	PO#	INVOICE DESCRIPTION
70	7/1/2026	Walmart	\$186.40		beach concessions
70	7/28/2026	Verizon Wireless	\$39.38		CELL PHONE 06/04/2026-07/03/2026
70	7/6/2026	Ups	\$66.76		UPS Service & Shipping Charges
70	7/24/2026	Thermo Electron	\$11,091.00	2027-00000046	Annual Contract for ICP-MS and Ion Chromatograph
70	7/24/2026	Thermo Electron	\$4,389.00	2027-00000047	Annual Contract for ICP-MS and Ion Chromatograph
70	7/10/2026	Amazon	\$93.97		ShopVac and ShopVac Filters
70	7/14/2026	AWG 3571	\$54.56		Argon gas and gas tank rentals
70	7/14/2026	AWG 3571	\$52.80		Argon gas and gas tank rentals
70	7/14/2026	AWG 3571	\$7.50		Argon gas and gas tank rentals
70	7/27/2026	Hach Company	\$160.58		wastewater COC test kits
70	7/24/2026	Environmental Express	\$2,071.40	2027-00000084	IC and ICP-MS testing supplies
70	7/24/2026	Environmental Express	\$225.00	2027-00000084	IC and ICP-MS testing supplies
70	7/24/2026	Environmental Express	\$192.00	2027-00000084	IC and ICP-MS testing supplies
70	7/25/2026	Fisher Scientific	\$167.10		autoclave contaminated waste bags
70	7/23/2026	Lifetechcorp	\$236.00		IC standard
70	7/22/2026	Fisher Scientific	\$333.48		ICP-MS Standard
70	7/17/2026	Hach Company	\$511.05		Distribution Sample Mono/Total Chlorine test kits
70	7/16/2026	Amazon	\$66.00		Large nitrile gloves
70	7/14/2026	Lifetechcorp	\$409.10		Ultra Pure filter and pH probe filling solution
70	7/15/2026	Amazon	\$64.32		One hole rubber stoppers #9
70	7/14/2026	AWG 3571	\$499.83		Argon gas and gas tank rentals
70	7/13/2026	Hach Company	\$691.95	2027-00000103	Wastewater LR Phosphorus test kits
70	7/10/2026	Hach Company	\$98.85	2027-00000103	Wastewater UHR Phosphorus test kits
70	7/2/2026	Hach Company	\$531.20		TK Nitrogen wastewater test kit
70	6/29/2026	Mesa Laboratories Inc	\$130.41		QC Ampules for the Autoclave
70	7/28/2026	Verizon Wireless	\$305.00		CELL PHONE 06/04/2026-07/03/2026
70	7/21/2026	Ups	\$24.59		UPS SERVICE AND SHIPPING CHARGES
70	7/6/2026	Ups	\$53.12		UPS Service & Shipping Charges
70	7/16/2026	Egyptian Electric	\$1,106.01		POPLAR CAMP BEACH/MFT/POTASSIUM FEED
70	7/30/2026	Amazon	\$103.98		Time Delay Fuses
70	7/24/2026	Amazon	\$10.99		5/16 O.D. Quick Connects
70	7/23/2026	Murdale Ace Hardware	\$17.98		5/16 Compression Tee
70	7/16/2026	Murdale Ace Hardware	\$20.47		5/16 Compression inserts
70	7/13/2026	Grainger	\$116.67		PVC Tubing
70	7/13/2026	Grainger	\$102.86		PVC Tubing
70	7/30/2026	Murphysboro Rural King	\$79.99		Metal Shelf
70	7/20/2026	Murdale Ace Hardware	\$16.98		Fasteners
70	7/16/2026	Murdale Ace Hardware	\$14.27		Zip Ties
70	7/16/2026	Murdale Ace Hardware	\$26.55		Hose Clamps
70	7/15/2026	Murdale Ace Hardware	\$13.97		1/2" adaptors
70	7/14/2026	Murdale Ace Hardware	\$1.75		Vinyl Tubing
70	7/8/2026	Lowes	\$9.31		PVC Female Adapters
70	7/6/2026	Roy Walker Comm	\$120.00		Service Call to Chemical Feed Building
70	7/2/2026	Murdale Ace Hardware	\$25.19		Mini Sledge Hammer
70	7/15/2026	Security Alarm	\$575.00		Burglar alarm WTP

INVOICE			INVOICE		
	DATE	VENDOR NAME	TOTAL	PO#	INVOICE DESCRIPTION
70	7/14/2026	Illinois State Fire Marsh	\$127.81	2027-00000129	Elevator license
70	6/30/2026	A&W Plumbing	\$280.00		Backflow preventer yearly testing.
70	7/15/2026	Vestis Services Llc	\$419.75		2 months mat rental
70	7/9/2026	Vestis Services Llc	\$205.78		Rubber Mat Rental
70	7/8/2026	Vestis Services Llc	\$206.29		Rubber Mat Rental
70	7/22/2026	Hach Company	\$143.40		299 WTP monitoring equipment, testing supplies
70	7/13/2026	Lowes	\$15.96		Wasp Spray
70	7/10/2026	Murdale Ace Hardware	\$41.17		Air Filters
70	7/22/2026	Hach Company	\$174.98		299 WTP monitoring equipment, testing supplies
70	7/27/2026	Rural King	\$37.79		drill bits and fasteners
70	7/23/2026	Murdale Ace Hardware	\$1.79		light switch
70	7/22/2026	Lowes	\$35.26		rags and pipe cutter
70	7/22/2026	Murdale Ace Hardware	\$249.00		impact battery
70	7/22/2026	RP Lumber	\$85.05		shovel and blade
70	7/22/2026	Harbor Freight	\$58.94		misc tools and supplies
70	7/2/2026	Rural King	\$136.97		battery and misc supplies
70	7/27/2026	Rural King	\$56.98		welding rod and angle steel
70	7/29/2026	A & I Supply	\$229.50		impact drill
70	7/23/2026	Amazon	\$111.57		nitrile disposable gloves
70	7/13/2026	Schulte Supply	\$534.66		marking paint, tools for supervisor truck, zip ties
70	7/23/2026	Murdale Ace Hardware	\$28.79		chainsaw chain
70	7/23/2026	Rural King	\$29.99		chainsaw fuel
70	7/29/2026	Amazon	\$76.20		D batteries and lens wipes
70	7/23/2026	Amazon	\$111.58		nitrile disposable gloves
70	7/24/2026	Amazon	\$134.82		ofc supplies, batteries, cable connect, stick pump
70	7/13/2026	Schulte Supply	\$43.98		marking paint, tools for supervisor truck, zip ties
70	7/22/2026	Murdale Ace Hardware	\$32.38		batteries
70	7/28/2026	Lowes	\$32.94		tarp, buckets
70	7/23/2026	Amazon	\$111.57		nitrile disposable gloves
70	7/28/2026	Verizon Wireless	\$39.38		CELL PHONE 06/04/2026-07/03/2026
70	7/23/2026	Amazon	\$101.98		Regulator replacement part SEWW
70	7/21/2026	Vestis Services Llc	\$104.44		dust mops
70	7/1/2026	Vestis Services Llc	\$104.44		dust mops
70	7/22/2026	Amazon	\$244.39		office supplies
70	7/23/2026	Amazon	\$104.67		office supplies
70	7/16/2026	Unifirst First Aid	\$93.24		first aid
70	7/1/2026	Lowes	\$103.38		small tools
70	7/1/2026	Unifirst First Aid	\$117.48		first aid
70	7/1/2026	Kbs Outdoor Power	\$26.76		mower bolt and nut
70	7/6/2026	Ups	\$26.53		UPS Service & Shipping Charges
70	7/16/2026	Egyptian Electric	\$232.78		LIFT STATIONS
70	7/14/2026	Amazon	\$540.58		Wall mount ada cooler
70	7/23/2026	Amazon	\$83.98		100' Water Hose
70	7/23/2026	Amazon	\$137.18		50' 3/4" water hose
70	7/24/2026	Rural King	\$55.06		Shop Towels, Adhesive, Etc

INVOICE

	DATE	VENDOR NAME
70	7/23/2026	Rural King
70	7/22/2026	Bobcat Of Marion
70	7/22/2026	Bobcat Of Marion
70	7/17/2026	Murdale Ace Hardware
70	7/9/2026	Lowes
70	7/6/2026	Rural King
70	7/6/2026	Rural King
70	7/2/2026	Rural King
70	6/30/2026	Murdale Ace Hardware
70	7/30/2026	Frontier
70	7/6/2026	Frontier
70	7/21/2026	Frontier
70	7/16/2026	Egyptian Electric
70	7/22/2026	Murdale Ace Hardware
70	7/17/2026	Lowes

INVOICE

TOTAL
\$79.43
\$59.62
\$28.14
\$26.95
\$111.75
\$269.98
\$351.08
\$161.42
\$57.82
\$228.55
\$344.71
\$116.89
\$2,121.91
\$29.87
\$90.81

\$41,178.90

PO#

INVOICE DESCRIPTION

Acetone, Adhesive, Square, Etc
Coupler
Bushing
Corner Brace
Conduit, Wiring, Etc
Sump Pump
Hoses, Bleach, and Trash Bags
Clevis and Drill Bits
Cable Tie and Fasteners
Lift stations & SIMMS
Cameras, SIMMS, Lift Stations, ESDA
PD cameras/Fiber office/Direct lines from Fire station
LIFT STATIONS
Oil and Fasteners
Quikrete, Receptacle

71 Parking Systems Operation Fund

71	7/28/2026	Verizon Wireless	\$39.38
71	7/30/2026	City Of Carbondale	-\$0.75
71	7/30/2026	City Of Carbondale	-\$0.75
71	7/27/2026	City Of Carbondale	\$0.75
			<u>\$38.63</u>

CELL PHONE 06/04/2026-07/03/2026
testing kiosk
Testing kiosk
testing kiosk

72 Solid Waste Management Fund

72	7/10/2026	Premier Truck Sales	\$1,400.00
72	7/10/2026	Premier Truck Sales	\$9,300.00
72	7/10/2026	Republic Services Trash	\$7,978.50
72	7/7/2026	Unifirst First Aid	\$257.56
72	7/9/2026	Silkworm Inc	\$600.91
			<u>\$19,536.97</u>

Refuse truck rental delivery charge
Refuse truck rental for Spring Cleanup
Landfill bill
Monthly inspect of AED/ first aid kit refill
Public Works Hats

80 Fire Pension Fund Purchase

80		IPPFA	\$712.50
			<u>\$712.50</u>

Travel #810581, 810582, 810583

81 Police Pension Fund Purchase

81		IPPFA	\$142.50
			<u>\$142.50</u>

Travel #810581, 810582, 810583

INVOICE

DATE

VENDOR NAME

INVOICE

TOTAL

PO#

INVOICE DESCRIPTION

TOTAL \$164,362.84

DIRECTOR OF FINANCE

CITY MANAGER

DATE

DATE

THIS IS TO CERTIFY THAT THE ABOVE WARRANT WAS DULY PRESENTED AT A MEETING
OF THE COUNCIL ON _____ AND PAYMENT OF SAID WARRANT HAS BEEN
MADE IN ACCORDANCE WITH THE CARBONDALE REVISED CODE.

APPROVED

Carolyn Harvey, Mayor

ATTEST: _____
Jennifer R. Sorrell, City Clerk

LIST OF WARRANTS REVIEWED BY:

Jeff Davis, City Treasurer



Agenda Item Details

Meeting:	August 25, 2026 - City Council Meeting
Category:	Consent Agenda
Subject:	Ordinance Approving a Budget Adjustment to the Building Maintenance Budget and Awarding the Fire Station 1 Roof Replacement Bid to Baine Roofing of Carbondale in the Amount of \$33,552
Type:	Action
Recommended Action:	Adopt an Ordinance Approving a Budget Adjustment to the Building Maintenance Budget and Awarding the Fire Station 1 Roof Replacement Bid to Baine Roofing
Goals:	Goal 3: Demonstrate fiscal responsibility and transparency while providing high-quality City services. Goal 5: Provide high-quality City infrastructure.
Originating Department:	Public Works

Background: On June 9, 2026, Fire Station #1 employees reported a leaking ceiling. Building maintenance employees investigated and found damage to the roof around a roof vent; the leak was repaired. However, during the repair work, the deteriorated condition of the roof was noted and was discussed. It was decided at that time to replace the roof during the next fiscal year, but as the roof has failed again since that time, staff feels we should move forward with replacement immediately to prevent further damage to the building.

Building Maintenance staff obtained quotes from two roofing contractors for the replacement of the existing roof and all associated items. Both quotes are attached to this item for review. The lowest responsible proposal was submitted by Baine Roofing of Carbondale, Illinois, for \$33,552.

Per Carbondale Revised Code Section 1-6-13-E-3, an exception to the formal bidding process is permitted "in emergencies involving repairs to City property in order to protect against further loss or damage to City property or to prevent or minimize serious disruption in City services." The Fire Station 1 roof failure qualifies as an emergency repair necessary to maintain safe and continuous operation of the facility.

The recommended action is to adopt an ordinance approving a budget adjustment to increase the General Fund Budget to remove and replace the Fire Station 1 Roof in the amount of \$33,552 and award the removal and replacement of the roof at Fire Station 1 to Baine Roofing of Carbondale, Illinois.

Additional Information:

Attachments:

1. Vaughn Roofing Quote 2026-08-25
2. Baine Roofing Quote 2026-08-25
3. BA Fire Roof Repairs Repairs 2026-08-25
4. Ordinance Authorizing a Budget Adjustment to Building Maintenance Budget to Replace Fire Station 1 Roof, 2026-8-25

Motion & Voting: Adopt an Ordinance Approving a Budget Adjustment to the Building Maintenance Budget and Awarding the Fire Station 1 Roof Replacement Bid to Baine Roofing

Motion by None, seconded by None.

Final Resolution: Motion

Yea: None

Nay: None

Vaughns Roofing
 12663 QUARTERHORSE ROAD
 MARION, IL 62959 USA
 6189641845
 vaughnsroofinginc@yahoo.com

Estimate

ADDRESS
 CITY OF CARBONDALE
 200 S. ILLINOIS ST
 CARBONDALE, IL 62901

SHIP TO
 CITY OF CARBONDALE
 200 S. ILLINOIS ST
 CARBONDALE, IL 62901

ESTIMATE #	DATE	EXPIRATION DATE
8491	06/24/2026	08/31/2026

SERVICE	DESCRIPTION	QTY	RATE	AMOUNT
ROOF WORK	CARBONDALE FIRE DEPARTMENT 600 EAST COLLEGE CARBONDALE, IL TEAR OFF EXISTING EPDM MEMBRANE AND LEAVE EXISTING ROOF INSULATION IN PLACE. MECHANICALLY FASTEN 1/2" HD BOARD OVER THE EXISTING INSULATION FULLY ADHERE 60 MILL EPDM MEMBRANE TO THE HD BOARD. FLASH ALL WALLS AND PENETRATIONS ACCORDING TO MANUFACTURERS RECOMMENDATIONS. REMOVE AND REINSTALL METAL ROOF COPING AS NEEDED. 20 YEAR MANUFACTURER WARRANTY TOTAL LABOR AND MATERIAL	1	48,300.00	48,300.00

TOTAL

\$48,300.00

Accepted By

Accepted Date

BAINE INC.

PO Box 383

Carbondale, IL 62903-0383 US

+16185497003

office@baineroofing.com



Estimate

ADDRESS

City of Carbondale

P O Box 2047

Carbondale, IL 62902

ESTIMATE # 8443**DATE 07/30/2026**

DESCRIPTION	AMOUNT
Location: East fire station	
RE: Replace flat roofs	
—	
Option #1 - .060 TPO - color white	
Removal and disposal of existing EPDM roofing	
Existing rigid insulation to remain	
Over lay existing insulation with a 1/2" 100 psi cover board	
Cover board will be mechanically fastened to roof deck	
Install fully adhered membrane roof	
Flash all roof penetrations	
Install new roof drain	
Existing metal coping to be reused	
Provide a 20 year manufacturers warranty	
Total labor and materials to complete work:	33,552.00

Please sign and return

TOTAL**\$33,552.00**

This proposal may withdrawn by us if not accepted within 45 days.

Payment terms are Net 30 days.

Finance Charge will be added to unpaid balances that exceed 30 days.

Monthly interest rate is 2.00%

Accepted By

Accepted Date

All material is guaranteed to be as specified. All work to be completed in a workman like manner according to standard practices. Any alteration or deviation from above specifications involving extra costs will be executed only upon written orders and will become an extra charge over and above the estimate. All agreements contingent upon strikes, accidents or delays beyond our control

CITY OF CARBONDALE, ILLINOIS

ORDINANCE NO. 2026- ____

**AN ORDINANCE APPROVING A BUDGET ADJUSTMENT TO THE BUILDING
MAINTENANCE FY 2027 BUDGET FOR THE REPLACEMENT OF THE FIRE
STATION 1 ROOF**

**ADOPTED BY THE CITY COUNCIL
OF THE CITY OF CARBONDALE, ILLINOIS
THE 25TH DAY OF AUGUST, 2026**

**Published in pamphlet form by authority of the City Council of the City of Carbondale,
Jackson County, Illinois, this 26th day of August, 2026.**

CERTIFICATE OF PUBLICATION

**I, Jennifer R. Sorrell, the duly qualified City Clerk of the City of Carbondale, Illinois,
and the official custodian of the records of said City, do hereby certify that this ordinance
was published in pamphlet form by authority of the City Council on the 26th day of August
2026.**

Jennifer R. Sorrell, City Clerk

ORDINANCE NO. 2026-_____

**AN ORDINANCE APPROVING A BUDGET ADJUSTMENT TO THE BUILDING
MAINTENANCE FY 2027 BUDGET FOR THE REPLACEMENT OF THE FIRE
STATION 1 ROOF**

WHEREAS, the City of Carbondale, Illinois, is a home rule unit of local government under the Illinois Constitution, 1970, Article VII, Section 6; and

WHEREAS, pursuant to Article VII, Section 6(a), of the Illinois Constitution, 1970, the City of Carbondale may exercise any power and perform any function pertaining to its government and affairs including, but not limited to, the power to regulate for the protection of the public health, safety, morals, and welfare; and

WHEREAS, the FY2027 Building Maintenance budget does not include funds for budget overages; and

WHEREAS, in order to cover the budget overages in the Building Maintenance Budget in the Fiscal Year 2027 Budget in the amount of Thirty-Three-Thousand-Five-Hundred-Fifty-Two Dollars (\$33,552) Dollars; and

WHEREAS, pursuant to Section 1-13-3 of the Carbondale Revised Code, the Council may, by simple majority, declare personal property surplus; and

WHEREAS, the City Council of the City of Carbondale finds it in the best interest of the City of Carbondale to transfer funds into the Building Maintenance Budget in the amount of Thirty-Three-Thousand-Five-Hundred-Fifty-Two Dollars (\$33,552) Dollars;

**NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE
CITY OF CARBONDALE AS FOLLOWS:**

SECTION 1. That the City Council deems it in the best interest of the citizens of Carbondale to adjust the budget by transferring funds into the Building Maintenance FY2027 budget in the amount of Thirty-Three-Thousand-Five-Hundred-Fifty-Two Dollars (\$33,552) Dollars in the manner as provided in Exhibit A, attached hereto and incorporated by reference,

SECTION 2. That the FY2027 Budget is hereby adjusted in accordance with the expenditures as shown in Exhibit A, and such funds are hereby appropriated in accordance with law for the purposes of this Ordinance.

SECTION 3. That the City Manager of the City of Carbondale is hereby authorized to and shall take any and all reasonable, necessary and proper action to carry out the intent and purposes of this Ordinance.

SECTION 4. That the Finance Director is hereby authorized to transfer funds into the FY2027 Budget in accordance with this Ordinance, in the amount of Thirty-Three-Thousand-Five-Hundred-Fifty-Two Dollars (\$33,552) Dollars as specified in Exhibit A attached hereto, and to disperse the funds from the FY2027 Budget for the expenditures as indicated in Exhibit A.

SECTION 5. That all ordinances and parts thereof in conflict herewith are expressly repealed and are of no other force and effect.

SECTION 6. That repeal of any ordinance by this Ordinance shall not affect any rights accrued or liability incurred under said repealed ordinance to the effective date hereof. The provisions of this Ordinance insofar as they are the same or substantially the same as those of any prior ordinance, shall be construed as a continuation of said prior ordinances.

SECTION 7. That it is the intention of the City Council of the City of Carbondale that this Ordinance and every provision thereof shall be considered separable, and the invalidity of any section, clause, or provision of this Ordinance shall not affect the validity of any other portion of this Ordinance.

SECTION 8. That the City Council of the City of Carbondale finds that the subject matter of this Ordinance pertains to the government and affairs of the City of Carbondale and is passed pursuant to authorities granted it by State statutes and the Home Rule powers of the City of Carbondale pursuant to the provisions of Article VII, Section 6(a) of the Illinois Constitution.

SECTION 9. That this Ordinance shall take effect upon its passage, approval, recording, and publication in pamphlet form in accordance with law.

APPROVED: _____
Carolyn Harvey, Mayor

ATTEST: _____
Jennifer R. Sorrell, City Clerk



Agenda Item Details

Meeting:	August 25, 2026 - City Council Meeting
Category:	Consent Agenda
Subject:	Ordinance Approving a Budget Adjustment to Increase the General Fund Budget and Award of Balancing and Testing of City Hall and Public Safety Center HVAC systems in the amount of \$88,000
Type:	Action
Recommended Action:	Adopt an Ordinance Approving a Budget Adjustment to Increase the General Fund Budget and Award of Balancing and Testing of City Hall and Public Safety Center HVAC systems in the amount of \$88,000
Goals:	Goal 3: Demonstrate fiscal responsibility and transparency while providing high-quality City services. Goal 5: Provide high-quality City infrastructure.
Originating Department:	Public Works

Background: The City of Carbondale was awarded a second round of no-match funding from the State of Illinois' Environmental Protection Agency's Energy Efficiency and Conservation Block Grant (EECBG) in July 2025, totaling \$250,000. This second round of funding, which requires no match, was approved by the Illinois Environmental Protection Agency (IEPA) to fund comprehensive energy audits of six energy-served sites owned by the City of Carbondale, including:

City Hall/Civic Center
Maintenance Building
Oakland Cemetery
MES and Garage (Municipal Equipment Services)
Fire Station #1
Public Safety Center

This program will also fund immediate actionable energy efficiency upgrades identified in the 2026 energy audits of six energy-served sites owned by the City of Carbondale, including but not limited to: the installation of energy-efficient lighting, installation of insulation, weather sealing, retrofitting of windows/doors, HVAC upgrades to existing systems, the purchase/installation of energy-efficient commercial appliances and equipment, and retrofitting of pumps/motors.

The energy audits cost nearly \$60,000 for all six sites, leaving \$190,000 for the implementation of actionable energy efficiency upgrades, which are currently in progress.

Bureau Veritas was the selected contractor to complete the audits due to the firm's clear and explicit commitment to measuring and documenting lighting levels at each facility, as well as its commitment to entering audit data into an ENERGY STAR Portfolio Manager, an energy benchmarking system. These additional services will support more precise lighting upgrade recommendations and strengthen the City's long-term energy tracking, benchmarking, and performance management efforts. Bureau Veritas completed these audits in April 2026. Bureau Veritas provided a ranking of improvements based on the return on investment of the item. HVAC items were noted particularly in the large commercial systems at the Public Safety Center and City Hall/Civic Center

Buildings. The items included Testing and Balancing of these systems as well as inspections and updates to the control systems and control programming at both locations.

In order to initiate the implementation process, Building Maintenance staff obtained a quote from one vendor for balancing and testing the HVAC systems at the Public Safety Center and City Hall/Civic Center. The only proposal was submitted by G Squared Solutions for \$88,000.

Under Section 1-13-6-E7 of the Carbondale Revised Code, a contract for goods, services, or supplies may be approved when it is determined to be in the best interests of the City by a two-thirds (2/3) vote of the Council members present, with at least four (4) affirmative votes required (Ord. 2012-20). In accordance with this provision, staff deems the testing and balancing of the HVAC systems at the Public Safety Center and City Hall/Civic Center is in the best interest of the City. The work is eligible for reimbursement through the EECBG program, provided it is completed by September 30, 2026.

The recommended action is to adopt an ordinance approving a budget adjustment to increase the General Fund Budget in the amount of \$88,000 and award the balancing and testing of HVAC Units at the Public Safety Center and City Hall/Civic Center to G Squared Solutions, in the amount of \$88,000.

Additional Information:

Attachments:

1. Carbondale City Building Balancing Quote 2026-8-25
2. BA Balancing HVAC PD and City Hall 2026-08-25
3. Ordinance Authorizing a Budget Adjustment for Building Maintenance Balancing PSC and City Hall HVAC, 2026-8-25

Motion & Voting: Adopt an Ordinance Approving a Budget Adjustment to Increase the General Fund Budget and Award of Balancing and Testing of City Hall and Public Safety Center HVAC systems in the amount of \$88,000

Motion by None, seconded by None.

Final Resolution: Motion

Yea: None

Nay: None



G² Solutions



Project Name	Bid Date	Supervisor
City of Carbondale Public Safety & City Hall	8/17/26	Clint Walker

Bid Description:	Total Amount
Public Safety- Public Safety Base Bid <i>RTU's - We will attempt to set the minimum design outside air and the operating duct static pressure setpoint for the supply fan on 2 RTU's. If existing conditions dictate that this process will not be possible, we will note these issues.</i> <i>VAV's - We will calibrate 42 VAV boxes. This will consist of reading the discharge air flow at each supply outlet associated with each VAV. The base bid will not include a proportional balance of the supply outlets. The report will list the design CFM and actual CFM for each supply outlet. The actual CFM may not be within a +/- 10% tolerance. Essentially, we are just calibrating the VAVs so each VAV knows exactly what it is discharging to the space.</i> <i>EF's - We will read 11 existing Ef's and attempt to proportional balance their exhaust inlets. If existing conditions dictate that this process will not be possible, we will note these issues.</i>	\$13,000.00
Public Safety (Proportional Balance Addendum) <i>Proportional Balance of VAV Supply Outlets - We will attempt to proportionally balance the supply outlets associated with VAV. If existing conditions dictate that this process will not be possible, we will note each of these issues and detail why. This will include time to set down with the facility director. We will attempt to address any comfort issues in hot or cold spots of the building that have been caused by the change in operation procedure.</i>	\$11,000.00
Public Safety Hydronic Balance of Hot Water to VAVs. <i>This process is almost always time-consuming. There is not really a half measure. Once I am in the ceiling and plugged into the ports, the balancing proportional balance process has started.</i>	\$12,000.00.



G² Solutions



City Hall	
City Hall Base Bid	\$18,000.00
<i>RTU's - We will attempt to set the minimum design outside air and the operating duct static pressure setpoint for the supply fan on 4 RTU's. If existing conditions dictate that this process will not be possible, we will note these issues.</i>	
<i>VAV's - We will calibrate 66 VAV boxes. This will consist of reading the discharge air flow at each supply outlet associated with each VAV. The base bid will not include a proportional balance of the supply outlets. The report will list the design CFM and actual CFM for each supply outlet. The actual CFM may not be within a +/- 10% tolerance. Essentially, we are just calibrating the VAVs so each VAV knows exactly what it is discharging to the space.</i>	
<i>EF's - We will read 9 existing Ef's and attempt to proportional balance their exhaust inlets. If existing conditions dictate that this process will not be possible, we will note these issues.</i>	
City Hall (Proportional Balance Addendum)	\$16,000.00
<i>Proportional Balance of VAV Supply Outlets - We will attempt to proportionally balance the supply outlets associated with VAV. If existing conditions dictate that this process will not be possible, we will note each of these issues and detail why. This will include time to set down with the facility director. We will attempt to address any comfort issues in hot or cold spots of the building that have been caused by the change in operation procedure.</i>	
Hydronic Balance of Hot Water to VAVs	\$18,000.00.
<i>This process is almost always time-consuming. There is not really a half measure. Once I am in the ceiling and plugged into the ports, the balancing proportional balance process has started. It takes an average of 3/4 of an hour per coil.</i>	

*All Manual Balance Dampers shall be installed prior to balancing.

*All BAS Controls and BAS Controlled Valves/Dampers shall be installed and working prior to balancing.

*Mechanical Contractor is responsible for making sure a Controls Representative is available on date of Test and Balance.

*Any return trips made due to failure to comply with the previous notes shall be billed on a time and material basis as an extra.



G² Solutions



*A complete set of prints shall be issued to G Squared Solutions, Inc. before any balancing can start.

*All lifts needed shall be provided by the Mechanical Contractor to G Squared

If you have any questions, please contact Clint Walker at (Phone) 618-926-0324 or (email) clint.gsquared@gmail.com

CITY OF CARBONDALE, ILLINOIS

ORDINANCE NO. 2026- ____

**AN ORDINANCE APPROVING A BUDGET ADJUSTMENT TO THE BUILDING
MAINTENANCE FY 2027 BUDGET FOR CITY HALL AND PUBLIC SAFETY
CENTER HVAC BALANCING AND TESTING**

**ADOPTED BY THE CITY COUNCIL
OF THE CITY OF CARBONDALE, ILLINOIS
THE 25TH DAY OF AUGUST, 2026**

**Published in pamphlet form by authority of the City Council of the City of Carbondale,
Jackson County, Illinois, this 26th day of August 2026.**

CERTIFICATE OF PUBLICATION

**I, Jennifer R. Sorrell, the duly qualified City Clerk of the City of Carbondale, Illinois,
and the official custodian of the records of said City, do hereby certify that this ordinance
was published in pamphlet form by authority of the City Council on the 26th day of August,
2026.**

Jennifer R. Sorrell, City Clerk

ORDINANCE NO. 2026-_____

**AN ORDINANCE APPROVING A BUDGET ADJUSTMENT TO THE BUILDING
MAINTENANCE FY 2027 BUDGET FOR CITY HALL AND PUBLIC SAFETY
CENTER HVAC BALANCING AND TESTING**

WHEREAS, the City of Carbondale, Illinois, is a home rule unit of local government under the Illinois Constitution, 1970, Article VII, Section 6; and

WHEREAS, pursuant to Article VII, Section 6(a), of the Illinois Constitution, 1970, the City of Carbondale may exercise any power and perform any function pertaining to its government and affairs including, but not limited to, the power to regulate for the protection of the public health, safety, morals, and welfare; and

WHEREAS, the FY2027 Building Maintenance budget does not include funds for budget overages; and

WHEREAS, in order to cover the budget overages in the Building Maintenance Budget in the Fiscal Year 2027 Budget in the amount of Eighty-eight thousand (\$88,000) Dollars; and

WHEREAS, pursuant to Section 1-13-3 of the Carbondale Revised Code, the Council may, by simple majority, declare personal property surplus; and

WHEREAS, the City Council of the City of Carbondale finds it in the best interest of the City of Carbondale to transfer funds into the Building Maintenance Budget in the amount of Eighty-Eight Thousand Dollars (\$88,000);

**NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE
CITY OF CARBONDALE AS FOLLOWS:**

SECTION 1. That the City Council deems it in the best interest of the citizens of Carbondale to adjust the budget by transferring funds into the Building Maintenance FY2027

budget in the amount of Eighty-Eight Thousand Dollars (\$88,000) in the manner as provided in Exhibit A, attached hereto and incorporated by reference,

SECTION 2. That the FY2027 Budget is hereby adjusted in accordance with the expenditures as shown in Exhibit A, and such funds are hereby appropriated in accordance with law for the purposes of this Ordinance.

SECTION 3. That the City Manager of the City of Carbondale is hereby authorized to and shall take any and all reasonable, necessary and proper action to carry out the intent and purposes of this Ordinance.

SECTION 4. That the Finance Director is hereby authorized to transfer funds into the FY2027 Budget in accordance with this Ordinance, in the amount of Eighty-Eight Thousand Dollars (\$88,000), as specified in Exhibit A attached hereto, and to disperse the funds from the FY2027 Budget for the expenditures as indicated in Exhibit A.

SECTION 5. That all ordinances and parts thereof in conflict herewith are expressly repealed and are of no other force and effect.

SECTION 6. That repeal of any ordinance by this Ordinance shall not affect any rights accrued or liability incurred under said repealed ordinance to the effective date hereof. The provisions of this Ordinance insofar as they are the same or substantially the same as those of any prior ordinance, shall be construed as a continuation of said prior ordinances.

SECTION 7. That it is the intention of the City Council of the City of Carbondale that this Ordinance and every provision thereof shall be considered separable, and the invalidity of any section, clause, or provision of this Ordinance shall not affect the validity of any other portion of this Ordinance.

SECTION 8. That the City Council of the City of Carbondale finds that the subject matter of this Ordinance pertains to the government and affairs of the City of Carbondale and is passed pursuant to authorities granted it by State statutes and the Home Rule powers of the City of Carbondale pursuant to the provisions of Article VII, Section 6(a) of the Illinois Constitution.

SECTION 9. That this Ordinance shall take effect upon its passage, approval, recording, and publication in pamphlet form in accordance with law.

APPROVED: _____
Carolyn Harvey, Mayor

ATTEST: _____
Jennifer R. Sorrell, City Clerk



Agenda Item Details

Meeting:	August 25, 2026 - City Council Meeting
Category:	Consent Agenda
Subject:	A Resolution Supporting the City of Carbondale's Pursuit of a DarkSky International Dark Sky Community Designation
Type:	Action - Consent
Recommended Action:	Adopt a Resolution expressing the City of Carbondale's support for pursuing a designation as a Dark Sky Community through DarkSky International
Goals:	Goal 1: Provide a high quality of life and foster a sense of community. Goal 3: Demonstrate fiscal responsibility and transparency while providing high-quality City services. Goal 4: Encourage responsible and progressive economic development/tourism/arts and entertainment. Goal 7: Build on expand and develop new relationships with SIU/SIH and other regional entities.
Originating Department:	Community Development

Background: Artificial light at night has grown significantly in recent decades, resulting in increased light pollution, energy use, and harm to human health and ecosystems. In response, communities worldwide are pursuing Dark Sky Places designations to promote responsible outdoor lighting.

The City of Carbondale recognizes that excessive and poorly designed lighting affects public health, wildlife, energy efficiency, and night sky visibility. To better understand these impacts, City staff coordinated with Harry Treece, President of the Astronomical Association of Southern Illinois and a NASA Night Sky Network coordinator, who presented on Dark Sky policies at the July 22, 2025, City Council meeting.

Following that presentation, and after continued internal discussions, the City intends to promote lighting practices aligned with DarkSky International principles. Carbondale is pursuing a Dark Sky initiative with the long-term goal of achieving an official Dark Sky Community designation. A Dark Sky Community is a municipality that demonstrates strong commitment through adopted policies, enforcement, and community support—key factors for successful designation. Achieving a formal Dark Sky Community designation will position the City as a regional leader in sustainability, public health, and eco-tourism, while preserving the night environment for future generations.

Additional Information:

Attachments:

1. Resolution_Pursue DarkSky

Motion & Voting: Adopt a Resolution expressing the City of Carbondale's support for pursuing a designation as a Dark Sky Community through DarkSky International

Motion by None, seconded by None.

Final Resolution: Motion

Yea: None

Nay: None

RESOLUTION NO. 2026-R-_____

**A RESOLUTION SUPPORTING THE CITY OF CARBONDALE'S PURSUIT OF A
DARKSKY INTERNATIONAL DARK SKY COMMUNITY DESIGNATION**

WHEREAS, the City of Carbondale, Illinois, is a home rule unit of local government under the Illinois Constitution, 1970, Article VII, Section 6; and

WHEREAS, pursuant to Article VII, Section 6(a), of the Illinois Constitution, 1970, the City of Carbondale may exercise any power and perform any function pertaining to its government and affairs including, but not limited to, the power to regulate for the protection of the public health, safety, morals, and welfare; and

WHEREAS, in April 2022, the Carbondale City Council passed the first Carbondale Community Sustainability Action Plan, which commits the city to carbon neutrality by 2050 and a 45% reduction by 2030; and

WHEREAS, artificial light at night has grown significantly in recent decades, which results in increased light pollution, energy use, and harm to human health and ecosystems, and;

WHEREAS, the City of Carbondale recognizes that excessive and poorly designed lighting affects public health, wildlife, energy efficiency, and night sky visibility; and

WHEREAS, DarkSky International administers the International Dark Sky Places program, which recognizes communities that demonstrate a commitment to responsible outdoor lighting and the protection of the nighttime environment; and

WHEREAS, a Dark Sky Community is a municipality that demonstrates strong commitment through adopted policies, enforcement, and community support, which are key factors for successful designation; and

WHEREAS, designation as a Dark Sky Community requires a sustained community-wide effort that may include evaluation of existing outdoor lighting, review and potential

modification of lighting policies and regulations, public education and outreach, implementation of responsible lighting practices, and preparation of an application for designation; and

WHEREAS, the City Council recognizes that pursuing Dark Sky Community designation will be a long-term process requiring coordination among City staff, elected officials, residents, businesses, community organizations, and other stakeholders; and

WEHEREAS, the City Council finds that exploring and pursuing Dark Sky Community designation is consistent with the City's goals related to environmental stewardship, energy efficiency, and quality of life.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF CARBONDALE, ILLINOIS AS FOLLOWS:

SECTION 1. That the City Council supports the City's pursuit of designation as a Dark Sky Community through DarkSky International and authorizes City staff to continue evaluating the requirements for designation, coordinating community engagement, identifying necessary policy and lighting improvements, and developing a path toward a future application for designation.

SECTION 2. That the City Manager and Staff are hereby authorized to take any and all necessary, reasonable, and proper actions to carry out the intent and purpose of this Resolution.

SECTION 3. That this Resolution be spread at length upon the minute records of the City Council of the City of Carbondale, Illinois.

This Resolution adopted at a regular meeting of the City Council of the City of
Carbondale on the 25th day of August, 2026.

APPROVED: _____
Carolyn Harvey, Mayor

ATTEST: _____
Jennifer R. Sorrell, City Clerk



Agenda Item Details

Meeting:	August 25, 2026 - City Council Meeting
Category:	Consent Agenda
Subject:	Resolution Approving a Code Compliance TIF Redevelopment Agreement at 303 South University Avenue
Type:	Action - Consent
Recommended Action:	Adopt a Resolution Approving a Code Compliance TIF Redevelopment Agreement at 303 South University Avenue
Goals:	Goal 3: Demonstrate fiscal responsibility and transparency while providing high-quality City services. Goal 4: Encourage responsible and progressive economic development/tourism/arts and entertainment. Goal 8: Update the downtown master plan as a guide to revitalize the City Center.
Originating Department:	Economic Development

Background: On December 27, 2012, the City Council approved an ordinance adopting tax increment financing (TIF) for Illinois-University Corridor TIF #2. This ordinance allows property tax revenue created by new development within the project area to be held in a special City fund to pay for certain redevelopment expenses. One use of the “increment” funds is to reimburse private developers for eligible redevelopment project costs. The State statutes governing TIF specify eligible redevelopment project costs that include property acquisition, demolition, site preparation, environmental cleanup, remodeling and rehabilitation of existing buildings, and a portion of interest costs from financing. The cost of new building construction is not an eligible expense.

On April 25, 2023, the City Council approved a resolution creating TIF-Funded Downtown Property Code Compliance Incentive Program. The intent of this program is to encourage commercial property owners to improve downtown buildings in an effort to develop a revitalized downtown.

Attached for consideration by the City Council is a redevelopment agreement between the City and John Kirk (the Developer) for reimbursement of a portion of the costs to redevelop property at 303 South University Avenue, the location of the long-time business Horstman’s Cleaners and Furriers. The Developer will utilize Code Compliance funds to make upgrades to the boiler system. The subject property is located within TIF #2, and as a result, the developer is eligible to receive reimbursement through TIF.

Under the terms of the redevelopment agreement, the City will reimburse the developer for eligible costs that are estimated to total approximately \$50,000. Costs related to any new construction of the property will not be eligible and are not included in this estimate.

Objectives of the TIF Redevelopment Plan include reduction or elimination of blighting conditions, enhancing the real estate tax base, and encouraging private investment in the redevelopment project area. Development of the subject property as proposed by John Kirk represents a substantial contribution to all of these objectives.

The reimbursement terms for this project are specified in the attached redevelopment agreement between the City and the Developer.

Additional Information:

Attachments:

1. Resolution Approving a TIF Agreement at 303 South University Avenue 2026-08-25
2. John Kirk Code Compliance TIF Redevelopment Agreement 303 s University Ave 2026-08-25

Motion & Voting: Adopt a Resolution Approving a Code Compliance TIF Redevelopment Agreement at 303 South University Avenue

Motion by None, seconded by None.

Final Resolution: Motion

Yea: None

Nay: None

RESOLUTION NO. 2026-R-_____

A RESOLUTION APPROVING A REDEVELOPMENT AGREEMENT USING TAX INCREMENT FINANCING AT 303 SOUTH UNIVERSITY AVENUE

WHEREAS, the City of Carbondale, Illinois, is a home rule unit of local government under the Illinois Constitution, 1970, Article VII, Section 6; and

WHEREAS, pursuant to Article VII, Section 6(a) of the Illinois Constitution, 1970, the City of Carbondale may exercise any power and perform any function pertaining to its government and affairs including, but not limited to, the power to regulate for the protection of the public, health, safety, morals and welfare; and

WHEREAS, the City of Carbondale established by Ordinance in compliance with State Law, a Tax Increment Allocation District, designated TIF #2 (Illinois-University Corridor TIF #2); and

WHEREAS, the City of Carbondale established by Resolution, a Commercial Property Code Compliance Program funded through Tax Increment Financing, to further incentivize building owners to invest in and improve properties located within Illinois-University Corridor TIF #2; and

WHEREAS, the City Council finds that it is in the best interest of the City of Carbondale to enter into a Redevelopment Agreement with John Kirk for reimbursement of costs relating to property acquisition and redevelopment costs for the property located at 303 South University Avenue, a copy of which is attached hereto as Exhibit "A" and made a part hereof.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF CARBONDALE, ILLINOIS, AS FOLLOWS:

SECTION 1. The City Manager is hereby authorized to enter into a Redevelopment Agreement using Tax Increment Financing at 303 South University Avenue, attached hereto as Exhibit “A” and made a part hereof.

SECTION 2. The City Manager is hereby authorized to execute all documents and to take all other action necessary and proper to effectuate the entry into said agreement.

SECTION 3. That this Resolution be spread at length upon the minute records of the City Council of the City of Carbondale, Illinois.

This Resolution is adopted at a regular meeting of the City Council of the City of Carbondale, Illinois on the 25th day of August 2026.

APPROVED: _____
Carolyn Harvey, Mayor

ATTEST: _____
Jennifer R. Sorrell, City Clerk

REDEVELOPMENT AGREEMENT

City of Carbondale, TIF Redevelopment Project Area #2

This Redevelopment Agreement (this “**Agreement**”) dated as of this ____ day of _____, 20__, by and between the **CITY OF CARBONDALE**, an Illinois home rule municipal corporation (the “**Municipality**”), and **John Kirk** (the “**Developer**”).

P R E A M B L E

WHEREAS, the Municipality has the authority to promote health, safety and welfare, including to prevent the spread of blight and deterioration and inadequate public facilities by promoting the development of and private investment in industry, business and housing and enhancing the marketability of property, thereby increasing the tax base of the Municipality and reducing unemployment; and

WHEREAS, the Municipality has by a series of ordinances (as supplemented and amended, the “**TIF Ordinances**”) undertaken a program and plan of redevelopment of a designated area in the Municipality by the adoption of Tax Increment Financing (“**TIF**”) and the adoption, approval and designation of the “Illinois-University Corridor TIF #2, Redevelopment Plan and Project” (the “**Redevelopment Plan**”), Illinois-University Corridor TIF #2 Redevelopment Project Area (the “**TIF Area**”) and the related Redevelopment Project (the “**Redevelopment Project**”), all pursuant to the Tax Increment Allocation Redevelopment Act, Illinois Compiled Statutes, Chapter 65, Section 5/11-74.4-1 *et seq.* (as supplemented and amended, the “**TIF Act**”); and

WHEREAS, the Municipality is committed to addressing issues of downtown vacancies and high rent, as well as encouraging commercial developers to improve downtown buildings.; and

WHEREAS, the Municipality has developed and implemented the TIF-Funded Commercial Property Code Compliance Program, which is intended to incentivize developers to invest in and improve downtown buildings.

WHEREAS, pursuant to and in furtherance of the Redevelopment Plan, the Developer proposes to improve, repair, rehabilitate or otherwise develop certain property within the Area (the “**Development Area**”) as described in EXHIBIT A, attached hereto and by reference made a part hereof; and

WHEREAS, the Developer has proposed, as applicable: (i) public facilities (“**Public Facilities**”) and/or (ii) private development (“**Private Development**”) ((i) and (ii), collectively, as applicable, the “**Development Project**”) are consistent with the land uses within the TIF Area and the Redevelopment Plan and is located in the TIF Area, wholly within the Area; and

WHEREAS, the Developer has requested that incentives related to the Private Development be provided by the Municipality from **75%** incremental property taxes under Section 11-74.4-8 of the Act derived solely and only from the Development Area (subject to any prior pledge and other required prior charges, as provided herein, the “**Development Incremental Taxes**”), which incentives are consistent with those of the Redevelopment Plan, and are set forth in EXHIBIT A; and

WHEREAS, consistent with the Redevelopment Plan and Redevelopment Project the Municipality has the authority under the TIF Act to incur specified redevelopment project costs (as defined in the TIF Act and provided for in the Redevelopment Plan, “**Eligible Redevelopment Project Costs**”) and to pay and/or reimburse the Developer for such Eligible Redevelopment Project Costs; and

WHEREAS, the Municipality by the TIF Ordinances has determined that all incremental property taxes in the Redevelopment Project Area (“**Incremental Taxes**”) are to be allocated to and when collected shall be paid to the City Treasurer for deposit into or credit to the Special Tax Allocation Fund (the “**Fund**”) for the TIF Area (including therein a Special Account (defined below) with respect to the Development Area) for the purpose of payment of or reimbursement for Eligible Redevelopment Project Costs or debt service with respect to obligations (including, as applicable, Tax Increment Redevelopment Revenue Note, in substantially the form set forth in Exhibit B, the “**TIF Note**”) issued by the Municipality to finance such Eligible Redevelopment Project Costs, only as specifically provided herein, and not otherwise; and

WHEREAS, the Municipality and the Developer desire to segregate in a special account within the Fund the Development Incremental Taxes, derived solely and only from the Development Area, which separate account shall be designated the “Special Tax Allocation #2 Fund” Account (the “**Special Account**”); and

WHEREAS, the Municipality has determined that the Development Project requires the incentives requested as set forth in EXHIBIT A and that the Development Project will as a part of the Redevelopment Plan and Redevelopment Project, promote the health, safety and welfare of the Municipality and its citizens by attracting private investment to prevent blight and deterioration and to provide employment and generally to enhance the economy of the Municipality.

NOW, THEREFORE, THE MUNICIPALITY AND THE DEVELOPER, FOR GOOD AND VALUABLE CONSIDERATION, THE RECEIPT AND SUFFICIENCY OF WHICH IS HEREBY ACKNOWLEDGED, agree as follows:

1. ACQUISITION OF PROPERTY AND CONSTRUCTION OF PROJECT IMPROVEMENTS

The Developer represents and warrants that it has acquired the interest in the Development Area, as described in EXHIBIT A; and the Development Area is located wholly within the TIF Area.

The Developer shall commence construction (which shall include, as applicable, repair, rehabilitation and remodeling of existing private facilities) of facilities constituting the Development Project, and complete such construction, occupy the buildings constituting the Development Project and begin operations as set forth in the timetable in EXHIBIT A.

2. INCENTIVES

The Municipality shall pay directly or reimburse the Developer for Eligible Redevelopment Project Costs permitted by the Act from Development Incremental Taxes (as generated solely and only from the Development Area, and not otherwise) and deposited into or credited to the Special Account of the Fund, and only for the term of the Redevelopment Plan or such lesser period as provided in this Agreement and the TIF Act. Unless specified in Exhibit A, and also subject to other required allocations under the TIF Act, including but not limited to school and library payments under Section 11-74.4-3(q)(7.5) and (7.7) of the TIF Act, substantial property tax objections in process and any required declaration of surplus for repayments to taxing districts.

Unless specified in EXHIBIT A, no TIF Note shall be issued to finance Eligible Redevelopment Project Costs, and if issued shall be sold only to the Developer or a bank or other financial institution, as arranged, if at all, by the Developer. If there is no TIF Note, reference herein to a TIF Note shall be given no effect. Any TIF Note shall be payable solely and only from Development Incremental Taxes, and not otherwise.

3. ADDITIONAL TERMS

(a) The City agrees to reimburse the Developer for eligible redevelopment project costs under this agreement, not to exceed Fifty Thousand Dollars (\$50,000), upon submission of proof of payment for eligible redevelopment project costs as specified in EXHIBIT A, Section B.

(b) The City shall retain 100% of all tax increment generated by the property until the direct reimbursement of the eligible costs paid to the Developer have been recovered.

(c) Additional TIF eligible costs that do not fall within the categories of the Code Compliance Program as specified in EXHIBIT A, Section C would be reimbursed after all

direct expenses related to the Code Compliance Program were recovered

4. PAYMENT FOR ELIGIBLE PROJECT COSTS

Payments to the Developer (other than with respect to debt service on a TIF Note), or otherwise, including endorsement of the TIF Note, if any, for Eligible Redevelopment Project Costs shall be made only upon requisitions therefor (each a “**Requisition**”) submitted from time to time by the Developer to the Municipality’s Economic Development Director (the “**EDD**”) or other officer or individual designated by the City Manager and upon approval of the City Manager (or the City Manager's designee, as the case may be), and in each case subject to the availability of funds in the Special Account, including, as the case may be, if at all, and not otherwise, as set forth in an applicable TIF Note).

All Requisitions must be accompanied by appropriately supporting documentation, including, as applicable, by way of example, and not limitation: verified bills or statements of suppliers, contractors, or professionals, lien waivers and contractor affidavits.

The City Manager (or designee, as the case may be), shall approve or disapprove a Requisition by written notice to the Developer within ten (10) business days after receipt of the Requisition. Approval of a Requisition will not be unreasonably withheld. If a Requisition is disapproved, the reasons for approval will be set forth in writing; and the Developer may resubmit the Requisition with such additional information as may be required, and the same procedures as set forth herein for initial submission shall apply to such resubmittals.

The Municipality and the Developer acknowledge that the determination of the qualification of Eligible Redevelopment Project Costs, the TIF Area and the Redevelopment Plan and Project and, therefore, qualification for payment and/or reimbursement under this Agreement are subject to changes made by amendments to the TIF Act, opinions of and interpretations by counsel with experiences in connection with TIF and municipal finance, administrative rules, and judicial or other interpretations during the term of this Agreement, and the Municipality has no obligation to the Developer to attempt to modify those decisions but will assist the Developer as to obtaining approval of Eligible Redevelopment Project Costs. The Developer assumes all risks related to qualification of Eligible Redevelopment Project Costs, the Area and the Redevelopment Plan and Project or the Development Project.

5. VERIFICATION OF TAX INCREMENT

It shall be the sole responsibility of the Developer to timely provide to the Municipality, on or before December 1 in each year, the following:

(a) The Illinois Business Identification Number of the business or businesses constituting the Development Project and within the Development Area.

(b) Certified copies of real estate tax bills for the tax year prior to the calendar year of this Agreement, and annually thereafter, certified copies of all paid real estate tax bills for the immediately preceding real estate tax year on each tax parcel constituting the Development

Area.

The failure of the Developer to provide any information required in this Agreement shall be considered a material breach of this Agreement and shall be sufficient cause for the Municipality to deny payments under this Agreement to or in respect of the Developer, which payments are expressly conditioned upon the receipt of the foregoing information.

6. LIMITED OBLIGATION

The Municipality's obligations under this Agreement to pay debt service on any TIF Note and/or to pay or reimburse the Developer for Eligible Redevelopment Project Costs is a special and limited obligation, to be paid solely from Development Incremental Taxes in the Special Account of the Fund, and not otherwise. Any such obligation does not now and shall never constitute an indebtedness of the Municipality within the meaning of any constitutional or statutory provision and shall not constitute or give rise to a pecuniary liability of the Municipality or a charge or lien against the Municipality's general credit, funds, taxing power or otherwise, a condition precedent to the Municipality's execution hereof and to which the Developer hereby irrevocably assents.

7. EVENTS OF DEFAULT AND REMEDIES

Material failure or delay by either the Municipality or Developer to timely perform any term or provision of this Agreement shall constitute an “**event of default**” under this Agreement. The party who so fails or delays must, upon receipt of written notice of the existence of such event of default, immediately commence to cure, correct or remedy such event of default and thereafter proceed with diligence to cure such event of default. The party claiming such event of default shall give written notice of the claimed event of default to the other party specifying the event of default complained of. Except as required to protect against immediate, irreparable harm, the party asserting an event of default may not institute proceedings against the other party until thirty (30) days after having given such notice. If such event of default is cured within such thirty (30) day period, the event of default shall not be deemed to constitute a “**default**” under this Agreement. If the event of default is one which cannot reasonably be cured within a thirty (30) day period, upon request and with appropriate showings the cure period shall be extended for such time as is reasonably necessary for the curing of the same, so long as there is diligent proceeding to cure such event of default. If such event of default is cured within such extended period, the event shall not be deemed to constitute a default under this Agreement. However, an event of default not cured as provided above shall constitute a default under this Agreement. Except as otherwise expressly provided in this Agreement, any failure or delay by either party in asserting any of its rights or remedies as to any event of default or default shall not operate as a waiver of any such event of default or default of any rights or remedies it may have as a result of such event of default or default.

The sole remedy of the Developer in the event of a default by the Municipality under any of the terms and provisions of this Agreement shall be to institute legal action against the Municipality for specific performance or other appropriate equitable relief. Under no

circumstances shall the Municipality be subject to any monetary liability or be liable for damages (compensatory or punitive or otherwise) under the provisions, terms and conditions of this Agreement. Except as to the foregoing, the parties shall have all remedies with respect to this Agreement available under applicable law. Notwithstanding anything herein to the contrary, the Municipality shall be liable for no amount hereunder in excess of Incremental Taxes duly deposited into or credited to the Special Account.

8. LIMITED LIABILITY TO OTHERS

Except as otherwise expressly provided herein, the Municipality shall not be obligated to make any payments to any person other than the Developer, nor shall the Municipality be obligated to pay any contractor, subcontractor, mechanic, materialman providing services or materials to the Developer for or in respect of the Development Project.

9. TIME; UNAVOIDABLE DELAY

Time is of the essence of this Agreement. Provided, however, the Developer shall not be deemed in default with respect to any obligations under this Agreement on its part to be performed if the Developer fails to timely perform the same and such failure is due in whole or in part to any strike, lock-out, labor trouble (whether legal or illegal), civil disorder, inability to procure materials, weather conditions, wet soil conditions, failure or interruption of power, restrictive governmental laws and regulations, condemnation, riots, insurrections, war, fuel shortages, accidents, casualties, Acts of God, acts caused directly or indirectly by the Municipality (or the Municipality's agents or, employees) or third parties, or any other similar cause beyond the reasonable control of Developer, including but not limited to delays in acquiring interests in or possession of real estate caused by the parties who are contractually obligated to convey and grant to the Developer, for which the Developer shall have a day for day extension for any deadlines hereunder, if such event is claimed in writing delivered within ten (10) days of the occurrence of the event giving rise thereto and otherwise shall have no extension.

10. ASSIGNMENT

The rights and obligations of Developer under this Agreement shall be assignable, in whole and not in part, with (i) not less than 20 business days' (or such lesser notice acceptable to the Municipality) written notice by the Developer to the Municipality and (ii) the written approval of such assignment by the Municipality, without which no such assignments shall be effective, including on such terms and conditions as the Municipality shall require; provided that no such assignment shall be deemed to release the Developer of its obligations to the Municipality under this Agreement unless the written consent of the Municipality to the release of the Developer's obligations is first obtained.

11. PREPAYMENTS

The Municipality absolutely reserves the right, prior to the expiration of the term

of this Agreement and to the extent lawful, in its sole discretion, to prepay all or any part of its obligations under this Agreement or any TIF Note.

12. WAIVER

Any party to this Agreement may elect to waive any remedy it may have hereunder, provided that no such waiver shall be deemed to exist unless the party waiving such right or remedy does so in writing. No such waiver shall obligate such party to waive any other right or remedy hereunder, or shall be deemed to constitute a waiver of other rights and remedies provided pursuant to this Agreement.

13. SEVERABILITY

If any section, subsection, term or provision of this Agreement or the application thereof to any party or circumstance shall, to any extent, be invalid or unenforceable, the remainder of such section, subsection, term or provision of this Agreement or the application of same to parties or circumstances other than those to which it is held invalid or unenforceable, shall not be affected thereby.

14. NOTICES

All notices, demands, requests, consents, approvals or other instruments required or permitted by this Agreement shall be in writing and shall be executed by the party or an officer, agent or attorney of the party, and shall be deemed to have been effective as of the date of actual delivery, if delivered personally, or as of the third (3rd) day from and including the date of posting, if mailed by registered or certified mail, return receipt requested, with postage prepaid, addressed as follows (or to such other address as is provided by notice):

If to the Developer:

John Kirk

Street: 303 S. University Avenue
City: Carbondale, IL 62901

Tel: 618-457-4000

If to the Municipality:

City of Carbondale
Attn: City Manager
200 South Illinois Avenue
Carbondale, IL 62901

Tel: (618) 549-5302
Fax: (618) 457-3283

With a copy to:

City Attorney
200 South Illinois Avenue
Carbondale, IL 62901

Tel: (618) 549-5302
Fax: (618) 457-3283

15. SUCCESSORS IN INTEREST

This Agreement shall be binding upon and inure to the benefit of the Municipality and the Developer to and, subject to Section 9 above, to their respective successors and assigns.

16. NO JOINT VENTURE, AGENCY, OR PARTNERSHIP CREATED

Neither anything in this Agreement nor any acts of the Municipality and/or the Developer under this Agreement shall be construed by the parties or any third person to create the relationship of a partnership, agency, or joint venture between them. No covenant or agreement contained in this Agreement shall be deemed to be the covenant or agreement of any official, officer, agent, employee or attorney of the Municipality, in his or her individual capacity, and neither the members of the Corporate Authorities nor any other official or employee of the Municipality shall be liable personally under this Agreement or be subject to any personal liability or accountability by reason of or in connection with or arising out of the execution, delivery and performance of this Agreement, or any failure in that connection.

17. INDEMNIFICATION

(A) Except for any claims, suits or actions caused by the intentional acts of the Municipality or the Municipality's employees, agents, officers or contractors, the Developer, and any person claiming rights hereunder through the Developer, agrees to indemnify and defend (including the payment of the Municipality's attorneys fees and related costs) the Municipality from and against any claims, suits, or actions for death or injury to persons or damage to property or breach of contract or any other claim or demand brought against the Municipality arising from any alleged claims, acts or omissions in connection with the Private Development, the Development Project, the Development Area and this Agreement, whether or not suit is filed.

(B) In order further to induce the Municipality to enter into and accept its obligations and undertakings hereunder and in consideration of the foregoing and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, to the extent lawful, the Developer agrees, as follows:

(a) **Definitions.** As used in this Section, certain additional terms shall have the meanings, as follows:

“Environmental Laws” means all applicable laws, governmental rules and regulations of any federal, state, regional or local governmental agency, including, without limitation, all applicable federal, state and local laws, rules and regulations pertaining to air and water quality, hazardous waste, waste disposal and other environmental matters, including, but not limited to, the Clean Air, Federal Water Pollution Control, Solid Waste Disposal, Resource Conservation and Recovery, Comprehensive Environmental Response, Compensation and Liability, Illinois Environmental Protection and Illinois Responsible Property Transfer Acts.

“Hazardous Substance” means any substance that is at any time defined or listed in, or otherwise classified pursuant to, any applicable laws or regulations, including, without limitation, the Environmental Laws, as a “hazardous substance,” “hazardous material,” “hazardous waste,” “infectious waste,” “toxic substance,” “toxic pollutant” or any other formulation intended to define, list or classify substances by reason of deleterious properties such as ignitability, corrosivity, reactivity, carcinogenicity, toxicity, reproductive toxicity or “EP toxicity,” including, without limitation, asbestos, polychlorinated biphenyls and also including petroleum products, by-products and wastes, or by-products associated with the extraction, refining or use of petroleum or petroleum products, whether or not so listed or classified in such laws or regulations.

“Hazardous Substance Activity” means any actual, proposed or threatened storage, holding, existence, use, release, emission, discharge, generation, processing, abatement, removal, cleanup or detoxification, disposition, handling or transportation of any Hazardous Substance from, under, into or on or in respect of the property subject to this Agreement or the surrounding property, or any other activity or occurrence that causes or would cause such event to exist.

(b) Representations and Warranties of the Developer. The Developer represents and warrants to the Municipality that: **(a)** the Developer will be in compliance with all applicable Environmental Laws relating to the Development Area and the use of the property subject to this Agreement; **(b)** except in compliance with all applicable Environmental Laws, the Developer has not engaged in any Hazardous Substance Activity on such property, nor to the best knowledge of the Developer, after due inquiry and investigation, except for **NONE**; has any Hazardous Substance Activity otherwise occurred in violation of any applicable Environmental Laws; **(c)** except for **NONE**, no investigations, inquiries, orders, hearings, actions or other proceedings by or before any governmental agency are pending or, to the best knowledge of the Developer, after due inquiry and investigation, threatened in connection with any Hazardous Substance Activity or alleged Hazardous Substance Activity; **(d)** the use of the property subject to this Agreement for its intended purpose is not expected to result in any Hazardous Substance Activity in violation of any applicable Environmental Laws; **(e)** except for **NONE**, no notice of any order, directive, complaint or other communication, written or oral, has been made or issued by any governmental agency nor has the Developer received a written notice from any other third party alleging the occurrence of any Hazardous Substance Activity in violation of any applicable Environmental Laws or demanding payment or contribution for environmental damage or injury to the Development Area; and **(f)** except for **NONE**, underground storage tanks or underground Hazardous Substance deposits are or were located on the Development Area, except to the extent that any of the foregoing which were located on the property are in process of being removed, remediated or taken out of service in accordance with all applicable Environmental Laws.

(c) Covenants of the Developer. The Developer shall at all times it controls all or any part of the Development Area: **(a)** keep and maintain the Development Area in compliance with, and shall not cause or permit such property to be in violation of, any

Environmental Laws; **(b)** not engage in or otherwise permit the occurrence of any Hazardous Substance Activity on the Development Area except in compliance with all applicable Environmental Laws; **(c)** immediately advise the Municipality in writing of **(i)** any and all enforcement, cleanup, removal, mitigation or other governmental or regulatory acts instituted, contemplated or threatened pursuant to any Environmental Laws affecting the Development Area, **(ii)** all claims made or threatened by any third party against the Developer or such property relating to the damage, contribution, cost recovery, compensation, loss or injury resulting from any Hazardous Substance Activity (the matters set forth in clauses (i) and (ii) above hereinafter being referred to as “**Hazardous Materials Claims**”), **(iii)** the Developer's discovery of any occurrence or condition on any real property adjoining or in the vicinity of the Development Area that could cause such property or any part thereof to be the subject of a claim or cause of action under any Environmental Laws, or the Developer's receipt of any notice in connection with the foregoing, and **(iv)** the Developer's discovery of any occurrence or condition on the property subject to this Agreement or any real property adjoining or in the vicinity of the Development Area and such property which could subject the Developer or such property to any restrictions on ownership, occupancy, transferability or use of such property under any Environmental Laws.

(d) Indemnity. The Developer (and all parties claiming rights hereunder through the Developer) hereby agrees to indemnify, defend and hold harmless the Municipality from and against any and all claims and liabilities under Environmental Laws. The Developer (and all parties claiming rights hereunder through the Developer) shall pay when due any judgments or claims for damages, penalties or otherwise against the Municipality, and shall assume the burden and expense of defending all suits, administrative proceedings and resolutions of any description with all persons, political subdivisions or governmental agencies arising out of the occurrences set forth in this Section. If such payment is not made, the Municipality, at its sole discretion, may file suit against the Developer (and all parties claiming rights hereunder through the Developer) to compel such payment. All funds advanced by the Municipality concerning this Section shall bear interest at either (i) the highest rate born by the TIF Note, if any, plus 4% per annum, or (ii) if there is no TIF Note at a rate equal to the published prime rate in The Wall Street Journal plus 4% per annum (in either case, (i) or (ii), the “**Advance Rate,**” which rate may change from day to day) from the date or dates paid until paid by the Developer (and all parties claiming rights hereunder through the Developer).

(e) Separate Obligation. The obligations of the Developer (and all parties claiming rights hereunder through the Developer) under this Section are independent of, and shall not be measured or affected by, **(i)** any other amounts at any time owing pursuant to this Agreement, **(ii)** any other obligations of the Developer (and all parties claiming rights hereunder through the Developer) hereunder, including to holder(s) of the TIF Note, or any other agreements delivered in connection therewith, whether they relate to compliance with Environmental Laws or the use or discharge of Hazardous Substances or otherwise, **(iii)** the consideration given to any party in order to acquire the property subject to this Agreement, or any portion thereof, **(iv)** the modification, expiration or

termination of the Developer's obligations under any other document or instrument relating thereto, or (v) the discharge or repayment of any portion of any other obligations.

(f) **Survival.** The Developer's (and all parties claiming rights hereunder through the Developer) obligations hereunder shall survive the assignment, subleasing or other transfer, encumbrancing or disposition of any property subject to this Agreement. The rights of the Municipality under this Section shall be in addition to any other rights and remedies of such Municipality against the Developer under any other document or instrument now or hereafter executed by the Developer, or at law or in equity (including, without limitation, any right of reimbursement or contribution pursuant to CERCLA), and shall not in any way be deemed a waiver of any of such rights.

(g) **Obligations of the Developer Payable Upon Demand.** All obligations of the Developer hereunder (including (A) above) shall be payable on demand, and any amount due and payable hereunder to the Municipality by the Developer (and all parties claiming rights hereunder through the Developer) which is not paid immediately after written demand therefor from the Municipality with a reasonably detailed explanation of the amounts demanded shall bear interest from the date paid at the Advance Rate.

(h) **Tax and Related Payment Obligations.** The Developer agrees to pay and discharge, promptly and when the same shall become due, all general ad valorem real estate taxes and assessments, all applicable interest and penalties thereon, and all other charges and impositions of every kind and nature which may be levied, assessed, charged or imposed upon the Property or any part thereof that at any time shall become due and payable upon or with respect to, or which shall become liens upon, any part of the Property. The Developer, including any others claiming by or through it, also hereby covenants and agrees not to file any application for any reduction in the equalized assessed valuation or any property tax exemption in connection with the Property or any part thereof under any applicable provisions of the Property Tax Code of the State of Illinois (35 ILCS 200/1-1 et seq.), as supplemented and amended, it being mutually acknowledged and understood by both the City and the Developer that any such payment of the ad valorem real estate taxes by the Developer is a material part of the consideration under and by which the City has entered into this Agreement. This covenant of the Developer shall be a covenant that runs with the land being the Property upon which the Project is undertaken and shall be and remain in full force and effect during the term of this Agreement, upon which date this covenant shall terminate and be of no further force or effect (and shall cease as a covenant binding upon or running with the land) immediately, and without the necessity of any further action by City or Developer or any other party; provided, however, upon request of any party in title to the Property, the City shall execute and deliver to such party an instrument, in recordable form, confirming for the record that this covenant has terminated and is no longer in effect.

(C) **Payment of Costs.** The Developer (and all parties claiming rights hereunder (including (A) above) through the Developer) shall pay to the Municipality all costs and expenses (including, without limitation, the reasonable fees and disbursements of counsel) incurred by the Municipality in connection with this Section 16 or the enforcement hereof.

(D) Successors and Assigns; Beneficiaries. This Section shall be binding upon the Developer (and all parties claiming rights hereunder through the Developer), and its successors and assigns, and shall inure to the benefit of and shall be enforceable by the Municipality, and its successors and assigns.

IN WITNESS WHEREOF, the Municipality and the Developer hereto have caused this Agreement to be executed by their duly authorized officers on the above date.

(SEAL)

CITY OF CARBONDALE, ILLINOIS
an Illinois municipal corporation

Attest:

By: _____
City Clerk

By: _____
City Manager

Approved:

By: _____
City Attorney

DEVELOPER

Name: John Kirk

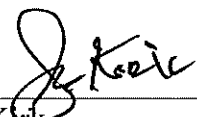
By:  _____
John Kirk

EXHIBIT A

DEVELOPMENT PROJECT

A. GENERAL NARRATIVE DESCRIPTION OF DEVELOPMENT PROJECT:

Private Development: The developer owns the real property at 303 S. University Ave, Carbondale, Illinois and may undertake future renovations and new construction to the property.

Public Improvements/Infrastructure: N/A

(1) Private Construction (including, Renovation, Repair & Remodeling)

- | | | |
|----|---|-----------|
| a. | Estimated Costs | \$ 59,000 |
| b. | Estimated Eligible
Redevelopment Project Costs | \$ 59,000 |
| c. | Attach site plans or elevations (upon request) | |

(2) Public Construction

- | | | |
|----|---|-----|
| a. | Estimated costs | N/A |
| b. | Estimated Eligible
Redevelopment Project Costs | N/A |
| c. | Attach site plans or elevations (upon request) | |

(3) Anticipated Taxes

- | | | |
|----|----------------------------|----|
| a. | Incremental Taxes (annual) | \$ |
|----|----------------------------|----|

(4). Jobs Created or Retained (full-time equivalents, estimated)

	<u>Created</u>	<u>Retained</u>
Construction:	0	0
Operational:	0	1

[illegible]

Electrical	\$
Plumbing	\$
Sprinkler	\$
HVAC	\$
Elevator installation or repair	\$
Grease trap	\$
Kitchen exhaust hood	\$
Roof repair/replacement	\$
Other ADA compliance issues	\$ 50,000
Other expenses related to code compliance	\$

TOTAL	\$ 50,000
-------	-----------

C.	<u>ELIGIBLE REDEVELOPMENT PROJECT COSTS</u>	<u>ALLOCATED AMOUNTS (\$)</u>
----	---	-------------------------------

Land Acquisition	\$
Site Preparation	\$
Demolition	\$
Planning and Engineering	\$
Other Professional Fees	\$
Renovation Costs	\$ 9,000
Streetscape Improvements	\$
Utilities	\$
Lighting	\$

TOTAL	\$ 9,000
-------	----------

(2) DEVELOPMENT AREA:

Street Address: 303 S. University Avenue, Carbondale, IL 62901

PIN#s : 15-21-253-001

D. TIF NOTE

(a) There (x-out, as applicable) _____ ~~is~~/is not _____
Municipality/Initial Developer/Initial Municipality/Initial Developer/Initial
a TIF Note related to this Agreement. (Initial whether, as applicable, there is or is not to
be a TIF Note.)



Agenda Item Details

Meeting:	August 25, 2026 - City Council Meeting
Category:	Consent Agenda
Subject:	Resolution Approving the Submission of an Illinois Department of Natural Resources (IDNR) Open Space Land Acquisition and Development (OSLAD) Grant in the Amount of \$393,920 and Obligating Matching Funds in the Amount of \$196,960 for the Superblock Park Improvement Project
Type:	Action - Consent
Recommended Action:	Adopt a Resolution Approving the Submission of an IDNR OSLAD Grant and Obligating Matching Funds in the Amount of \$196,960 for Superblock Park Improvements
Goals:	Goal 1: Provide a high quality of life and foster a sense of community. Goal 3: Demonstrate fiscal responsibility and transparency while providing high-quality City services. Goal 4: Encourage responsible and progressive economic development/tourism/arts and entertainment.
Originating Department:	Economic Development

Background: The City is eligible to apply for IDNR grant funding through the Open Space Land Acquisition and Development (OSLAD) grant program. This program provides 50% funding assistance to units of local government for the development of public outdoor recreation areas.

City staff is proposing to submit an application seeking funding to make upgrades to the Superblock Park. These upgrades include replacing the deteriorated roofs on all eight dugouts, replacing all four baseball field scoreboards, paving new ADA-accessible paths to the soccer fields, and paving a pad for the batting cages. A small pollinator-friendly garden will also be included in the project, including educational interpretive signage about the plant species and the pollinators that each plant supports.

The total project cost is estimated to be \$393,920 (see Superblock OSLAD Grant Budget 2026-08-25). The City is requesting approval to obligate \$196,960 in matching funds to meet the required 50% match, if awarded.

The grant deadline is August 31.

Additional Information:

Attachments:

1. Superblock OSLAD Grant Budget 2026-08-25
2. Resolution Approving the Submission of an IDNR OSLAD Grant and Obligating Matching Funds for Superblock Park Improvements 25 August 2026

Motion & Voting: Adopt a Resolution Approving the Submission of an IDNR OSLAD Grant and Obligating Matching Funds in the Amount of \$196,960 for Superblock Park Improvements

Motion by None, seconded by None.

Final Resolution: Motion

Yea: None
Nay: None

ESTIMATE OF COST

Date: 08/12/2026

Project: Suerblock OSLAD Grant Project

	Item Description / Name	Quantity	Unit	Unit Price	Extended Price
1	Sidewalk (including grading) to soccer fields/playground area	10,530	SQ Ft	\$ 22.00	\$ 231,660.00
2	Score boards (4)	1	L Sum	\$ 43,000.00	\$ 43,000.00
3	Electric/Communication to Scoreboards	1	L Sum	\$ 30,000.00	\$ 30,000.00
4	Batting Cage Concrete Pad	203	SY	\$ 150.00	\$ 30,450.00
5	Pollinator Garden (plants for approx, soil, mulch, edging, interpretive signage)	400	L Sum	\$ 7.50	\$ 3,000.00
6	Dugout Roof Replacement	8	Each	\$ 2,500.00	\$ 20,000.00
				Project Subtotal	\$ 358,110.00
				Contingency (10%)	\$ 35,811.00
				Project Total	\$ 393,920.00
				Match 50%	\$ 196,960.00
				Amount Requested	\$ 196,960.00

RESOLUTION NO. 2026-R-_____

**A RESOLUTION AUTHORIZING THE SUBMISSION OF AN IDNR OSLAD GRANT
IN THE AMOUNT OF \$393,920 AND OBLIGATING MATCHING FUNDS IN THE
AMOUNT OF \$196,960 FOR SUPERBLOCK IMPROVEMENTS**

WHEREAS, the City of Carbondale has been undertaking many efforts to improve the City's public park facilities; and,

WHEREAS, the City of Carbondale owns the land used for Superblock Park; and,

WHEREAS, the City desires that all park facilities and amenities be accessible to all members of the public; and,

WHEREAS, in order to provide a high quality of life and foster a sense of community as outlined in Vision 2030, funds from the Open Space Land Acquisition and Development (OSLAD) grant program, as administered by the Illinois Department of Natural Resources (IDNR) can provide the necessary funding to make improvements to Superblock Park, including sidewalks to the soccer fields, new dugout roofs, new scoreboards, and other related upgrades; and,

WHEREAS, the City of Carbondale is seeking \$196,960 of the total \$393,920, and will obligate the remaining \$196,960 as the required 50% match.

**NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE
CITY OF CARBONDALE, ILLINOIS AS FOLLOWS:**

SECTION 1. The City of Carbondale shall apply for a 2027 OSLAD grant, in the total project amount of \$393,920, for the Superblock Park Improvements Project under the guidelines of IDNR and shall enter into and agree to the understandings and assurances governing the application for, and receipt and utilization of the aforesaid grant funds.

SECTION 2. The City Manager is authorized to provide such additional information as may be required to accomplish the obtaining of a grant offer.

SECTION 3. The City of Carbondale shall and does hereby commit 50% local matching funds in the estimated amount of \$196,960, as required for the IDNR OSLAD grant for the Superblock Park Improvement Project.

SECTION 4. That this Resolution be spread at length upon the minute records of the City Council of the City of Carbondale, Illinois.

This Resolution adopted at a regular meeting of the City Council of Carbondale, Illinois on the 25th Day of August, 2026.

APPROVED: _____
Carolyn Harvey, Mayor

ATTEST: _____
Jennifer R. Sorrell, City Clerk



Agenda Item Details

Meeting: August 25, 2026 - City Council Meeting
Category: Consent Agenda
Subject: 2027 Calendar of City Council Meetings
Type: Action - Consent
Recommended Action: Adopt the 2027 calendar of City Council meetings
Goals: Goal 3: Demonstrate fiscal responsibility and transparency while providing high-quality City services.
Originating Department: City Clerk

Background: The Illinois Open Meetings Act (5 ILCS 120/2.02) requires that each public body give notice of the annual schedule of the regular meetings. Adopting the attached calendar does not preclude the City Council from holding special meetings, canceling, or rescheduling meetings with appropriate notice as required by the Open Meetings Act.

Additional Information:

Attachments:

1. 2027 City Council Meeting Calendar

Motion & Voting: Adopt the 2027 calendar of City Council meetings

Motion by None, seconded by None.

Final Resolution: Motion

Yea: None

Nay: None

2027 CALENDAR OF CARBONDALE CITY COUNCIL MEETINGS

All regular meetings will be held in the Carbondale Civic Center, 200 South Illinois Avenue, Carbondale, Illinois, beginning at 6:00 p.m. Changes to this Calendar will be made in accordance with the Carbondale Revised Code and the Illinois Open Meetings Act. A meeting of the Local Liquor Control Commission may precede or follow the City Council meeting.

January 12

June 22

January 26

July 13

February 9

August 10

~~February 23~~ (Primary)

August 24

March 9

September 14

March 23

September 28

April 13

October 12

April 27

October 26

May 11

November 9

May 25

December 14

June 8

(5 ILCS 120/2.07) Sec. 2.07. Meetings on election days; prohibited. (a) A public body may not hold or schedule a regular or special meeting on the day of a general primary election, a general election, a consolidated primary election, or a consolidated election, as defined in the Election Code. (b) A home rule unit may not hold or schedule meetings in a manner inconsistent with this Act. This Section is a denial and limitation of home rule powers and functions in accordance with subsection (i) of Section 6 of Article VII of the Illinois Constitution.



Agenda Item Details

Meeting:	August 25, 2026 - City Council Meeting
Category:	General Business
Subject:	An Ordinance Approving an Amendment to Section 4.10 of Title 15 of the Carbondale Revised Code Relating to Limited Use Off-Premises Signs in Specific Areas of the City
Type:	Action, Discussion
Recommended Action:	Adopt an Ordinance Amending Section 4.10 of Title 15 of the Carbondale Revised Code
Goals:	Goal 4: Encourage responsible and progressive economic development/tourism/arts and entertainment.
Originating Department:	Community Development

Background: Sonja Wilson, on behalf of BFC Companies, submitted a request for a text amendment to Section 4.10 of Title 15, which regulates signage within the City's zoning jurisdiction. The requested text amendment would allow for limited off-premise signage for businesses along the one-way couplets of East Walnut Street and East Main Street.

Off-premise signs are generally prohibited under the City's sign code, largely to regulate billboards and prevent visual clutter of signage that could create distractions for travelers. If approved, the text amendment would apply to businesses located along East Walnut Street and East Main Street between Washington Street and Lewis Lane, provided they have frontage along those right-of-ways.

A public hearing for the proposed text amendment was held on August 12, 2026. The Planning Commission, by a 7-yes, 0-no vote, recommended approval of the text amendment to Title 15 of the Carbondale Revised Code with modifications. These modifications include:

1. Increasing the square footage allowed to match the width of the existing freestanding sign, and capping the size of the sign at 16 square feet where no freestanding sign exists; and,
2. Allowing up to three off-premise signs on a property with a maximum of one per business.

The full sign code is included as Exhibit A.

Additional Information:

Attachments:

1. Ordinance Approving a Text Amendment to Title 15 Permitting Limited Off-Premise Signs, 2026-08-25
2. Staff Report PC 27-04 w Attachments
3. Exhibit A - Title 15 Section 4.10 TA

Motion & Voting: Adopt an Ordinance Amending Section 4.10 of Title 15 of the Carbondale Revised Code

Motion by None, seconded by None.

Final Resolution: Motion

Yea: None

Nay: None

CITY OF CARBONDALE, ILLINOIS

ORDINANCE NO. 2026- ____

AN ORDINANCE AMENDING TITLE 15, SECTIONS 15.4.10.3.A AND 15.4.10.9 OF THE CARBONDALE REVISED CODE, AND CREATING A NEW SUBSECTION M UNDER SECTION 15.4.10.9 OF THE CARBONDALE REVISED CODE TO ALLOW LIMITED OFF-PREMISE SIGNAGE FOR PROPERTIES ALONG SELECT ONE-WAY SECTIONS OF EAST WALNUT STREET AND EAST MAIN STREET

ADOPTED BY THE CITY COUNCIL

OF THE CITY OF CARBONDALE, ILLINOIS

THE 25th DAY OF AUGUST, 2026

Published in pamphlet form by authority of the City Council of the City of Carbondale, Jackson and Williamson Counties, Illinois, this 26th day of August, 2026

CERTIFICATE OF PUBLICATION

I, Jennifer R. Sorrell, the duly qualified City Clerk of the City of Carbondale, Illinois, and the official custodian of the records of said City, do hereby certify that this ordinance was published in pamphlet form by authority of the City Council on the 26th day of August, 2026.

Jennifer R. Sorrell, City Clerk

ORDINANCE NO. 2026-_____

AN ORDINANCE AMENDING TITLE 15, SECTIONS 15.4.10.3.A AND 15.4.10.9 OF THE CARBONDALE REVISED CODE, AND CREATING A NEW SUBSECTION M UNDER SECTION 15.4.10.9 OF THE CARBONDALE REVISED CODE TO ALLOW LIMITED OFF-PREMISE SIGNAGE FOR PROPERTIES ALONG SELECT ONE-WAY SECTIONS OF EAST WALNUT STREET AND EAST MAIN STREET

WHEREAS, the City of Carbondale, Illinois, is a home rule unit of local government under the Illinois Constitution, 1970, Article VII, Section 6; and,

WHEREAS, pursuant to Article VII, Section 6(a), of the Illinois Constitution, 1970, the City of Carbondale may exercise any power and perform any function pertaining to its government and affairs including, but not limited to, the power to regulate for the protection of public health, safety, morals and welfare; and,

WHEREAS, Sonja Wilson of BFC Companies, requested a text amendment to amend Section 4.10, the City's sign code, to allow for limited off-premise signage for businesses located along the one-way couplets of East Walnut Street and East Main Street; and,

WHEREAS, a notice of the hearing stating its purpose was published in the *Southern Illinoisan* on the 25th day of July, 2026, being at least (15) days prior to said hearing; and

WHEREAS, a hearing of the Planning Commission of the City of Carbondale was called at 6:00 p.m. on the 12th day of August, 2026, at City Council Chambers in said City to consider facts and evidence regarding this request; and,

WHEREAS, the Planning Commission conducted said hearing pursuant to the notice given, and to the laws of the State of Illinois; and,

WHEREAS, the Planning Commission made a recommendation, by a 7-yes, 0-no vote, being as follows: to approve PC 27-04, a text amendment to Section 15.4.10.3.A and to create a

new subsection, M, under Section 15.4.10.9 of Title 15 of the Carbondale Revised Code as shown in Exhibit A; and,

WHEREAS, the City Council of the City of Carbondale has considered the findings of fact filed by the Planning Commission, the record of the Commission's public hearing, and the provisions of the zoning ordinance, and based thereon, finds that it is in the best interests of the City of Carbondale, Illinois that the zoning ordinance be amended; and,

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF CARBONDALE AS FOLLOWS:

SECTION ONE. That the City Council deems it in the best interest of the citizens of Carbondale to amend Section 15.4.10.3.A and to create a new subsection, M, under Section 15.4.10.9 of Title 15 of the Carbondale Revised Code to allow limited off-premise signage for businesses along the one-way couplets of East Walnut Street and East Main Street between Washington Street and Lewis Lane, as provided in Exhibit “A”, attached hereto and incorporated by reference.

SECTION TWO. That the City Manager of the City of Carbondale is hereby authorized to and shall take any and all reasonable, necessary, and proper action to carry out the intent and purposes of this Ordinance.

SECTION THREE. That all ordinances and parts thereof in conflict herewith are expressly repealed and are of no other force and effect.

SECTION FOUR. That repeal of any ordinance by this Ordinance shall not affect any rights accrued or liability incurred under said repealed ordinance to the effective date hereof. The provisions of this Ordinance insofar as they are the same or substantially the same as those of any

prior ordinance, shall be construed as a continuation of said prior ordinances.

SECTION FIVE. That the City Council of the City of Carbondale finds that the subject matter of this Ordinance pertains to the government and affairs of the City of Carbondale and is passed pursuant to authorities granted it by State statutes and the Home Rule powers of the City of Carbondale pursuant to the provisions of Article VII, Section 6(a) of the Illinois Constitution.

SECTION SIX. That this Ordinance shall take effect upon its passage, approval, recording and publication in pamphlet form in accordance with law.

APPROVED: _____
Carolyn Harvey, Mayor

ATTEST: _____
Jennifer R. Sorrell, City Clerk

Exhibit A - Proposed Text Amendment to Title 15 (Proposed Additions in Red)

§15.4.10.3 - Prohibited Signs

The following signs are prohibited:

- A. Off-premises signs, **unless criteria are met under §4.10.9.M;**

§15.10.4.9.M - Off Premises Directional Sign – One-Way Roads

Off premises directional signs are permitted with a permit for commercial properties with frontage along the one-way segments of East Walnut Street and East Main Street between Lewis Lane and Washington Street, subject to the following restrictions:

1. No sign may be erected on, suspended over, or encroach upon the public right of way, except as provided for under Section 17-1-5 of the Carbondale Municipal Code (dealing with “encroachments”), or be located so as to obstruct the visual clearance needed for safe vehicle or pedestrian traffic.
2. Signs shall utilize existing freestanding signs where available and conform in size, shape, and form, and be consistent with the existing sign.
3. Signs must either have twenty feet (20') of setback from the street curb line (extended vertically), or have at least eight feet (8') of clearance between the base of the sign and the ground.
4. A maximum of three (3) off-premise signs shall be allowed, one (1) per business.
5. New signs shall not exceed four square feet (4 sq. ft) unless utilizing existing signs, in which case the sign shall not exceed sixteen square feet (16 sq. ft).
6. A notarized signature from the property owner allowing the off-premises sign to be installed on their property shall be provided.
7. Signs shall be limited to a corner parcel on the closest two-way street to the business.
8. If the business closes, the sign(s) shall be removed in accordance with §4.10.11.



Community Development

200 South Illinois Avenue

Carbondale, Illinois 62901

Telephone 618-457-3248

Fax 618-457-3289

www.explorecarbndale.com

M-E-M-O-R-A-N-D-U-M

TO: City of Carbondale Planning Commission

FROM: Karl Mueller, AICP, Planner/Downtown & Preservation Focus

RE: PC 27-04: Sonja Wilson of BFC Companies is requesting a text amendment from Section 4.10.9.L of Title 15 of the Carbondale Revised Code regulating off-premises directional signs to allow limited non-digital off-premise wayfinding signage where one-way roads limit visibility.

DATE: August 4, 2026

(Planning Commission Public Hearing on August 12, 2026, at 6:00 p.m.)

PART A. GENERAL INFORMATION

1. Applicant:

City of Carbondale
200 S Illinois Ave
Carbondale, IL 62901

2. Requested Action and Background:

Sonja Wilson of BFC Companies is requesting a text amendment from Section 4.10.9.L of Title 15 of the Carbondale Revised Code regulating off-premises directional signs to allow limited non-digital off-premise wayfinding signage where one-way roads limit visibility.

The Applicant is a representative of Wendy's located at 412 E Walnut St. According to the Applicant's Brief, the text amendment is needed because Wendy's is "uniquely impacted by its location between two one-way streets, East Main Street and East Walnut Street, with primary access provided via Graham Street. Due to this configuration, the restaurant is not visible to motorists traveling along East Main Street, a primary corridor. Additionally, there is no existing

signage that clearly directs drivers to the appropriate turn for site access. (See Exhibit A – Application).

This is a request staff have heard from multiple properties owners along and near the one-way couplets of East Walnut Street and East Main Street over the years. The primary concern that is brought up is that these businesses do not have the same level of visibility as businesses along two-way streets or roads, and that constraint hurts their business.

Off-premises signage is typically prohibited under the City’s sign code. This prohibition is largely to ban the use of billboards around town that would increase visual clutter, reduce community aesthetics, and increase confusion for people navigating the city.

The Applicant’s are requesting a limited-scope text amendment to allow off-premise signage that would allow them to install a sign with the company logo and a directional arrow to market Wendy’s location for westbound travelers along East Main Street.

PART B. ANALYSIS

Signs are regulated under Title 15 of the Carbondale Revised Code. The purposes of the sign ordinance are to:

- A. Preserve, protect and promote the public safety on City streets by limiting the unnecessary distraction of the motorist caused by signs.
- B. To protect the general public from damage and injury which may be caused by the faulty and uncontrolled construction and use of signs within the City.
- C. To create a fair and balanced system of sign regulations recognizing both the needs of the business community and the desires of the citizenry for a reduction of sign confusion.
- D. To preserve and protect the property values of the City’s residential neighborhoods by protecting these areas’ visual character from the blighting effects of uncontrolled signs.

As noted in the application, the purpose of the requested text amendment is to increase visibility of businesses located along one-way roads through directional signage. The Applicants want to install an off-premise directional wayfinding sign with company logo and arrow on the one-way couplet of East Main Street to increase visibility of their business to westbound travelers. Staff acknowledge that businesses located along one-way couplets have less visibility and access, which creates a disadvantage compared to businesses along two-way streets and roads. Anecdotally, the high number of vacant businesses along the corridor attest to the struggles one-way roads impose.

Under Title 15 of the CRC, an off premise sign is defined as “a sign not related in its subject matter to the premises on which it is located, or to products, accommodations, services, or activities on the premises. However, for the businesses which no longer exist, signs on the premises which would otherwise conform to the provisions of this ordinance shall not be constructed to be off premises signs. Off premises signs include signs erected by the outdoor advertising industry, such as billboards.”

Off-premise signage is mostly banned within city limits and the city's one-and-a-half-mile zoning jurisdiction. The City's existing sign code does have an exception for off-premises directional signage under Section 15.4.10.9.L of the Carbondale Revised Code. This section of code applies only in situations where an Illinois Department of Transportation project reduces or eliminates visibility for existing businesses and is intended to help mitigate the impact of construction activities. Because this section of code is to address a specific circumstance, it would not address the circumstances requested by the applicant.

Staff's primary concern in developing code for this text amendment is ensuring it provides the requested flexibility for businesses along select one-way roads while minimizing the chances of having a large increase in signage that could increase visual clutter and create additional distractions that the sign code is intended to prevent.

To address the request of the applicant while still complying with the purposes of the City's sign code, staff are proposing the following text amendments to Title 15:

1. Creating an exception to the off-premise sign prohibition under Section 15.4.10.3.A; and,
2. Creating a new subsection of code, M, under Section 4.10.9 entitled, "Off Premises Directional Sign – One Way Roads" that is comprised of the following regulations

The proposed code language is below in red.

Off premises directional signs are permitted with a permit for commercial properties with frontage along the one-way segments of East Walnut Street and East Main Street between Lewis Lane and Washington Street, subject to the following restrictions:

1. No sign may be erected on, suspended over, or encroach upon the public right of way, except as provided for under Section 17-1-5 of the Carbondale Municipal Code (dealing with "encroachments"), or be located so as to obstruct the visual clearance needed for safe vehicle or pedestrian traffic.
2. Signs shall utilize existing freestanding signs where available.
3. Signs must either have twenty feet (20') of setback from the street curb line (extended vertically), or have at least eight feet (8') of clearance between the base of the sign and the ground.
4. A maximum of one (1) sign shall be allowed.
5. Signs shall not exceed four square feet (4 sq. ft).
6. A notarized signature from the property owner allowing the off-premises sign to be installed on their property shall be provided.
7. Signs shall be limited to a corner parcel on the closest two-way street to the business.
8. If the business closes, the sign(s) shall be removed in accordance with §4.10.11.

The full sign code and how the proposed text amendment would fit within the code is attached as Exhibit B for reference.

Additional Analysis

For this text amendment, staff utilized existing sign code to the greatest extent feasible for consistency and ease of administration.

The proposed maximum of one sign at a maximum of four square feet on freestanding signs is intended to provide sufficient space for a company to provide their desired directional wayfinding while minimizing visual clutter and minimizing distractions to passing travelers. The proposed maximum of four square feet is derived from the dimensions for a one-way road sign for a conventional multi-lane road under the federal Manual on Uniform Traffic Control Devices (MUTCD), examples of which is provided at the end of the staff report. The square footage for a sign would not be pulled from the square footage for signs allotted on their property. Maintaining the setback and height requirements along with utilizing existing freestanding signs where feasible will help protect sight distances along the corridor.

Properties that would be eligible for a sign permit under these regulations are shown in Exhibit C and would apply for up to 112 parcels as of the writing of this staff report. This limited geographic area will help ensure that the number of new signs that can be installed under the provisions of this code are minimal. It also ensures that the broader off-premise sign prohibition is protected.

Staff did not consider other one-way couplets through town for a couple of reasons:

1. One-way sections of West Walnut Street and West Main Street west of University Avenue are primarily residential areas with small professional offices mixed in. As such, staff feels that applying the proposed code to this section would not be consistent with the purpose of the sign code and could further degrade quality of life in that area of town.
2. The one-way sections of Illinois and University Ave have major right-of-way constraints that would limit the effectiveness of the proposed regulations. This corridor also has generally lower vehicle speeds than other one-way couplets, which helps offset the loss of visibility.

Ideally, the visibility concern brought up by the Applicant's would be best addressed by removing one-way roads. However, as it is a state road, it is outside of the City's jurisdiction to make that decision. With that limitation in mind, it is staff's opinion that the proposed text amendment provides an acceptable compromise of providing additional flexibility for businesses whose visibility is constrained by a one-way road pair, while still protecting and achieving the broader goals of the City's sign code.

PART C. RECOMMENDATION

Staff recommend that Planning Commission review the proposed text amendment and determine whether it adequately provides relief for businesses along the one-way sections of East Walnut and East Main Streets or if additional code or revisions are needed.

Staff do not take a position whether the text amendment should be recommended for approval or denied.

Examples of One Way Signs Allowed Under the Manual on Uniform Traffic Control Devices



Table 2B-1. Regulatory Sign and Plaque Sizes (Sheet 3 of 6)

Sign or Plaque	Sign Designation	Section	Conventional Road		Expressway	Freeway	Minimum	Oversized
			Single Lane	Multi-Lane				
Slow Vehicles with XX or More Following Vehicles Must Use Turn-Out	R4-12	2B.42	42 x 24	42 x 24	—	—	—	72 x 42
Slow Vehicles Must Use Turn-Out Ahead	R4-13	2B.42	42 x 24	42 x 24	—	—	—	—
Slow Vehicles Must Turn Out	R4-14	2B.42	30 x 42	30 x 42	—	—	—	—
Keep Right Except to Pass	R4-16	2B.38	24 x 30	24 x 30	36 x 48	48 x 60	18 x 24	36 x 48
Do Not Drive on Shoulder	R4-17	2B.43	24 x 30	24 x 30	36 x 48	48 x 60	18 x 24	36 x 48
Do Not Pass on Shoulder	R4-18	2B.43	24 x 30	24 x 30	36 x 48	48 x 60	18 x 24	36 x 48
All Traffic	R4-20	2B.44	24 x 30	24 x 30	36 x 48	48 x 60	—	36 x 48
Right (Left) Turn Only	R4-21	2B.44	24 x 30	24 x 30	—	—	—	—
Do Not Enter	R5-1	2B.46	30 x 30	36 x 36	36 x 36	48 x 48	—	36 x 36
Wrong Way	R5-1a	2B.47	36 x 24	42 x 30	36 x 24	42 x 30	30 x 18	42 x 30
No Trucks	R5-2	2B.45	24 x 24	24 x 24	30 x 30	36 x 36	—	36 x 36
Except Local Deliveries (plaque)	R5-2aP	2B.45	24 x 12	24 x 12	30 x 15	36 x 18	—	36 x 18
No Thru Trucks	R5-2b	2B.45	24 x 30	24 x 30	30 x 36	36 x 48	—	36 x 48
No Motor Vehicles	R5-3	2B.45	24 x 24	24 x 24	—	—	24 x 24	—
No Commercial Vehicles	R5-4	2B.45	24 x 30	24 x 30	36 x 48	36 x 48	—	—
No Vehicles with Lugs	R5-5	2B.45	24 x 30	24 x 30	36 x 48	48 x 60	—	—
No Bicycles	R5-6	2B.45	24 x 24	24 x 24	30 x 30	36 x 36	24 x 24*	48 x 48
No Non-Motorized Traffic	R5-7	2B.45	30 x 24	30 x 24	42 x 24	48 x 30	—	42 x 24
No Motor-Driven Cycles	R5-8	2B.45	30 x 24	30 x 24	42 x 24	48 x 30	—	42 x 24
No Pedestrians, Bicycles, Motor-Driven Cycles	R5-10	2B.45	30 x 36	30 x 36	—	—	—	—
No Pedestrians, Bicycles, Motor-Driven Cycles On Freeway	R5-10a	2B.45	30 x 36	30 x 36	—	—	—	—
No Pedestrians or Bicycles	R5-10b	2B.45	30 x 18	30 x 18	—	—	—	—
No Pedestrians	R5-10c	2B.45	24 x 12	24 x 12	—	—	—	—
Authorized Vehicles Only	R5-11	2B.45	30 x 24	30 x 24	—	—	—	—
No Thru Traffic	R5-12	2B.45	24 x 30	24 x 30	—	—	—	30 x 36
One Way	R6-1	2B.49	36 x 12	48 x 18	48 x 18	48 x 18	—	72 x 24
One Way	R6-2	2B.49	24 x 30	30 x 36	36 x 48	48 x 60	18 x 24	36 x 48

Attachments:

Exhibit A- Application

Exhibit B- Proposed Text Amendments to Title 15 Sign Code

Exhibit C - Area of application for the proposed text amendment



FORM CENTER

[VIEW SITE](#)

MAIN

LEGACY FORMS

BACK

PRINT

SAVE CHANGES

CANCEL

[Form Center](#) ► [Development Services](#) ► [Zoning Text Amendment](#) ► Submission #21459

Zoning Text Amendment requires a public hearing before the Planning Commission, which makes findings of fact and a recommendation to the City Council. The City Council's decision is final unless an appeal is made through the courts. A notice must be placed in the local newspaper at least 15 days before the hearing, but not more than 30 days. In most cases, property owners within 250 feet of the subject property must be notified by certified mail at least 10 days but not more than 30 days prior to the hearing. For property located in the F and AG districts, property owners within 1,000 feet must be notified by certified mail, and for property in the LI, GI, and RR districts, property owners within 500 feet must be notified. The Planning Commission meets on the first and third Wednesday of each month. The Planning Commission usually makes its findings and recommendation on the night of the hearing. The item will be placed on the next available City Council agenda. The City Council regularly schedules meetings on the first and third Tuesdays of each month.

Application costs which are paid by the applicant include the following:

(i) \$25 application fee; (ii) Cost of the newspaper legal notice. The cost can vary from about \$20 to over \$100 depending on the length of the legal description; (iii) Cost of the certified mail

Applicants will be taken on a first come, first serve basis.

If you have any further questions, please do not hesitate to contact Development Management (618) 457-3248.

IDENTIFICATION OF PROPERTY

This is the property in which the applicant has an interest which will be affected by the text change.

Street Address

412 E Walnut Street

Present Zoning

Acres

Check yes if unsure of acres

☒ Yes

IDENTIFICATION OF APPLICANT

All applicants must have standing interest in property that will be directly affected by requested action.

Applicant's Name

Phone

Address (City, State, Zip)

Applicant's Name

Sonja Wilson- Director of Operations for the Business

Phone

Address (City, State, Zip)

If the applicant is a Land Trust or Partnership or if the subject property is owned or controlled by a Land Trust or Partnership list the name and interest of all Land Trust Beneficiaries or Partners and attach evidence that the person submitting the application on behalf of the Land Trust or Partnership is authorized to do so.

Trustee/Partner Name	Phone	Interest

Address (City, State, Zip)

Beneficiary/Partner Name	Phone	Interest

Address (City, State, Zip)

Address (City, State, Zip)

Beneficiary/Partner Name

Phone

Interest

Address (City, State, Zip)

Does the applicant have a proprietary interest in the land or land improvements?

- ☒ Yes
- ☐ No

(In the case of a Zoning Text Amendment, this means at least one parcel of land is subject to the next change.)

If yes, state interest and attach documentation.

Attach documentation

Choose File

No file chosen

If no, state what interest otherwise qualifies the applicant to apply

If the applicant is a corporation, attach evidence that the person submitting the application on behalf of the corporation is authorized to do so.

Attach evidence

Choose File

No file chosen

What section(s) of the City Code is proposed to be amended?

"This request proposes an amendment to the City of Carbondale Zoning Code provisions governing signage, specifically those regulating off-premise signs and directional/accessory signage, which currently do not permit a directional cameo sign associated with a separate property."

What is the nature of the proposed change?

"The proposed change would modify the City of Carbondale's sign regulations to allow a limited, non-digital directional (cameo) sign to be placed on an existing off-premise sign structure. The sign would include a business logo and directional arrow solely for wayfinding purposes, where unique site conditions limit visibility from adjacent roadways."

Attach the exact language suggested by the applicant to be added, deleted or changed in the City Code.

Attach language

Choose File

No file chosen

Provide below or attach a written statement which justifies the proposed change. The statement should also identify potential positive and negative impacts (if any) of the proposed change on the applicant's property, nearby properties, and the entire community if the application is approved or if it is denied.

Attach written statement

Choose File

No file chosen

directional (cameo) sign on an existing off-premise sign structure to improve visibility and safe access to the Wendy's property located at 412 E Walnut Street / 501 E Main Street in Carbondale, Illinois.

Justification for Proposed Change

The subject property is uniquely impacted by its location between two one-way streets, East Main Street and East Walnut Street, with primary access provided via Graham Street. Due to this configuration, the restaurant is not visible to motorists traveling along East Main Street, a primary corridor. Additionally, there is no existing signage that clearly directs drivers to the appropriate turn for site access.

The requested amendment is limited in scope and intent. The sign would be modest in size, and used strictly for directional purposes

Electronic Signature Agreement*

By checking the "I agree" box below, you agree and acknowledge that 1) your application will not be signed in the sense of a traditional paper document, 2) by signing in this alternate manner, you authorize your electronic signature to be valid and binding upon you to the same force and effect as a handwritten signature, and 3) you may still be required to provide a traditional signature at a later date.

☒ I agree.

Electronic Signature *

Sonja Wilson

Date *

4/27/2026

Email *

[REDACTED]

Name

[REDACTED]

Zoning Text Amendment

[REDACTED]

Please choose how you would prefer to receive the secure link⁺

- ☒ Text
- ☐ Email

*

Email

*

Date App Received

Case Number

Fees Received

Property Parcel Number

Exhibit B - Proposed Text Amendments to Title 15 Sign Code

§4.10. SIGNS

§4.10.1. Applicability

- A. This section, which regulates signs, shall extend to all real property located within the corporate city limits of Carbondale, Illinois and within one and one-half miles thereof as shown on the official Zoning Map.
- B. Any sign permitted by this §4.10 for any purpose may bear a noncommercial message, regardless of the fact that the sign may be identified by a name that suggests a specific message; for example, a sign conforming to the requirements for a “real estate sign” may also or alternatively bear a noncommercial message.

§4.10.2. Statement of Purpose

These sign regulations are adopted for the following purposes:

- A.** To preserve, protect and promote the public safety on City streets by limiting the unnecessary distraction of the motorist caused by signs.
- B.** To protect the general public from damage and injury which may be caused by the faulty and uncontrolled construction and use of signs within the City.
- C.** To create a fair and balanced system of sign regulations recognizing both the needs of the business community and the desires of the citizenry for a reduction of sign confusion.
- D.** To preserve and protect the property values of the City's residential neighborhoods by protecting these areas' visual character from the blighting effects of uncontrolled signs.

§4.10.3. Prohibited Signs

The following signs are prohibited:

- A.** Off-premises signs, unless criteria are met under §4.10.9.M;
- B.** Pennants, propellers, paddle wheels, streamers, spinners, or other attraction devices designed to be set in motion by the wind or motorized, except as permitted in §4.10.9, Special Signs Permitted;
- C.** Festoon lights;
- D.** Moving signs except as permitted by §4.10.6, Nonresidential Regulations;
- E.** Flashing signs, except as allowed in Non-Residential Districts, by §4.10.6.H and §4.10.7.L.
- F.** Signs with bare bulb illumination exceeding the equivalent amount of lumens emitted by a 25 watt incandescent bulb.
- G.** Temporary signs, except as allowed by §4.10.8; and
- H.** Portable signs except as permitted in §4.10.9, "Special Signs Permitted."
- I.** Any sign attached to, or placed on, a vehicle or trailer parked on public or private property, except for signs meeting the following conditions:
 - 1.** The primary purpose of such vehicle or trailer is not the display of signs
 - 2.** Signs painted on or magnetically affixed to vehicles that do not contain changeable letters or copy; and signs otherwise attached to vehicles that do not contain changeable letters or changeable copy.
 - 3.** The vehicle or trailer is in operating condition, currently registered and licensed to operate on public streets, and actively used or available for use in the daily function of the business.

§4.10.4. Illumination

All signs except those for one-, two-, three-, and four-unit dwellings and for home occupations may be illuminated provided that the illuminations conforms to the following restrictions:

- A.** The light source, including the interior of a building shall be so shaded, shielded, or directed so that the light intensity or brightness shall not adversely affect surrounding or facing premises.

- B. The light shall not adversely affect the safe vision of operators of vehicles.
- C. Light shall not shine on or into neighboring residential structures.

§4.10.5. Residential Regulations

This section regulates all signs erected in all areas within the city zoned RR, R-1, R-1-D, R-2, R-3, RMH, PUD, NB, PA, and PAR.

A. Location Of Signs

Signs may be erected on private property subject to the following restrictions:

1. Permanent freestanding signs are not permitted for one, two, three, and four unit dwellings.
2. Signs for home occupations and vacation rental units must be architectural signs.
3. All freestanding signs must either have twenty feet (20') of setback from the street curb line (extended vertically), or have at least eight feet (8') of clearance between the base of the sign and the ground.
4. No part of any freestanding or building sign may be erected so as to suspend over or otherwise encroach upon any public right of way.
5. No sign may be erected on the roof of any structure, or be erected on the building facade so that any portion of the sign exceeds the height of the facade.
6. See §4.10.8 for temporary signs allowed and §4.10.9 for special signs, some of which are allowed in residential districts under specified circumstances.

B. Height of Signs

1. For fraternities and sororities - a freestanding sign may be erected to the height of six feet (6') above the ground.
2. Freestanding signs for residential uses containing five or more dwelling units and all other uses may be erected to the height of twelve feet (12') above the ground.
3. Architectural signs may be erected to a maximum height of twelve feet (12') from the ground or the maximum height of the building façade to which they are attached, whichever is greater.

C. Sign Area

1. For lawful home occupations and vacation rental units - two square feet (2ft²).
2. For schools, government buildings, churches and public auditoriums - fifty square feet (50ft²).
3. For multi-unit dwelling developments and mobile home parks - one square foot (1ft²) of sign area for each individual dwelling unit (such sign need not be smaller than 12 square feet (12ft²) and any one sign shall not exceed fifty square feet (50ft²).
4. For one, two, three or four unit dwellings- one square foot (1ft²) of sign area for each individual dwelling unit. Such signs shall only contain the name and/or address of the structure. These signs shall contain no leasing or advertising information.
5. For bed and breakfast establishments and inns - 12 square feet (12ft²).

6. For fraternities and sororities - fifty square feet (50ft²).
7. For home museum - 12 square feet (12ft²).
8. Other uses not listed above - one square foot (1ft²) of sign area for each lineal foot of building frontage, not to exceed one hundred fifty square feet (150ft²).

D. Animated Signs

Signs in these zones may not move or be animated in any manner.

E. Number of Signs

1. Freestanding signs when permitted - one per street frontage except as sited below.
2. In the circumstance where the street frontage for a business on a street exceeds three hundred linear feet (300'), a second freestanding sign may be erected on that street frontage provided that the surface area for the signs complies with the requirements of subsection C of this section and provided further that the two (2) signs are placed at least fifty feet (50') apart. If the business is located on a corner lot or a through lot and has a combined street frontage exceeding three hundred linear feet (300'), a second freestanding sign may only be erected on the second frontage pursuant to this provision.
3. Architectural signs - there is no limit on the number of architectural signs within the provisions for sign area, see subsection C of this section.

§4.10.6. Nonresidential Regulations

This section regulates all signs erected in all areas within the City zoned BPL, SB, BWA, AG, LI,GI, or PAD.

A. Location of Signs

Signs may be erected on private property subject to the following restrictions:

1. All freestanding signs must either have twenty feet (20') of setback from the street curb line (extended vertically), or have at least eight feet (8') of clearance between the base of the sign and the ground;
2. No part of any freestanding or architectural sign may be erected on, or so as to suspend over, or otherwise encroach upon, any public right of way;
3. No freestanding sign may be erected closer than three feet (3') to any street or alley curb line (projected vertically);
4. No architectural sign may project more than six feet (6') from any building façade except as provided below:
 - (a) Signs painted or mounted flush on a canopy or awning which is located entirely on private property shall not be subject to the six foot (6') maximum projection restriction.
 - (b) Signs on a canopy or awning which is located entirely on private property, other than painted or flush- mounted signs, shall be mounted parallel to the building façade and shall not project more than six feet (6') from the building facade or one foot (1') from the outer edge of the awning or canopy on which it is mounted, whichever is greater.

B. Height of Signs

1. Freestanding signs may be erected to a maximum height of thirty-two feet (32') from the ground.
2. Signs for contract construction services as a special use shall only be erected to a height of six feet (6').

C. Sign Area

1. Freestanding signs with one or two sides are permitted a maximum sign area not to exceed one hundred-fifty square feet (150ft²) per side;
2. Freestanding signs with three or more sides are permitted a maximum sign area not to exceed one hundred square feet per side (100ft²);
3. Both freestanding and architectural signs for contract construction services as a special use shall be limited to fifty square feet (50ft²) each; and
4. Architectural signs may be erected on the building within the following restrictions as determined below:

(a) Architectural Sign Schedule

Architectural Sign Schedule			
Gross Floor Area of Individual Store (Sq. Ft.)	Base Floor Area	Base Sign Area	Rate of Additional Sign Area Per 100 Sq. Ft. Additional Floor Area
0 - 1,000	0	Need not be less than 50 square feet of sign area for businesses less than 1,000 square feet	
1,001 - 2,500	1,000	50	1.66
2,501 - 5,000	2,500	75	2.0
5,001 - 15,000	5,000	125	1.0
15,001 - 30,000	15,000	225	0.5
30,001 and larger	30,000	300	0.25

(b) Additional Increase

The total sign area allowed may be increased according to the following rate: two percent (2%) for each ten feet (10') of distance between the centerline of the nearest street surface to nearest point of the building to which the sign will be attached.

D. Illumination

Signs may be illuminated provided that it conforms to the following restrictions:

1. The light source, including the interior of a building shall be so shaded, shielded, or directed so that the light intensity or brightness shall not adversely affect surrounding or facing premises.
2. The light shall not adversely affect the safe vision of operators of vehicles.
3. Light shall not shine on or into neighboring residential structures.

E. Animated Signs

Animated signs are permitted but are subject to the following provisions:

1. Electronic Message Board

- (a)** Electronic message boards shall not make up more than 50% of the actual sign surface. In no case shall an electronic message board exceed seventy-five square feet (75ft²).
- (b)** Electronic message boards shall be limited to the display of messages which take no more than two seconds to complete. A minimum of six seconds shall be required between the changing of messages. Animation shall be limited to those incorporated into the changing of a message, but shall not restrict the use of images in the background of a message. (e.g. clouds moving, flames burning, running water, etc.) No flashing, blinking, or pulsating of lights shall be allowed. Electronic message boards must be equipped to freeze in one position or discontinue the display in the event that a malfunction occurs.

2. Mechanically Animated

The movement of a sign is limited to an action which takes no less than six seconds to complete. This shall apply to a rotating, waving, or similar motion that a sign may incorporate.

F. Number of Signs

- 1.** One freestanding sign per frontage located only on that street frontage except as provided below.
- 2.** In the circumstance where the street frontage for a business on a street exceeds three hundred linear feet (300'), a second freestanding sign may be erected on that street frontage provided that the surface area for the signs complies with the requirements of subsection C of this section and provided further that the two (2) signs are placed at least fifty feet (50') apart. If the business is located on a corner lot or a through lot and has a combined street frontage exceeding three hundred linear feet (300'), a second freestanding sign may only be erected on the second frontage pursuant to this provision.
- 3.** There are is no limit on the number of architectural signs provided that the total square footage of all signs does not exceed the maximum square footage allowed.

G. Businesses Permitted Signs

- 1.** All businesses are permitted architectural signs.
- 2.** The following establishments are permitted freestanding signs:
 - (a)** Individual establishments in individual buildings.
 - (b)** Business and noncommercial establishments and shopping centers.
 - (c)** Satellite establishments within a shopping center.
 - (d)** Movie theaters, auditoriums, and other places of public assembly, in shopping centers and business developments in accordance with §4.10.6.F.

H. Flashing Signs

A flashing sign may be permitted provided it conforms to the following restrictions:

1. A minimum of two seconds shall be required between flashes.
2. Flashing lights must not exceed the equivalent amount of lumens emitted by a 25-watt incandescent bulb.

§4.10.7. Downtown Sign Regulations

Downtown signage should be integral to a building's design rather than applied after the fact. As such, all signage should incorporate complementary materials, colors, and details. The use of banners as permanently mounted signage is prohibited. This section regulates all signs erected in all areas zoned BPR.

A. Location of Signs

Freestanding monument signs may be erected on private property subject to the following restrictions:

1. All freestanding monument signs must either have fifteen feet (15') of setback from the street curb line (extended vertically).
2. No part of any freestanding monument sign may be erected so as to suspend over or otherwise encroach upon any public right of way.
3. No sign may be erected on the roof of any structure, or be erected on the building façade so that any portion of the sign exceeds the height of the façade.
4. Any architectural sign that projects or suspends over any sidewalk, public or private, or any public right-of-way shall have at least eight feet (8') of clearance between the base of the sign and the ground or sidewalk. The owner of any sign suspended over public right-of-way agrees to indemnify and hold the city harmless from any liability which may arise by reason of the sign being projected or suspended over the public rights-of-way. The owner shall submit an insurance certificate listing the City as additionally insured prior to the issuance of a sign permit.

B. Height of Signs

1. Freestanding monument signs may be erected to the maximum height of eight feet (8') above the ground.

C. Sign Area

1. Freestanding monument signs with one or two sides are permitted a maximum sign area not to exceed fifty square feet (50ft²) per side.
2. Architectural signs are limited to one and one quarter square feet (1.25ft²) of sign area for each lineal foot of building frontage or fifty square feet (50ft²), whichever is larger.

D. Illumination

All signs may be illuminated provided that it conforms to the following restrictions:

1. The light source, including the interior of a building shall be so shaded, shielded, or directed so that the light intensity or brightness shall not adversely affect surrounding or facing premises.
2. The light shall not adversely affect the safe vision of operators of vehicles.
3. Light shall not shine on or into neighboring residential structures.

4. The illumination may not flash in any manner.

E. Architectural Signs

Architectural signage that utilizes channel lettering and/or raceways, solid or laser cut metal, etc. are examples of approved sign materials.

F. Projecting Signs

One projecting sign is permitted per storefront and shall be construed as contributing to the building's total allotted square footage of architectural signage. Projecting signs are permitted to project a maximum of four feet (4') from the surface of any structure and must maintain a minimum of eight feet (8') of clearance between the lowest extent of the sign and the ground or sidewalk. The owner of any sign suspended over public right-of-way agrees to indemnify and hold the city harmless from any liability which may arise by reason of the sign being projected or suspended over the public rights-of-way. The owner shall submit an insurance certificate listing the City as additionally insured prior to the issuance of a sign permit.

G. Architectural Signs

1. A maximum of 25% of the surface of any awning or canopy may be utilized for permanently affixed copy. Any background colors, graphic striping, color banding or patterns shall not be considered as contributing to the sign area. Furthermore, this allotment shall not be construed to contribute to the total amount of architectural signage permitted for any structure in the BPR District
2. Under canopy signs are permitted and will be considered as contributing to the total square footage of architectural signage that is permitted. Under canopy signs must maintain at least eight feet (8') of clearance between the lowest extent of the sign and the ground or sidewalk. The owner of any sign suspended over public right-of-way agrees to indemnify and hold the city harmless from any liability which may arise by reason of the sign being projected or suspended over the public rights-of-way. The owner shall submit an insurance certificate listing the City as additionally insured prior to the issuance of a sign permit.

H. Animated Signs

Animated signs are permitted but are subject to the following provisions:

1. Electronic Message Board

- (a) Electronic message boards shall not make up more than 30% of the actual sign surface. In no case shall an electronic message board exceed twenty-four square feet (24ft²).
- (b) Electronic message boards shall be limited to the display of messages which take no more than two seconds to complete. A minimum of six seconds shall be required between the changing of messages. Animation shall be limited to those incorporated into the changing of a message, but shall not restrict the use of images in the background of a message. (e.g. clouds moving, flames burning, running water, etc.) No flashing, blinking, or pulsating of lights shall be allowed. Electronic message boards must be equipped to freeze in one position or discontinue the display in the event that a malfunction occurs.

2. Mechanically Animated

The movement of a sign is limited to an action which takes no less than six seconds to complete. This shall apply to a rotating, waving, or similar motion that a sign may incorporate.

I. Number of Signs

1. Freestanding monument signs when permitted - one per street frontage except as sited below.
2. In the circumstance where the street frontage for a business on a street exceeds three hundred linear feet (300'), a second freestanding monument sign may be erected on that street frontage provided that the surface area for the signs complies with the requirements of subsection C of this section and provided further that the two (2) signs are placed at least fifty feet (50') apart. If the business is located on a corner lot or a through lot and has a combined street frontage exceeding three hundred linear feet (300'), a second freestanding sign may only be erected on the second frontage pursuant to this provision.
3. There are is no limit on the number of architectural signs provided that the total square footage of all signs does not exceed the maximum square footage allowed.

J. Special Signs Permitted in the BPR District

A-Frame signs are permitted in the BPR district with the issuance of an annual sign permit subject to the following provisions:

1. Signs may not exceed six square feet (6ft²) per side and shall not exceed three feet (3') in height and two feet (2') in width. (Two sided only)
2. Signs must be located within fifteen feet (15') from the front entrance.
3. No sign shall impede the normal and orderly flow of pedestrian traffic, and shall not obstruct any accessible route; for purposes of this section, the sign should be located so that there is a clear passage of at least three and one-half feet between the sign and any building, post or obstruction in the sidewalk.
4. Signs shall be removed each day at the close of business.
5. For any sign located on the right-of-way, the owner shall submit an insurance certificate listing the City as additionally insured prior to the issuance of a sign permit.

K. Temporary Signs Permitted in the BPR District

1. Temporary Commercial Banners are permitted to advertise goods or services for economic gain:
 - (a) Temporary banners shall be limited to thirty-two square feet (32ft²).
 - (b) Each individual business will be allowed to display a temporary banner, mounted to the building, for a period not to exceed thirty (30) consecutive days. Each business is allowed a total of ninety (90) calendar days to display temporary banners. A new permit shall be issued each time the temporary banner is to be displayed, unless authorized under the original permit.
 - (c) Commercial signs prohibited: Includes signs that are carried, waived or otherwise displayed by persons either on public rights-of-way or in a manner

visible from public rights-of-way. This provision is directed toward such displays intended to draw attention for a commercial purpose, and is not intended to limit the display of banners, flags or other signage by persons participating in demonstrations, political rallies, and similar events.

(d) No temporary banner may be illuminated.

2. Temporary Non-Commercial Signs:

(a) Temporary signs shall be limited to thirty-two square feet (32ft²).

(b) Each individual 501(c) not-for-profit organization will be allowed to display a temporary sign for a period not to exceed thirty (30) consecutive days. Each organization is allowed a total of sixty (60) calendar days to display temporary signs. A new permit shall be issued each time the temporary sign is to be displayed. Permit fees may be waived with the approval of the administrative official.

(c) Temporary signs need not be located on the site for which the event is to take place.

3. Removal of Temporary Signs

If a temporary sign relates to an event, such sign shall be removed within five days after the conclusion of the event.

L. Flashing Signs

A flashing sign may be permitted provided it conforms to the following restrictions:

1. A minimum of two seconds shall be required between flashes.
2. Flashing lights must not exceed the equivalent amount of lumens emitted by a 25-watt incandescent bulb.

§4.10.8. Temporary Signs Permitted (except in the BPR District)

In addition to the signs permitted in each district as established in §4.10.5, §4.10.6, and §4.10.7, the following signs are also permitted subject to the conditions established in this Section.

A. General Provisions for all Temporary Signs

1. No sign may be erected on, suspended over, or encroach upon the public right of way, except as provided for under Section 17-1-5 of the Carbondale Municipal Code (dealing with "encroachments"), or be located so as to obstruct the visual clearance needed for safe vehicle or pedestrian traffic.
2. No sign may be attached to utility poles, trees on private property, trees on public right of way, street light poles, street or traffic sign nor fire hydrants.
3. No temporary sign shall be erected within twenty feet (20') of the curb line of any adjoining street surface except those located in the BPR District in which case the temporary sign shall be flush-mounted to the building. No sign shall be erected so as to obstruct the visual clearance needed for safe vehicular and pedestrian traffic.
4. If the sign is not communicating a message which is temporary in nature, it shall be required to meet the requirements of §4.10.5, §4.10.6, and §4.10.7 of this Article, Permanent Signs.

5. Temporary signs shall be regulated subject to the following:

(a) Temporary Commercial Signs

To advertise goods or services for economic gain

- (1)** Temporary signs shall be limited to thirty-two square feet (32ft²).
- (2)** Each individual business will be allowed to display a temporary sign for a period not to exceed thirty (30) consecutive days. Each business is allowed a total of one hundred (100) calendar days to display temporary signs. A new permit shall be issued each time the temporary sign is to be displayed, unless authorized under the original permit.
- (3)** Maximum Height: Six feet (6'), if freestanding.
- (4)** Commercial signs prohibited: Includes signs that are carried, waived or otherwise displayed by persons either on public rights-of-way or in a manner visible from public rights-of-way. This provision is directed toward such displays intended to draw attention for a commercial purpose, and is not intended to limit the display of banners, flags or other signage by persons participating in demonstrations, political rallies, and similar events.
- (5)** Pennants and streamers may be displayed for a maximum of one hundred and fifty (150) days per calendar year with a limit of thirty (30) consecutive days per event.
- (6)** No temporary sign may be illuminated.
- (7)** Banners suspended from a building, with a total square footage of 50ft² are permitted for periods up to thirty (30) consecutive days per event, with no limit on the number of events.

(b) Temporary Non-Commercial Signs

- (1)** Temporary signs shall be limited to thirty-two square feet (32ft²).
- (2)** Each individual 501(c) not-for-profit organization will be allowed to display a temporary sign for a period not to exceed thirty (30) consecutive days. Each organization is allowed a total of (60) calendar days to display temporary signs. A new permit shall be issued each time the temporary sign is to be displayed. Permit fees may be waived with the approval of the administrative official.
- (3)** Temporary signs need not be located on the site for which the event is to take place.

B. Removal of Temporary Signs

If a temporary sign relates to an event, such sign shall be removed within five days after the conclusion of the event.

§4.10.9. Special Signs Permitted

In addition to the signs permitted in each district as established in §4.10.5 and §4.10.6, the following signs are also permitted subject to the conditions established in this Section. Heights of

signs permitted in this Section shall not exceed the permitted sign height for the district where the sign is to be erected unless otherwise specified by this Section.

A. General Provisions for all Special Signs

1. No sign may be erected on, suspended over, or encroach upon the public right of way, except as provided for under Title 17, Chapter 1 of this Code, or be located so as to obstruct the visual clearance needed for safe vehicle or pedestrian traffic.
2. No sign may be attached to utility poles, trees on private property, trees on public right of way, street light poles, street or traffic sign nor fire hydrants.
3. No sign shall be erected so as to obstruct the visual clearance needed for safe vehicular and pedestrian traffic.

B. Real Estate Signs

Real estate signs advertising property or buildings for sale, rent, or lease are permitted for the period of time while the property is available for sale, rent or lease and for no more than fourteen (14) days after the sale, rental, or leasing of said property or building. The size and number applies to both freestanding and architectural signs/banners. All real estate signs shall be subject to the following provisions:

1. Commercial property located in a commercial zoning district:
 - (a) One sign per lot frontage. If frontage exceeds 300 feet (300') a second sign may be erected.
 - (b) A maximum of thirty two square feet (32ft²) of sign surface area per side, two (2) sides permitted.
 - (c) The sign, if freestanding, shall not obstruct the visual clearance needed for safe vehicular and pedestrian traffic.
2. Property located in a residential zoning district:
 - (a) One sign per lot frontage. If frontage exceeds three hundred feet (300') a second sign may be erected.
 - (b) Maximum of twelve square feet (12ft²) of sign surface area per side, two (2) sides permitted.
 - (c) The sign, if freestanding, shall not obstruct the visual clearance needed for safe vehicular and pedestrian traffic.

C. Temporary Construction Signs for Buildings or Projects

Signs stating the nature and name of the building or project, the names of contractors, architects, engineers, or officials, financial information, or any information required by law, are permitted in various districts subject to the following provisions:

1. Any such temporary signs required by a government for a project shall be permitted.
2. One sign per frontage.
3. In commercial districts a maximum of thirty-two square feet (32ft²) per side, two (2) sides permitted (except where governmental standards require a larger sign in which case such sign shall be permitted).

4. In a residential district a maximum of six square feet (6ft²) per side, two (2) sides permitted.
5. Signs may be erected no more than thirty days prior to the actual start of construction or project and shall be removed when the construction is completed. Only those projects that have obtained a building permit may display a construction sign.

D. Signs Designating Historic Areas or Buildings

Signs denoting historic buildings or areas may be erected subject to the following provisions:

1. Freestanding signs designating historic sites, areas, or districts shall be no larger than twelve square feet (12ft²).
2. Signs designating historic buildings shall be mounted on the building so designated and may be subject to review by the Certificate of Appropriateness Committee.

E. Minor Directional Signs

Signs for and located within shopping centers, business developments, or individual business establishments and their parking areas which guide automobile and pedestrian traffic within the parking lot. Such signs shall:

1. Have maximum height of eight feet (8').
2. Have a maximum surface area of ten square feet (10ft²) per side, two (2) sides permitted.
3. Be located so as not to obstruct the vision of pedestrians or motorists.
4. Bear no advertising matter, except for the name of the establishment.
5. Be permanently affixed to the ground or any permanent building or structure.
6. Be located on the premises of the establishment, shopping center or business development.
7. No sign other than those indicating entrance/exit shall be located with 20' of the right-of-way line.

F. Political Signs

Political signs are permitted in all areas of the City subject to the following provisions:

1. In a residential district no sign shall be larger than six square feet (6ft²) per side, two (2) sides permitted.
2. In commercial districts no sign shall be larger than thirty-two square feet per side (32ft²), two (2) sides permitted.
3. Signs must not be on the public right of way or be located so as to obstruct the visual clearance needed for safe vehicle and pedestrian traffic.
4. No political sign may be attached to utility poles, trees on public right of way, street light poles, street or traffic sign nor fire hydrants.

G. Temporary Yard Sale Signs

Temporary yard sale signs may be erected subject to the following provisions:

1. Maximum Exposure Time: All such signs shall be erected no more than twenty four (24) hours prior to or remain in place no more than twelve (12) hours after the yard or garage sale takes place.
2. No yard sale sign may be erected on or attached to utility poles, trees, on public right of way, street light poles, street or traffic signs, or fire hydrants nor be located on the public right of way.

H. Window Promotional Signs

Window promotional signs are permitted for periods of up to sixty (60) consecutive days in the following districts: AG, PA, BPR, SB, BPL, BWA, NB, PUD, LI, and GI.

I. Subdivision Entrance or Identification Signs

Each individual subdivision may have entrance or identification signs subject to the following provisions:

1. Entrance or identification signs shall only identify the name of the subdivision.
2. One pair may be erected per entrance, into the subdivisions, but in no case shall two (2) such pairs for the same subdivision be located closer than one thousand feet (1,000') apart.
3. No single sign shall be larger than twenty-four square feet (24ft²).per side and shall be limited to a maximum height of six feet (6').
4. Location of all entrance or identification signs shall be subject to the approval of the administrative official.

J. Directory Signs

Directory signs are permitted for multi-unit dwelling developments and mobile home parks containing more than five (5) structures or five (5) mobile homes in all districts subject to the following provisions:

1. Only one sign is permitted with a maximum of sixteen square feet (16ft²).
2. The sign may be freestanding or architectural.
3. The sign may be illuminated.

K. Office Park and Industrial Park Identification Signs

Each office park or industrial park may have identification signs subject to the following:

1. One sign shall be allowed for each office/industrial park entrance and shall be used only to identify the name and location of the office/industrial park and/or used as a directory of businesses in the office/industrial park.
2. No single identification sign shall be larger than sixty four square feet (64ft²) per side nor shall exceed a height of twelve feet (12'). All such signs shall be located in a manner that does not impede the vision of drivers to other vehicles and pedestrian traffic. The location of such signs shall be subject to the approval of the administrative official.

L. Off Premises Directional Sign

Off premises directional signs for business districts adversely impacted by highway construction or permanent rerouting of state or federal highways are permitted subject to the following provisions:

1. Height: Have a maximum height of fifteen feet (15').
2. Size: Have a basic maximum of eighty square feet (80ft²) per side which may be increased to a final maximum of one hundred twenty square feet (120ft²) per side according to the following rate: five square feet (5ft²) per side for each ten feet (10') the sign is set back from the centerline of the nearest street surface.
3. Number: A maximum of two (2) off premises directional signs per affected business district are permitted. The signs shall be available to all affected businesses in the business district.
4. Design: The signs shall be designed in accordance with the "Illinois Manual of Uniform Traffic Control Devices" and shall have a green or blue background with white letters. The lettering shall have a maximum height of ten inches (10"). The signs shall be installed so as not to obstruct the vision of motorists or pedestrians.
5. Advertising: The signs shall bear no advertising matter, except for the name of the business district, the names of the businesses and directional information.
6. Named Businesses: The businesses named on the directional sign shall be limited to those located in the SB, BPL, BWA, and BPR zoning districts or: a) be existing businesses situated in the city limits and b) be members of the business association responsible for the construction and maintenance of the off premises directional signs. Only one such association shall be eligible per highway rerouting.
7. Eligibility For Permanent Signage: The only business districts eligible for permanent off premises directional signage are those business districts affected by a permanent state or federal highway rerouting such that the properties are no longer directly accessible from the state or federal highway on which the properties formerly had frontage. Properties affected by a one-way highway coupling that still have access to at least one traffic direction of the highway are not eligible for an off premises directional sign under this §4.9.9.K.
8. Approval to Erect: Any sign erected on private property must have the written approval of the property owner. If the sign is to be erected on public right of way, it shall have the formal approval of the controlling government agency. If the sign is to be located on city of Carbondale right of way it must have an approved encroachment permit.
9. Costs: The business district requesting the off premises directional sign shall be responsible for all costs related to leases, construction and maintenance of the sign.
10. Removal: Signs erected in conjunction with a road construction project that does not result in a permanent state or federal highway rerouting described in subsection 7 of this section shall be removed upon completion of the road construction project.

M. Off Premises Directional Sign - One-Way Roads

Off premises directional signs are permitted with a permit for commercial properties with frontage along the one-way segments of East Walnut Street and East Main Street between Lewis Lane and Washington Street, subject to the following restrictions:

1. No sign may be erected on, suspended over, or encroach upon the public right of way, except as provided for under Section 17-1-5 of the Carbondale Municipal Code (dealing

with “encroachments”), or be located so as to obstruct the visual clearance needed for safe vehicle or pedestrian traffic.

2. Signs shall utilize existing freestanding signs where available.
3. Signs must either have twenty feet (20') of setback from the street curb line (extended vertically), or have at least eight feet (8') of clearance between the base of the sign and the ground.
4. A maximum of one (1) sign shall be allowed.
5. Signs shall not exceed four square feet (4 sq. ft).
6. A notarized signature from the property owner allowing the off-premises sign to be installed on their property shall be provided.
7. Signs shall be limited to a corner parcel on the closest two-way street to the business.
8. If the business closes, the sign(s) shall be removed in accordance with §4.10.11.

§4.10.10.

A. Inflatable Signs

Each business located in a nonresidential district, excluding the BPR, Primary Business, district, may display Inflatable signs with the issuance of a sign permit and subject to the following:

1. Number: One inflatable sign shall be allowed per parcel.
2. Height: Signs shall not exceed 25' in height or the height of the nearest building, whichever is less.
3. Location: Signs shall be located entirely on private property, shall not suspend over public right-of-way, and shall be located at least 20' from the curbline.
4. Mounting: Signs shall be mounted securely to the ground. Signs shall not be mounted on truck beds, trailers, rooftops, etc.
5. Display period: Signs shall be displayed for no more than two, consecutive 48 hour periods or one, consecutive 96 hour period per month.

B. Murals

Murals are permitted in all districts and are not regulated based on content. Murals may cover the entire façade of the building, fence, or other surface on which they are painted, and do not count towards allotted square footage for architectural signs.

§4.10.11. Nonconforming Signs and Removal

- A.** A nonconforming sign is a lawfully existing sign which fails to comply with all applicable sign regulations, such as the location of the sign, height of the sign or sign area. A nonconforming sign can remain in use, if maintained in accordance with the definition of "maintenance" contained in Article 11.
- B.** If a nonconforming sign is proposed to be altered in any fashion that would require the issuance of a new permit as determined in §6.5.1, or if the nonconforming sign advertises a business no longer being conducted or a product no longer sold on the premises, the sign must be brought into conformity or removed within 30 days after written notice from the

administrative official. The notice to bring the sign into conformity or remove shall be served on the owner, agent, or person having the beneficial use of the buildings, structure or premises upon which the sign is found.

- C. Any person who violates, disobeys, omits, neglects or refuses to comply with the order of the administrative official to bring into conformity or remove the nonconforming sign shall be in violation of this section. In addition to the penalties provided for in Article 10, the administrative official is hereby authorized to make application to the courts for an injunction requiring compliance with this code ordering the alteration or removal of the nonconforming sign.

§4.10.12.Obsolete Signs and Removal

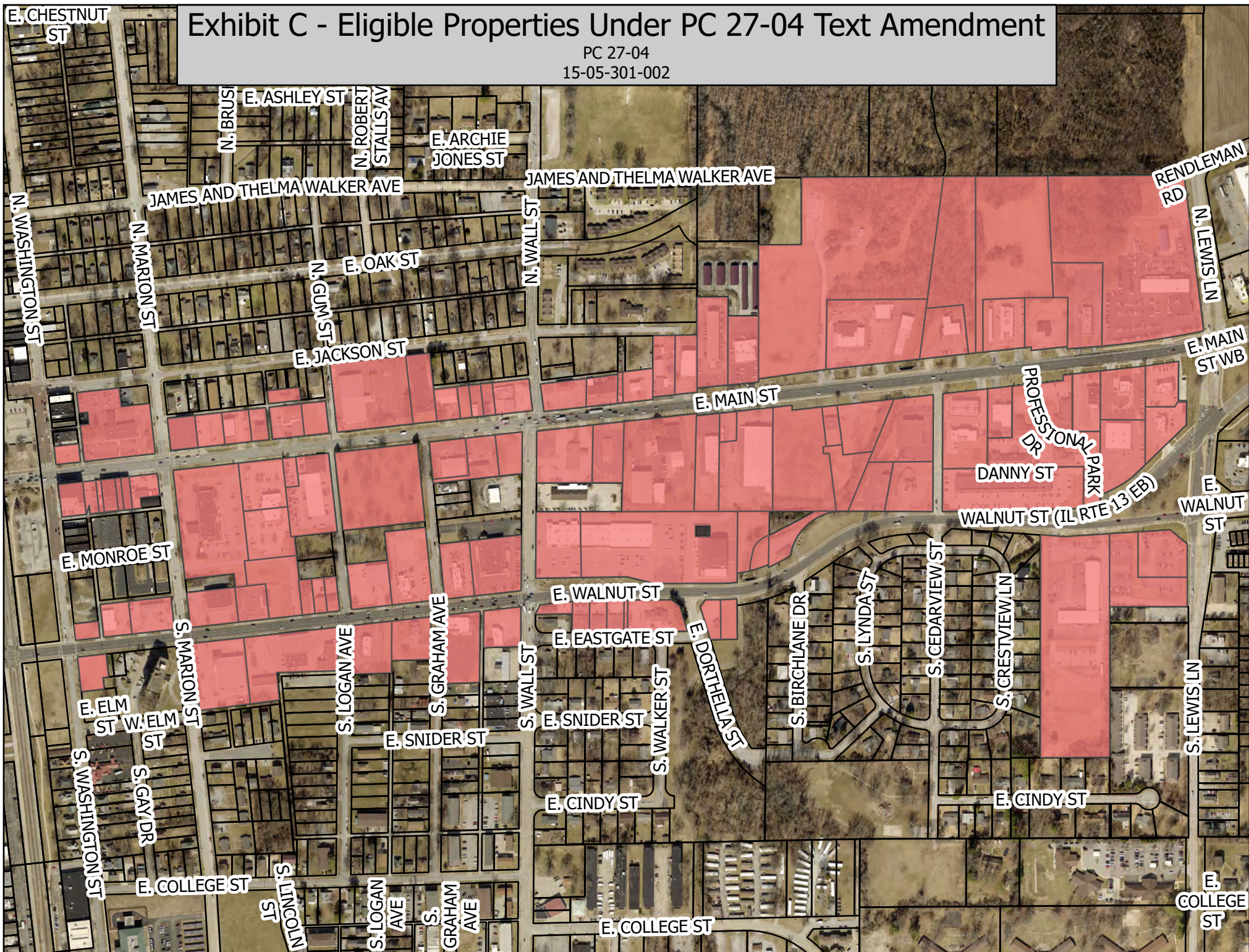
- A. An "obsolete sign" is a sign which advertises a business no longer being conducted or a product no longer being sold on the premises upon which the sign is located.
- B. An obsolete sign shall be covered or removed within 30 days after written notice from the administrative official. The notice to cover or remove the sign shall be served on the owner, agent or person having the beneficial use of the premises upon which the sign is found. If the sign is covered, the covering (which must be an opaque, durable, weatherproof material) and the method of applying or installing the covering must be approved by the administrative official.
- C. Any person who violates, disobeys, omits, neglects or refuses to comply with the order of the administrative official to cover or remove the obsolete sign shall be in violation of this section. In addition to the penalty provided for in Article 10, the administrative official is hereby authorized to make application to the courts for an injunction requiring compliance with this code ordering the covering or removal of the obsolete sign.

§4.10.13.Construction and Maintenance

- A. The construction and maintenance performance standards for signs contained in the International Building Code as adopted as part of City Code, Section 4-1-1 shall be the performance standards for the construction and continual maintenance of signs regulated by this article unless otherwise specified in this article.
- B. All components of a sign shall be kept clean, in good repair and free from all electrical and mechanical hazards, including, but not limited to, faulty wiring, loose connections, missing or broken panels, etc.
- C. Signs and their support structure(s) shall be painted when necessary to prevent corrosion or to replace peeling or flaking paint.
- D. Any sign in violation of the construction and maintenance performance standards shall be repaired or removed within 30 days after written notice from the administrative official. The notice to repair or remove the sign shall be served on the owner, agent or person having the beneficial use of the property upon which the sign is found.
- E. Any person who violates, disobeys, omits, neglects or refuses to comply with the order of the administrative official to repair or remove the sign shall be in violation of this section. In addition to the penalties provided for in Article 10, the administrative official is hereby authorized to make application to the courts for an injunction requiring compliance with this code ordering the repair or removal of the sign.

Exhibit C - Eligible Properties Under PC 27-04 Text Amendment

PC 27-04
15-05-301-002



- (b) Pedestrian ways that traverse parking areas shall be clearly demarcated by the use of such materials as scored concrete, paver blocks, bricks, or other suitable materials.

3. Design and Location

- (a) Pedestrian ways shall be designed and located to minimize the interactions between pedestrians using the designated ways and automobile traffic.
- (b) For any parking area with fifty or more parking spaces or for any hard-surfaced area serving parking and other purposes and totaling fifteen thousand square feet (15,000ft²) or more in area, the site shall include one protected pedestrian way from the principal building (or from a pedestrian system connecting principal buildings along the building fronts) to any public trail or sidewalk, existing or planned. The protected pedestrian way shall not be shared with automobiles and shall not intersect or otherwise cross driveways or other parts of the vehicular circulation system more than twice between the public trail or sidewalk and the principal building or connecting sidewalk.
- (c) Any site with one hundred or more parking spaces or any site with hard-surfaced area serving parking and other purposes and totaling thirty thousand square feet (30,000ft²) or more in area, the site shall include pedestrian amenities. Pedestrian amenities may include well landscaped sitting areas with design components such as seating elements and/or other amenities in shaded areas. A minimum of four benches, or other similar amenity, shall be provided at each customer entrance/pedestrian amenity area.

4. Markings

Pedestrian ways between the project building entrances and parking areas, public sidewalks, out parcel buildings, and transit stops shall be clearly indicated through the use of landscaped areas and sidewalks which are made of materials such as scored concrete, pavers, or bricks. All project building sides with customer entrances shall include such a sidewalk along the full length of each façade.

§4.9.2. Existing Circulation for Pedestrians

Existing pedestrian circulation elements shall be maintained, repaired, or replaced in accordance with standards set forth in §4.9.1.A.

§4.10. SIGNS

§4.10.1. Applicability

- A. This section, which regulates signs, shall extend to all real property located within the corporate city limits of Carbondale, Illinois and within one and one-half miles thereof as shown on the official Zoning Map.
- B. Any sign permitted by this §4.10 for any purpose may bear a noncommercial message, regardless of the fact that the sign may be identified by a name that suggests a specific message; for example, a sign conforming to the requirements for a “real estate sign” may also or alternatively bear a noncommercial message.

§4.10.2. Statement of Purpose

These sign regulations are adopted for the following purposes:

- A.** To preserve, protect and promote the public safety on City streets by limiting the unnecessary distraction of the motorist caused by signs.
- B.** To protect the general public from damage and injury which may be caused by the faulty and uncontrolled construction and use of signs within the City.
- C.** To create a fair and balanced system of sign regulations recognizing both the needs of the business community and the desires of the citizenry for a reduction of sign confusion.
- D.** To preserve and protect the property values of the City's residential neighborhoods by protecting these areas' visual character from the blighting effects of uncontrolled signs.

§4.10.3. Prohibited Signs

The following signs are prohibited:

- A.** Off-premises signs, unless criteria are met under §4.10.9.M;
- B.** Pennants, propellers, paddle wheels, streamers, spinners, or other attraction devices designed to be set in motion by the wind or motorized, except as permitted in §4.10.9, Special Signs Permitted;
- C.** Festoon lights;
- D.** Moving signs except as permitted by §4.10.6, Nonresidential Regulations;
- E.** Flashing signs, except as allowed in Non-Residential Districts, by §4.10.6.H and §4.10.7.L.
- F.** Signs with bare bulb illumination exceeding the equivalent amount of lumens emitted by a 25 watt incandescent bulb.
- G.** Temporary signs, except as allowed by §4.10.8; and
- H.** Portable signs except as permitted in §4.10.9, "Special Signs Permitted."
- I.** Any sign attached to, or placed on, a vehicle or trailer parked on public or private property, except for signs meeting the following conditions:
 - 1.** The primary purpose of such vehicle or trailer is not the display of signs
 - 2.** Signs painted on or magnetically affixed to vehicles that do not contain changeable letters or copy; and signs otherwise attached to vehicles that do not contain changeable letters or changeable copy.
 - 3.** The vehicle or trailer is in operating condition, currently registered and licensed to operate on public streets, and actively used or available for use in the daily function of the business.

§4.10.4. Illumination

All signs except those for one-, two-, three-, and four-unit dwellings and for home occupations may be illuminated provided that the illuminations conforms to the following restrictions:

- A.** The light source, including the interior of a building shall be so shaded, shielded, or directed so that the light intensity or brightness shall not adversely affect surrounding or facing premises.

- B. The light shall not adversely affect the safe vision of operators of vehicles.
- C. Light shall not shine on or into neighboring residential structures.

§4.10.5. Residential Regulations

This section regulates all signs erected in all areas within the city zoned RR, R-1, R-1-D, R-2, R-3, RMH, PUD, NB, PA, and PAR.

A. Location Of Signs

Signs may be erected on private property subject to the following restrictions:

1. Permanent freestanding signs are not permitted for one, two, three, and four unit dwellings.
2. Signs for home occupations and vacation rental units must be architectural signs.
3. All freestanding signs must either have twenty feet (20') of setback from the street curb line (extended vertically), or have at least eight feet (8') of clearance between the base of the sign and the ground.
4. No part of any freestanding or building sign may be erected so as to suspend over or otherwise encroach upon any public right of way.
5. No sign may be erected on the roof of any structure, or be erected on the building facade so that any portion of the sign exceeds the height of the facade.
6. See §4.10.8 for temporary signs allowed and §4.10.9 for special signs, some of which are allowed in residential districts under specified circumstances.

B. Height of Signs

1. For fraternities and sororities - a freestanding sign may be erected to the height of six feet (6') above the ground.
2. Freestanding signs for residential uses containing five or more dwelling units and all other uses may be erected to the height of twelve feet (12') above the ground.
3. Architectural signs may be erected to a maximum height of twelve feet (12') from the ground or the maximum height of the building façade to which they are attached, whichever is greater.

C. Sign Area

1. For lawful home occupations and vacation rental units - two square feet (2ft²).
2. For schools, government buildings, churches and public auditoriums - fifty square feet (50ft²).
3. For multi-unit dwelling developments and mobile home parks - one square foot (1ft²) of sign area for each individual dwelling unit (such sign need not be smaller than 12 square feet (12ft²) and any one sign shall not exceed fifty square feet (50ft²).
4. For one, two, three or four unit dwellings- one square foot (1ft²) of sign area for each individual dwelling unit. Such signs shall only contain the name and/or address of the structure. These signs shall contain no leasing or advertising information.
5. For bed and breakfast establishments and inns - 12 square feet (12ft²).

6. For fraternities and sororities - fifty square feet (50ft²).
 7. For home museum - 12 square feet (12ft²).
 8. Other uses not listed above - one square foot (1ft²) of sign area for each lineal foot of building frontage, not to exceed one hundred fifty square feet (150ft²).
- D. Animated Signs**
Signs in these zones may not move or be animated in any manner.
- E. Number of Signs**
1. Freestanding signs when permitted - one per street frontage except as sited below.
 2. In the circumstance where the street frontage for a business on a street exceeds three hundred linear feet (300'), a second freestanding sign may be erected on that street frontage provided that the surface area for the signs complies with the requirements of subsection C of this section and provided further that the two (2) signs are placed at least fifty feet (50') apart. If the business is located on a corner lot or a through lot and has a combined street frontage exceeding three hundred linear feet (300'), a second freestanding sign may only be erected on the second frontage pursuant to this provision.
 3. Architectural signs - there is no limit on the number of architectural signs within the provisions for sign area, see subsection C of this section.

§4.10.6. Nonresidential Regulations

This section regulates all signs erected in all areas within the City zoned BPL, SB, BWA, AG, LI,GI, or PAD.

A. Location of Signs

Signs may be erected on private property subject to the following restrictions:

1. All freestanding signs must either have twenty feet (20') of setback from the street curb line (extended vertically), or have at least eight feet (8') of clearance between the base of the sign and the ground;
2. No part of any freestanding or architectural sign may be erected on, or so as to suspend over, or otherwise encroach upon, any public right of way;
3. No freestanding sign may be erected closer than three feet (3') to any street or alley curb line (projected vertically);
4. No architectural sign may project more than six feet (6') from any building façade except as provided below:
 - (a) Signs painted or mounted flush on a canopy or awning which is located entirely on private property shall not be subject to the six foot (6') maximum projection restriction.
 - (b) Signs on a canopy or awning which is located entirely on private property, other than painted or flush- mounted signs, shall be mounted parallel to the building façade and shall not project more than six feet (6') from the building facade or one foot (1') from the outer edge of the awning or canopy on which it is mounted, whichever is greater.

B. Height of Signs

1. Freestanding signs may be erected to a maximum height of thirty-two feet (32') from the ground.
2. Signs for contract construction services as a special use shall only be erected to a height of six feet (6').

C. Sign Area

1. Freestanding signs with one or two sides are permitted a maximum sign area not to exceed one hundred-fifty square feet (150ft²) per side;
2. Freestanding signs with three or more sides are permitted a maximum sign area not to exceed one hundred square feet per side (100ft²);
3. Both freestanding and architectural signs for contract construction services as a special use shall be limited to fifty square feet (50ft²) each; and
4. Architectural signs may be erected on the building within the following restrictions as determined below:

(a) Architectural Sign Schedule

Architectural Sign Schedule			
Gross Floor Area of Individual Store (Sq. Ft.)	Base Floor Area	Base Sign Area	Rate of Additional Sign Area Per 100 Sq. Ft. Additional Floor Area
0 - 1,000	0	Need not be less than 50 square feet of sign area for businesses less than 1,000 square feet	
1,001 - 2,500	1,000	50	1.66
2,501 - 5,000	2,500	75	2.0
5,001 - 15,000	5,000	125	1.0
15,001 - 30,000	15,000	225	0.5
30,001 and larger	30,000	300	0.25

(b) Additional Increase

The total sign area allowed may be increased according to the following rate: two percent (2%) for each ten feet (10') of distance between the centerline of the nearest street surface to nearest point of the building to which the sign will be attached.

D. Illumination

Signs may be illuminated provided that it conforms to the following restrictions:

1. The light source, including the interior of a building shall be so shaded, shielded, or directed so that the light intensity or brightness shall not adversely affect surrounding or facing premises.
2. The light shall not adversely affect the safe vision of operators of vehicles.
3. Light shall not shine on or into neighboring residential structures.

E. Animated Signs

Animated signs are permitted but are subject to the following provisions:

1. Electronic Message Board

- (a)** Electronic message boards shall not make up more than 50% of the actual sign surface. In no case shall an electronic message board exceed seventy-five square feet (75ft²).
- (b)** Electronic message boards shall be limited to the display of messages which take no more than two seconds to complete. A minimum of six seconds shall be required between the changing of messages. Animation shall be limited to those incorporated into the changing of a message, but shall not restrict the use of images in the background of a message. (e.g. clouds moving, flames burning, running water, etc.) No flashing, blinking, or pulsating of lights shall be allowed. Electronic message boards must be equipped to freeze in one position or discontinue the display in the event that a malfunction occurs.

2. Mechanically Animated

The movement of a sign is limited to an action which takes no less than six seconds to complete. This shall apply to a rotating, waving, or similar motion that a sign may incorporate.

F. Number of Signs

- 1.** One freestanding sign per frontage located only on that street frontage except as provided below.
- 2.** In the circumstance where the street frontage for a business on a street exceeds three hundred linear feet (300'), a second freestanding sign may be erected on that street frontage provided that the surface area for the signs complies with the requirements of subsection C of this section and provided further that the two (2) signs are placed at least fifty feet (50') apart. If the business is located on a corner lot or a through lot and has a combined street frontage exceeding three hundred linear feet (300'), a second freestanding sign may only be erected on the second frontage pursuant to this provision.
- 3.** There are is no limit on the number of architectural signs provided that the total square footage of all signs does not exceed the maximum square footage allowed.

G. Businesses Permitted Signs

- 1.** All businesses are permitted architectural signs.
- 2.** The following establishments are permitted freestanding signs:
 - (a)** Individual establishments in individual buildings.
 - (b)** Business and noncommercial establishments and shopping centers.
 - (c)** Satellite establishments within a shopping center.
 - (d)** Movie theaters, auditoriums, and other places of public assembly, in shopping centers and business developments in accordance with §4.10.6.F.

H. Flashing Signs

A flashing sign may be permitted provided it conforms to the following restrictions:

1. A minimum of two seconds shall be required between flashes.
2. Flashing lights must not exceed the equivalent amount of lumens emitted by a 25-watt incandescent bulb.

§4.10.7. Downtown Sign Regulations

Downtown signage should be integral to a building's design rather than applied after the fact. As such, all signage should incorporate complementary materials, colors, and details. The use of banners as permanently mounted signage is prohibited. This section regulates all signs erected in all areas zoned BPR.

A. Location of Signs

Freestanding monument signs may be erected on private property subject to the following restrictions:

1. All freestanding monument signs must either have fifteen feet (15') of setback from the street curb line (extended vertically).
2. No part of any freestanding monument sign may be erected so as to suspend over or otherwise encroach upon any public right of way.
3. No sign may be erected on the roof of any structure, or be erected on the building façade so that any portion of the sign exceeds the height of the façade.
4. Any architectural sign that projects or suspends over any sidewalk, public or private, or any public right-of-way shall have at least eight feet (8') of clearance between the base of the sign and the ground or sidewalk. The owner of any sign suspended over public right-of-way agrees to indemnify and hold the city harmless from any liability which may arise by reason of the sign being projected or suspended over the public rights-of-way. The owner shall submit an insurance certificate listing the City as additionally insured prior to the issuance of a sign permit.

B. Height of Signs

1. Freestanding monument signs may be erected to the maximum height of eight feet (8') above the ground.

C. Sign Area

1. Freestanding monument signs with one or two sides are permitted a maximum sign area not to exceed fifty square feet (50ft²) per side.
2. Architectural signs are limited to one and one quarter square feet (1.25ft²) of sign area for each lineal foot of building frontage or fifty square feet (50ft²), whichever is larger.

D. Illumination

All signs may be illuminated provided that it conforms to the following restrictions:

1. The light source, including the interior of a building shall be so shaded, shielded, or directed so that the light intensity or brightness shall not adversely affect surrounding or facing premises.
2. The light shall not adversely affect the safe vision of operators of vehicles.
3. Light shall not shine on or into neighboring residential structures.

4. The illumination may not flash in any manner.

E. Architectural Signs

Architectural signage that utilizes channel lettering and/or raceways, solid or laser cut metal, etc. are examples of approved sign materials.

F. Projecting Signs

One projecting sign is permitted per storefront and shall be construed as contributing to the building's total allotted square footage of architectural signage. Projecting signs are permitted to project a maximum of four feet (4') from the surface of any structure and must maintain a minimum of eight feet (8') of clearance between the lowest extent of the sign and the ground or sidewalk. The owner of any sign suspended over public right-of-way agrees to indemnify and hold the city harmless from any liability which may arise by reason of the sign being projected or suspended over the public rights-of-way. The owner shall submit an insurance certificate listing the City as additionally insured prior to the issuance of a sign permit.

G. Architectural Signs

1. A maximum of 25% of the surface of any awning or canopy may be utilized for permanently affixed copy. Any background colors, graphic striping, color banding or patterns shall not be considered as contributing to the sign area. Furthermore, this allotment shall not be construed to contribute to the total amount of architectural signage permitted for any structure in the BPR District
2. Under canopy signs are permitted and will be considered as contributing to the total square footage of architectural signage that is permitted. Under canopy signs must maintain at least eight feet (8') of clearance between the lowest extent of the sign and the ground or sidewalk. The owner of any sign suspended over public right-of-way agrees to indemnify and hold the city harmless from any liability which may arise by reason of the sign being projected or suspended over the public rights-of-way. The owner shall submit an insurance certificate listing the City as additionally insured prior to the issuance of a sign permit.

H. Animated Signs

Animated signs are permitted but are subject to the following provisions:

1. Electronic Message Board

- (a) Electronic message boards shall not make up more than 30% of the actual sign surface. In no case shall an electronic message board exceed twenty-four square feet (24ft²).
- (b) Electronic message boards shall be limited to the display of messages which take no more than two seconds to complete. A minimum of six seconds shall be required between the changing of messages. Animation shall be limited to those incorporated into the changing of a message, but shall not restrict the use of images in the background of a message. (e.g. clouds moving, flames burning, running water, etc.) No flashing, blinking, or pulsating of lights shall be allowed. Electronic message boards must be equipped to freeze in one position or discontinue the display in the event that a malfunction occurs.

2. Mechanically Animated

The movement of a sign is limited to an action which takes no less than six seconds to complete. This shall apply to a rotating, waving, or similar motion that a sign may incorporate.

I. Number of Signs

1. Freestanding monument signs when permitted - one per street frontage except as sited below.
2. In the circumstance where the street frontage for a business on a street exceeds three hundred linear feet (300'), a second freestanding monument sign may be erected on that street frontage provided that the surface area for the signs complies with the requirements of subsection C of this section and provided further that the two (2) signs are placed at least fifty feet (50') apart. If the business is located on a corner lot or a through lot and has a combined street frontage exceeding three hundred linear feet (300'), a second freestanding sign may only be erected on the second frontage pursuant to this provision.
3. There are is no limit on the number of architectural signs provided that the total square footage of all signs does not exceed the maximum square footage allowed.

J. Special Signs Permitted in the BPR District

A-Frame signs are permitted in the BPR district with the issuance of an annual sign permit subject to the following provisions:

1. Signs may not exceed six square feet (6ft²) per side and shall not exceed three feet (3') in height and two feet (2') in width. (Two sided only)
2. Signs must be located within fifteen feet (15') from the front entrance.
3. No sign shall impede the normal and orderly flow of pedestrian traffic, and shall not obstruct any accessible route; for purposes of this section, the sign should be located so that there is a clear passage of at least three and one-half feet between the sign and any building, post or obstruction in the sidewalk.
4. Signs shall be removed each day at the close of business.
5. For any sign located on the right-of-way, the owner shall submit an insurance certificate listing the City as additionally insured prior to the issuance of a sign permit.

K. Temporary Signs Permitted in the BPR District

1. Temporary Commercial Banners are permitted to advertise goods or services for economic gain:
 - (a) Temporary banners shall be limited to thirty-two square feet (32ft²).
 - (b) Each individual business will be allowed to display a temporary banner, mounted to the building, for a period not to exceed thirty (30) consecutive days. Each business is allowed a total of ninety (90) calendar days to display temporary banners. A new permit shall be issued each time the temporary banner is to be displayed, unless authorized under the original permit.
 - (c) Commercial signs prohibited: Includes signs that are carried, waived or otherwise displayed by persons either on public rights-of-way or in a manner

visible from public rights-of-way. This provision is directed toward such displays intended to draw attention for a commercial purpose, and is not intended to limit the display of banners, flags or other signage by persons participating in demonstrations, political rallies, and similar events.

(d) No temporary banner may be illuminated.

2. Temporary Non-Commercial Signs:

(a) Temporary signs shall be limited to thirty-two square feet (32ft²).

(b) Each individual 501(c) not-for-profit organization will be allowed to display a temporary sign for a period not to exceed thirty (30) consecutive days. Each organization is allowed a total of sixty (60) calendar days to display temporary signs. A new permit shall be issued each time the temporary sign is to be displayed. Permit fees may be waived with the approval of the administrative official.

(c) Temporary signs need not be located on the site for which the event is to take place.

3. Removal of Temporary Signs

If a temporary sign relates to an event, such sign shall be removed within five days after the conclusion of the event.

L. Flashing Signs

A flashing sign may be permitted provided it conforms to the following restrictions:

1. A minimum of two seconds shall be required between flashes.
2. Flashing lights must not exceed the equivalent amount of lumens emitted by a 25-watt incandescent bulb.

§4.10.8. Temporary Signs Permitted (except in the BPR District)

In addition to the signs permitted in each district as established in §4.10.5, §4.10.6, and §4.10.7, the following signs are also permitted subject to the conditions established in this Section.

A. General Provisions for all Temporary Signs

1. No sign may be erected on, suspended over, or encroach upon the public right of way, except as provided for under Section 17-1-5 of the Carbondale Municipal Code (dealing with "encroachments"), or be located so as to obstruct the visual clearance needed for safe vehicle or pedestrian traffic.
2. No sign may be attached to utility poles, trees on private property, trees on public right of way, street light poles, street or traffic sign nor fire hydrants.
3. No temporary sign shall be erected within twenty feet (20') of the curb line of any adjoining street surface except those located in the BPR District in which case the temporary sign shall be flush-mounted to the building. No sign shall be erected so as to obstruct the visual clearance needed for safe vehicular and pedestrian traffic.
4. If the sign is not communicating a message which is temporary in nature, it shall be required to meet the requirements of §4.10.5, §4.10.6, and §4.10.7 of this Article, Permanent Signs.

5. Temporary signs shall be regulated subject to the following:

(a) Temporary Commercial Signs

To advertise goods or services for economic gain

- (1)** Temporary signs shall be limited to thirty-two square feet (32ft²).
- (2)** Each individual business will be allowed to display a temporary sign for a period not to exceed thirty (30) consecutive days. Each business is allowed a total of one hundred (100) calendar days to display temporary signs. A new permit shall be issued each time the temporary sign is to be displayed, unless authorized under the original permit.
- (3)** Maximum Height: Six feet (6'), if freestanding.
- (4)** Commercial signs prohibited: Includes signs that are carried, waived or otherwise displayed by persons either on public rights-of-way or in a manner visible from public rights-of-way. This provision is directed toward such displays intended to draw attention for a commercial purpose, and is not intended to limit the display of banners, flags or other signage by persons participating in demonstrations, political rallies, and similar events.
- (5)** Pennants and streamers may be displayed for a maximum of one hundred and fifty (150) days per calendar year with a limit of thirty (30) consecutive days per event.
- (6)** No temporary sign may be illuminated.
- (7)** Banners suspended from a building, with a total square footage of 50ft² are permitted for periods up to thirty (30) consecutive days per event, with no limit on the number of events.

(b) Temporary Non-Commercial Signs

- (1)** Temporary signs shall be limited to thirty-two square feet (32ft²).
- (2)** Each individual 501(c) not-for-profit organization will be allowed to display a temporary sign for a period not to exceed thirty (30) consecutive days. Each organization is allowed a total of (60) calendar days to display temporary signs. A new permit shall be issued each time the temporary sign is to be displayed. Permit fees may be waived with the approval of the administrative official.
- (3)** Temporary signs need not be located on the site for which the event is to take place.

B. Removal of Temporary Signs

If a temporary sign relates to an event, such sign shall be removed within five days after the conclusion of the event.

§4.10.9. Special Signs Permitted

In addition to the signs permitted in each district as established in §4.10.5 and §4.10.6, the following signs are also permitted subject to the conditions established in this Section. Heights of

signs permitted in this Section shall not exceed the permitted sign height for the district where the sign is to be erected unless otherwise specified by this Section.

A. General Provisions for all Special Signs

1. No sign may be erected on, suspended over, or encroach upon the public right of way, except as provided for under Title 17, Chapter 1 of this Code, or be located so as to obstruct the visual clearance needed for safe vehicle or pedestrian traffic.
2. No sign may be attached to utility poles, trees on private property, trees on public right of way, street light poles, street or traffic sign nor fire hydrants.
3. No sign shall be erected so as to obstruct the visual clearance needed for safe vehicular and pedestrian traffic.

B. Real Estate Signs

Real estate signs advertising property or buildings for sale, rent, or lease are permitted for the period of time while the property is available for sale, rent or lease and for no more than fourteen (14) days after the sale, rental, or leasing of said property or building. The size and number applies to both freestanding and architectural signs/banners. All real estate signs shall be subject to the following provisions:

1. Commercial property located in a commercial zoning district:
 - (a) One sign per lot frontage. If frontage exceeds 300 feet (300') a second sign may be erected.
 - (b) A maximum of thirty two square feet (32ft²) of sign surface area per side, two (2) sides permitted.
 - (c) The sign, if freestanding, shall not obstruct the visual clearance needed for safe vehicular and pedestrian traffic.
2. Property located in a residential zoning district:
 - (a) One sign per lot frontage. If frontage exceeds three hundred feet (300') a second sign may be erected.
 - (b) Maximum of twelve square feet (12ft²) of sign surface area per side, two (2) sides permitted.
 - (c) The sign, if freestanding, shall not obstruct the visual clearance needed for safe vehicular and pedestrian traffic.

C. Temporary Construction Signs for Buildings or Projects

Signs stating the nature and name of the building or project, the names of contractors, architects, engineers, or officials, financial information, or any information required by law, are permitted in various districts subject to the following provisions:

1. Any such temporary signs required by a government for a project shall be permitted.
2. One sign per frontage.
3. In commercial districts a maximum of thirty-two square feet (32ft²) per side, two (2) sides permitted (except where governmental standards require a larger sign in which case such sign shall be permitted).

4. In a residential district a maximum of six square feet (6ft²) per side, two (2) sides permitted.
5. Signs may be erected no more than thirty days prior to the actual start of construction or project and shall be removed when the construction is completed. Only those projects that have obtained a building permit may display a construction sign.

D. Signs Designating Historic Areas or Buildings

Signs denoting historic buildings or areas may be erected subject to the following provisions:

1. Freestanding signs designating historic sites, areas, or districts shall be no larger than twelve square feet (12ft²).
2. Signs designating historic buildings shall be mounted on the building so designated and may be subject to review by the Certificate of Appropriateness Committee.

E. Minor Directional Signs

Signs for and located within shopping centers, business developments, or individual business establishments and their parking areas which guide automobile and pedestrian traffic within the parking lot. Such signs shall:

1. Have maximum height of eight feet (8').
2. Have a maximum surface area of ten square feet (10ft²) per side, two (2) sides permitted.
3. Be located so as not to obstruct the vision of pedestrians or motorists.
4. Bear no advertising matter, except for the name of the establishment.
5. Be permanently affixed to the ground or any permanent building or structure.
6. Be located on the premises of the establishment, shopping center or business development.
7. No sign other than those indicating entrance/exit shall be located with 20' of the right-of-way line.

F. Political Signs

Political signs are permitted in all areas of the City subject to the following provisions:

1. In a residential district no sign shall be larger than six square feet (6ft²) per side, two (2) sides permitted.
2. In commercial districts no sign shall be larger than thirty-two square feet per side (32ft²), two (2) sides permitted.
3. Signs must not be on the public right of way or be located so as to obstruct the visual clearance needed for safe vehicle and pedestrian traffic.
4. No political sign may be attached to utility poles, trees on public right of way, street light poles, street or traffic sign nor fire hydrants.

G. Temporary Yard Sale Signs

Temporary yard sale signs may be erected subject to the following provisions:

1. Maximum Exposure Time: All such signs shall be erected no more than twenty four (24) hours prior to or remain in place no more than twelve (12) hours after the yard or garage sale takes place.
2. No yard sale sign may be erected on or attached to utility poles, trees, on public right of way, street light poles, street or traffic signs, or fire hydrants nor be located on the public right of way.

H. Window Promotional Signs

Window promotional signs are permitted for periods of up to sixty (60) consecutive days in the following districts: AG, PA, BPR, SB, BPL, BWA, NB, PUD, LI, and GI.

I. Subdivision Entrance or Identification Signs

Each individual subdivision may have entrance or identification signs subject to the following provisions:

1. Entrance or identification signs shall only identify the name of the subdivision.
2. One pair may be erected per entrance, into the subdivisions, but in no case shall two (2) such pairs for the same subdivision be located closer than one thousand feet (1,000') apart.
3. No single sign shall be larger than twenty-four square feet (24ft²).per side and shall be limited to a maximum height of six feet (6').
4. Location of all entrance or identification signs shall be subject to the approval of the administrative official.

J. Directory Signs

Directory signs are permitted for multi-unit dwelling developments and mobile home parks containing more than five (5) structures or five (5) mobile homes in all districts subject to the following provisions:

1. Only one sign is permitted with a maximum of sixteen square feet (16ft²).
2. The sign may be freestanding or architectural.
3. The sign may be illuminated.

K. Office Park and Industrial Park Identification Signs

Each office park or industrial park may have identification signs subject to the following:

1. One sign shall be allowed for each office/industrial park entrance and shall be used only to identify the name and location of the office/industrial park and/or used as a directory of businesses in the office/industrial park.
2. No single identification sign shall be larger than sixty four square feet (64ft²) per side nor shall exceed a height of twelve feet (12'). All such signs shall be located in a manner that does not impede the vision of drivers to other vehicles and pedestrian traffic. The location of such signs shall be subject to the approval of the administrative official.

L. Off Premises Directional Sign

Off premises directional signs for business districts adversely impacted by highway construction or permanent rerouting of state or federal highways are permitted subject to the following provisions:

1. Height: Have a maximum height of fifteen feet (15').
2. Size: Have a basic maximum of eighty square feet (80ft²) per side which may be increased to a final maximum of one hundred twenty square feet (120ft²) per side according to the following rate: five square feet (5ft²) per side for each ten feet (10') the sign is set back from the centerline of the nearest street surface.
3. Number: A maximum of two (2) off premises directional signs per affected business district are permitted. The signs shall be available to all affected businesses in the business district.
4. Design: The signs shall be designed in accordance with the "Illinois Manual of Uniform Traffic Control Devices" and shall have a green or blue background with white letters. The lettering shall have a maximum height of ten inches (10"). The signs shall be installed so as not to obstruct the vision of motorists or pedestrians.
5. Advertising: The signs shall bear no advertising matter, except for the name of the business district, the names of the businesses and directional information.
6. Named Businesses: The businesses named on the directional sign shall be limited to those located in the SB, BPL, BWA, and BPR zoning districts or: a) be existing businesses situated in the city limits and b) be members of the business association responsible for the construction and maintenance of the off premises directional signs. Only one such association shall be eligible per highway rerouting.
7. Eligibility For Permanent Signage: The only business districts eligible for permanent off premises directional signage are those business districts affected by a permanent state or federal highway rerouting such that the properties are no longer directly accessible from the state or federal highway on which the properties formerly had frontage. Properties affected by a one-way highway coupling that still have access to at least one traffic direction of the highway are not eligible for an off premises directional sign under this §4.9.9.K.
8. Approval to Erect: Any sign erected on private property must have the written approval of the property owner. If the sign is to be erected on public right of way, it shall have the formal approval of the controlling government agency. If the sign is to be located on city of Carbondale right of way it must have an approved encroachment permit.
9. Costs: The business district requesting the off premises directional sign shall be responsible for all costs related to leases, construction and maintenance of the sign.
10. Removal: Signs erected in conjunction with a road construction project that does not result in a permanent state or federal highway rerouting described in subsection 7 of this section shall be removed upon completion of the road construction project.

M. Off Premises Directional Sign - One-Way Roads

Off premises directional signs are permitted with a permit for commercial properties with frontage along the one-way segments of East Walnut Street and East Main Street between Lewis Lane and Washington Street, subject to the following restrictions:

1. No sign may be erected on, suspended over, or encroach upon the public right of way, except as provided for under Section 17-1-5 of the Carbondale Municipal Code (dealing

with “encroachments”), or be located so as to obstruct the visual clearance needed for safe vehicle or pedestrian traffic.

2. Signs shall utilize existing freestanding signs where available and conform in size, shape, and form, and be consistent with the existing sign.
3. Signs must either have twenty feet (20') of setback from the street curb line (extended vertically), or have at least eight feet (8') of clearance between the base of the sign and the ground.
4. A maximum of three (3) off-premise signs shall be allowed, one (1) per business.
5. New signs shall not exceed four square feet (4 sq. ft) unless utilizing existing signs, in which case it shall not exceed sixteen square feet (16 sq. ft).
6. A notarized signature from the property owner allowing the off-premises sign to be installed on their property shall be provided.
7. Signs shall be limited to a corner parcel on the closest two-way street to the business.
8. If the business closes, the sign(s) shall be removed in accordance with §4.10.11.

§4.10.10.

A. Inflatable Signs

Each business located in a nonresidential district, excluding the BPR, Primary Business, district, may display Inflatable signs with the issuance of a sign permit and subject to the following:

1. Number: One inflatable sign shall be allowed per parcel.
2. Height: Signs shall not exceed 25' in height or the height of the nearest building, whichever is less.
3. Location: Signs shall be located entirely on private property, shall not suspend over public right-of-way, and shall be located at least 20' from the curbline.
4. Mounting: Signs shall be mounted securely to the ground. Signs shall not be mounted on truck beds, trailers, rooftops, etc.
5. Display period: Signs shall be displayed for no more than two, consecutive 48 hour periods or one, consecutive 96 hour period per month.

B. Murals

Murals are permitted in all districts and are not regulated based on content. Murals may cover the entire façade of the building, fence, or other surface on which they are painted, and do not count towards allotted square footage for architectural signs.

§4.10.11. Nonconforming Signs and Removal

- A.** A nonconforming sign is a lawfully existing sign which fails to comply with all applicable sign regulations, such as the location of the sign, height of the sign or sign area. A nonconforming sign can remain in use, if maintained in accordance with the definition of "maintenance" contained in Article 11.
- B.** If a nonconforming sign is proposed to be altered in any fashion that would require the issuance of a new permit as determined in §6.5.1, or if the nonconforming sign advertises a

business no longer being conducted or a product no longer sold on the premises, the sign must be brought into conformity or removed within 30 days after written notice from the administrative official. The notice to bring the sign into conformity or remove shall be served on the owner, agent, or person having the beneficial use of the buildings, structure or premises upon which the sign is found.

- C. Any person who violates, disobeys, omits, neglects or refuses to comply with the order of the administrative official to bring into conformity or remove the nonconforming sign shall be in violation of this section. In addition to the penalties provided for in Article 10, the administrative official is hereby authorized to make application to the courts for an injunction requiring compliance with this code ordering the alteration or removal of the nonconforming sign.

§4.10.12.Obsolete Signs and Removal

- A. An "obsolete sign" is a sign which advertises a business no longer being conducted or a product no longer being sold on the premises upon which the sign is located.
- B. An obsolete sign shall be covered or removed within 30 days after written notice from the administrative official. The notice to cover or remove the sign shall be served on the owner, agent or person having the beneficial use of the premises upon which the sign is found. If the sign is covered, the covering (which must be an opaque, durable, weatherproof material) and the method of applying or installing the covering must be approved by the administrative official.
- C. Any person who violates, disobeys, omits, neglects or refuses to comply with the order of the administrative official to cover or remove the obsolete sign shall be in violation of this section. In addition to the penalty provided for in Article 10, the administrative official is hereby authorized to make application to the courts for an injunction requiring compliance with this code ordering the covering or removal of the obsolete sign.

§4.10.13.Construction and Maintenance

- A. The construction and maintenance performance standards for signs contained in the International Building Code as adopted as part of City Code, Section 4-1-1 shall be the performance standards for the construction and continual maintenance of signs regulated by this article unless otherwise specified in this article.
- B. All components of a sign shall be kept clean, in good repair and free from all electrical and mechanical hazards, including, but not limited to, faulty wiring, loose connections, missing or broken panels, etc.
- C. Signs and their support structure(s) shall be painted when necessary to prevent corrosion or to replace peeling or flaking paint.
- D. Any sign in violation of the construction and maintenance performance standards shall be repaired or removed within 30 days after written notice from the administrative official. The notice to repair or remove the sign shall be served on the owner, agent or person having the beneficial use of the property upon which the sign is found.
- E. Any person who violates, disobeys, omits, neglects or refuses to comply with the order of the administrative official to repair or remove the sign shall be in violation of this section. In addition to the penalties provided for in Article 10, the administrative official is hereby

authorized to make application to the courts for an injunction requiring compliance with this code ordering the repair or removal of the sign.



Agenda Item Details

Meeting:	August 25, 2026 - City Council Meeting
Category:	General Business
Subject:	Strategic Marketing Plan First Draft Presentation
Type:	Discussion
Recommended Action:	Hear the First Draft Presentation of the Strategic Marketing Plan and Provide Direction for the Final Plan
Goals:	Goal 8: Update the downtown master plan as a guide to revitalize the City Center. Goal 7: Build on expand and develop new relationships with SIU/SIH and other regional entities. Goal 6: Enhance residential development/rehabilitation/home ownership. Goal 4: Encourage responsible and progressive economic development/tourism/arts and entertainment. Goal 1: Provide a high quality of life and foster a sense of community.
Originating Department:	Economic Development

Background: The City of Carbondale initiated the Strategic Marketing Plan project as an economic development initiative to develop a coordinated long-term strategy for promoting the community as a place to live, visit, work, invest, and do business. Funded through the State of Illinois Energy Transition Community Grant program, the project is intended to strengthen Carbondale's competitive position, support tourism and business attraction efforts, encourage private investment, attract and retain residents, and enhance community engagement.

Following a competitive selection process, the City retained Zo Agency to lead the development of the Strategic Marketing Plan. Over the course of the project, Zo Agency conducted stakeholder interviews, community listening sessions, market analysis, and research to better understand Carbondale's identity, assets, opportunities, and perceptions. The findings from that engagement process informed the development of a strategic branding and marketing framework intended to guide future communications, promotional efforts, and economic development initiatives.

In addition to the strategic planning process, Zo Agency worked with a Brand Identity Team consisting of City staff and community representatives to explore branding concepts and develop a proposed visual identity that reflects the themes and characteristics identified through the research and community engagement process.

At tonight's meeting, Zo Agency will present draft elements of the Strategic Marketing Plan, including key research findings, strategic recommendations, branding concepts, and the proposed logo and visual identity. The two presentations are attached to this item: "Strategic_Plan_Presentation_Strategy 08-25-2026.pdf" and "Strategic_Plan_Presentation_Logo 08-25-2026.pdf", as well as a condensed version of the draft Strategic Marketing Plan "Carbondale Strategic Marketing Plan, All Phases 08-25-2026.pdf". The purpose of the presentation is to introduce the work completed to date and provide City Council, staff, and the public with an opportunity to review the proposed direction and offer feedback. No formal action is requested at this time. Feedback received during this discussion will help inform refinements to the Strategic Marketing Plan and associated branding materials before final recommendations are presented for future consideration.

Additional Information:

Attachments:

1. Carbondale Strategic Marketing Plan, All Phases 08-25-2026
2. Strategic_Plan_Presentation_ Strategy 08-25-2026
3. Strategic_Plan_Presentation_Logo 08-25-2026

Motion & Voting: Hear the First Draft Presentation of the Strategic Marketing Plan and Provide Direction for the Final Plan

Motion by None, seconded by None.

Final Resolution: Motion

Yea: None

Nay: None



Carbondale Strategic Marketing Plan

COMBINED DELIVERABLE FOR CITY COUNCIL

JUNE 2025



Condensed Research & Insights

March 2026

PURPOSE OF THIS REPORT

This report captures what we heard, observed, and learned during the qualitative discovery phase of Carbondale's place branding process from January through March. The goal was not to measure, but to understand—to surface the lived experiences, perceptions, and beliefs that shape how people relate to Carbondale today.

A quantitative survey was distributed in mid-March and has since closed. Data from that survey will validate, refine, and prioritize the themes identified here. What follows is a clear, directional understanding of the city's cultural truth.

Research approach

We conducted 25 one-on-one interviews, 10 community listening sessions, and 3 project team sessions focused on SWOT analysis and visual identity. Conversations were designed to explore what people think about the city, how they experience it, what drew them here, what keeps them here, and how they describe it to others.

As conversations progressed, patterns began to repeat. By the final sessions, saturation was clear, meaning no new information emerged, and core themes were undeniable.



Who we heard from

We spoke with people who know Carbondale from a variety of vantage points:

- City Councilors, City Staff, the City Manager, and the Mayor
- SIU Chancellor, Professors, Students, and Alumni
- Local business owners and entrepreneurs
- Local high school students
- Chamber members
- Long-term residents and recent transplants

This mix allowed us to see the city not from a single lens, but as a shared experience shaped by many perspectives.



What we heard

Across all conversations, five consistent themes emerged:

- **A Strong Sense of Belonging.** People don't just live in Carbondale, they find their place within it. Again and again, we heard versions of the same story: someone arrives without much, and over time builds a life rooted in relationships, familiarity, and community. Belonging here is not transactional. It's built through presence, participation, and time.
- **Creativity is Everyday, Not Exceptional.** Creativity is not confined to galleries or stages, it's embedded in daily life. Music, art, expression, entrepreneurship, and individuality show up across the community in ways that feel natural rather than curated. People aren't trying to be creative here. Creative people are simply, here.
- **Difference Isn't Assimilated—It's Acculturated.** Carbondale does not ask people to conform. People spoke openly about being able to show up as themselves, whether through creative expression, personal identity, or life path, without pressure to fit a narrow mold. What might be considered "different" elsewhere feels ordinary here.
- **Nature is Part of Daily Life.** Access to nature is not treated as a feature. The surrounding landscapes, trails, and outdoor environments are woven into people's routines, offering recreation, reset, and rest.
- **SIU is Central, But Not the Whole Story.** Southern Illinois University plays a significant role in shaping the city economically, culturally, and socially. At the same time, Carbondale's identity clearly extends beyond the university. For many, the city is not just where they studied, it's where they chose to stay.

Cultural truths

When taken together, these patterns point to something deeper. Not just attributes, but identity.

- Carbondale is a place people come to, to be all of who they are. The city creates space for identity, creativity, and reinvention.
- Belonging here is built, not assigned. People don't inherit their place, they grow into it.
- Creativity is a condition of the culture. It shows up in how people live, not just in what they make.
- Difference is not a differentiator. It's the baseline. The city is shaped by variation and diversity.
- People can make something of their lives here. Not because it's easy, but because it's possible.



The tourism context

Illinois tourism is evolving. In 2024, 113 million visitors came to the state and spent a record \$48.5 billion. Visitor volume has remained relatively stable, while spending has continued to increase, meaning the value of each visitor is growing.

Tourism here has historically been driven by proximity: domestic visitors, short trips, and a high share of day-trip activity. For markets like Southern Illinois, that has meant higher rates of day-trip visitation, shorter lengths of stay, and lower per-visitor spend. Without an intentional strategy, destinations like Carbondale risk functioning as a pass-through location rather than a place of extended engagement.

The opportunity is clear: part of the challenge is awareness. The greater challenge is duration. Bridging the gap between **seeing and staying** represents one of the most important priorities for Carbondale moving forward.

IMPLICATIONS FOR STRATEGY

These insights point to an approach that blends destination marketing with community building. Carbondale is not a city that needs to be sold. What's needed is a compelling story—codified, clear, and actionable—so that all city departments can engage with it with little friction.

The goal goes beyond attraction. It's about stimulating attachment.



Condensed Marketing Strategy

April 2026

PROBLEM DEFINITION

Carbondale doesn't have a visibility problem. We have a perception gap.

What makes this place meaningful—its culture, its openness, its willingness to be different—isn't always regionally understood in the same way it's experienced by the people who live here. That disconnect is the problem we're solving.

This strategy doesn't try to fix that by reaching more people. It fixes it by reaching the right people: those most likely to recognize Carbondale's value when they see it. Broad appeal isn't the goal. The goal is to attract people who are genuinely drawn to what Carbondale offers and give them a compelling reason to stay, invest, and belong.

Insights

Three insights emerged from Phase 1 research and community engagement:

Insight 1:

Carbondale is meaningfully different from the communities around it; not just in what it offers, but in what it represents.

Its culture, its history, its openness, and its landscape set it apart in ways that go well beyond amenities or attractions.

Insight 2:

That difference is simultaneously Carbondale's greatest strength and its greatest source of tension. For the right people, it creates deep alignment and a strong sense of belonging. For others, it generates misperception and resistance. Both reactions are predictable and both inform the strategy.

Insight 3:

The people most likely to choose Carbondale are actively looking for that difference. They're not waiting to be convinced, they're already seeking something that most places don't offer. That means the audience self-selects, which is a strategic advantage, not a limitation.

These three insights converge on one clear message: **Stay Different.**

The Creative Idea

Carbondale doesn't need to become something new.
It needs to more clearly express what it already is.

A place where difference is not only accepted, but expected. Where people come to build a life that feels more like their own. Where culture, creativity, and community show up in ways that don't feel manufactured or staged for an outside audience.

Stay Different is a commitment to that identity. It's not a tagline layered on top of the city, it's a direct expression of what Carbondale has always been. It affirms what residents already believe to be true, and it sends a clear signal to people on the outside that this is a place built for those who've been seeking something else.

The fact that it won't resonate with everyone isn't a flaw in the strategy. It's proof that the strategy is rooted in the insights we learned from the people of Carbondale.





Audience Segmentation

Carbondale's opportunity isn't defined by how many people it can reach. It's defined by how clearly it connects with the right people.

To identify those people, we apply the Law of Innovation Diffusion. Rather than spending energy trying to convince skeptics or appeal to a mass audience, we focus on Early Adopters and the Early Majority: people who are already predisposed to seek out what Carbondale offers. These are the audiences most likely to respond, most likely to stay, and most likely to influence others.

We also move away from traditional demographic personas, which reduce people to surface-level traits like age and income. Instead, we use a Jobs-to-Be-Done (JTBD) framework, which starts with a more powerful question: what is this person trying to accomplish in their life, and how does Carbondale help them get there?

People don't choose places because of their zip code or household income. They choose places that move them closer to the version of themselves they want to become.

Progress Personas



Life Changers

(Young Professionals / Remote Workers)

Job to be done: *I want to build a life that feels more like mine—not one defined by where I have to work.*

They're pushed away from environments that feel crowded, expensive, and impersonal—places where the cost of living doesn't match quality of life. They're pulled toward communities that offer independence, identity, and belonging. Their biggest anxieties are losing professional momentum and not knowing whether a smaller market can deliver what they need culturally and socially. Carbondale offers something increasingly rare: the ability to build a life on your own terms, in a community where difference doesn't need to be explained or defended.



Experience Seekers

(Tourists / Adventurers)

Job to be done: *I want to experience something that feels different from the places I've already been.*

They're tired of curated, commercialized travel that delivers the same experience in a different city. They want discovery: places that feel real, unpolished, and earned. They worry that a lesser-known destination won't have enough to offer. Carbondale answers that with a combination that's genuinely hard to find: a hike in the Shawnee that turns into a late-night conversation at a local bar. Art, activity, creativity, and community that don't feel staged for visitors.

Progress Personas



Event Planners

(Organizers / Promoters)

Job to be done: *I need to host an event that runs smoothly, delivers a strong experience, and reflects well on the organization I represent and me.*

They're frustrated by overused venues in expensive markets that produce forgettable, generic events. They need a setting that actively shapes the experience rather than just hosting it. Their concerns are practical: capacity, logistics, accessibility, etc. Carbondale offers character, flexibility, and a community environment that extends the experience beyond the event itself.



Our Community

((Residents / Civic Leaders))

Job to be done: *I want to feel proud of where I live and confident that how we're represented reflects what makes our community meaningful.*

They're pushed by outside narratives that feel inaccurate or unfair—a sense that Carbondale is misunderstood or misrepresented. They want to shape how the city is experienced, not just talked about. Their concern is that this effort won't reflect their reality or include their voice. Carbondale's strategy is built directly on what residents already know: this is a place where difference is visible, lived, protected, and celebrated.

Messaging Framework

Stay Different only works if people can see themselves in it—if they hear it and interpret its meaning for themselves. To make that possible, it functions as a three-part system:

1. Core Narrative

From its founding, Carbondale has defined itself by its willingness to take a stance. When regional pressure pushed toward Confederate allegiance during the Civil War, Carbondale's founder publicly declared support for the Union. During the Vietnam War, the community became a center for anti-war protests. These weren't isolated moments, they reflect a consistent pattern of standing for something when it would have been easier not to.

That same character is present today. Carbondale has become a place where people can live more openly, access what they need, and find a level of acceptance not always available in the surrounding region. And the difference isn't just cultural, it's geographic. Carbondale sits within some of the most striking natural landscapes in the Midwest: forests, bluffs, and rivers that feel entirely unlike what most people expect from Illinois. Together, the culture and the landscape create something layered and distinct.

2. Value Propositions by Audience

Life Changers:

Live openly without feeling out of place. Lower cost of living without sacrificing culture, nature, or community. Build a life that fits you—not one you have to adapt to.

Experience Seekers:

Experiences that feel real, not repeated. Unexpected access to trails, bluffs, and outdoor spaces. A mix of culture and nature that makes a short trip feel like more.

Event Planners:

Settings that give events built-in character. More flexibility and lower cost than larger markets. A location that makes gatherings stand out rather than blend in.

Voice & Tone Guidelines

Carbondale's voice isn't neutral, and it's not trying to be. It reflects a place that's independent in how it thinks, open in how it connects, and expressive in how it speaks.

- **Independent, Not Conforming**

Say what Carbondale is without softening it to meet expectations. Don't try to appeal to everyone. Don't mirror how other places talk about themselves. Carbondale has a point of view and the voice should reflect that. (Inspired by the Maverick archetype.)

- **Open, Not Exclusive**

Make people feel welcome without overexplaining or overreaching. Show connection through real moments and shared experience. Avoid language that feels coded, closed off, or performative. (Inspired by the Networker archetype.)

- **Expressive, Not Polished**

Let the energy of the place come through. Highlight real culture, events, and lived experiences. Don't sanitize or over-edit the personality out of the content. (Inspired by the Entertainer archetype.)

- **Clear, Not Complicated**

Communicate in a way people understand the first time. Avoid jargon, filler, and vague language. If it sounds like marketing copy, rewrite it.

- **Grounded, Not Idealized**

Stay rooted in what's real and observable. Reflect what people actually experience in Carbondale. Avoid exaggeration or generic destination claims.

CRISIS COMMUNICATION PROTOCOLS

Carbondale's distinctiveness is a strength but it also makes the city more likely to be misunderstood or mischaracterized. The most likely challenges will come from narratives around crime, safety, or quality of life; political or cultural backlash tied to Carbondale's identity; media misrepresentation; public incidents that draw regional or national attention; and community concerns about growth or change.

When those situations arise, the goal isn't to react emotionally or correct every narrative. It's to respond in a way that is clear, consistent, and grounded in facts.

Four-step response framework:

1. **Assess** — Understand the situation before responding. What is being said? Is it accurate, misleading, or false? Who is it reaching, and how quickly is it spreading?
2. **Classify** — Determine what kind of response is warranted: Correct (if the information is false), Clarify (if it's incomplete or misleading), or Acknowledge (if the concern is valid).
3. **Respond** — Address the situation directly. Use clear, plain language. Ground every statement in facts and specific examples. Avoid emotional or defensive tone.
4. **Recenter** — Bring the narrative back to what's true. Reference real, verifiable examples. Stay consistent with established messaging.

What we will not do:

Respond to every comment or criticism. Adopt inaccurate or negative framing. Over explain or overcorrect. Dilute messaging to appeal to disengaged audiences. Contradict established positioning.

Roles & responsibilities:

Public Relations Officer handles media contact and spokesperson coordination. City Leadership provides final approval on high-visibility responses. The Marketing & Communications Team develops messages and manages distribution. Community partners—including SIU and local organizations—amplify consistent messaging when appropriate.

COMPETITIVE POSITIONING

What separates communities isn't just what they have, it's how clearly they communicate what those things mean. Among comparable communities, place-branding tends to follow three recognizable models:

Worldview-Led (e.g., Eugene, OR) — Defined by values, perspective, and a clear point of view about what the community stands for. The identity is ideological before it is geographic.

Place-Led (e.g., Boone, NC) — Defined by landscape, setting, and a strong sense of geographic identity. The natural environment does the heavy lifting.

Balance-Led (e.g., Fayetteville, AR) — Defined by broad appeal, combining livability, growth, and access without emphasizing any single defining trait. Built to attract as wide an audience as possible.

Carbondale shares elements with all three but doesn't cleanly fit any one model. That's not a problem, it's what makes the strategy more interesting. What Carbondale has is more layered and culturally rich than any single model can capture. It's just never had one clear, shared direction to organize around. Now it does.

Regionally, Carbondale is most often compared to Marion and Murphysboro—not to Eugene or Fayetteville. Marion is organized around commercial growth, business development, and brand-name access. Murphysboro is organized around tradition, downtown preservation, and local continuity. Both are legitimate paths, but people don't remember places that feel interchangeable. Carbondale won't capture sustained attention by leaning into what it has in common with its neighbors. Its competitive advantage depends on committing to what sets it apart.

PLANNING IMPLICATIONS

Choosing to **Stay Different** isn't just a messaging decision. It's a set of operational commitments about how Carbondale markets itself going forward.

Decisions we commit to:

- We don't try to appeal to everyone, and we're intentional about that choice
- We prioritize audiences already drawn to what makes Carbondale different
- We express one clear idea consistently, across every channel and touchpoint
- We actively reinforce what makes the community distinct, rather than softening it for broader appeal

This only works if it's applied consistently, across marketing campaigns, city communications, community partnerships, and every interaction the city has with the outside world over time. A strategy that gets executed selectively or inconsistently won't close the perception gap. It will reinforce it.

The effort-results gap in place marketing is real. Communities that spread their message thin across every possible audience see diminishing returns. Communities that commit to a clear identity and execute against it with discipline build recognition, loyalty, and momentum over time.

Stay Different isn't a campaign with a start and end date. It's a long-term commitment to communicating Carbondale's core truth.



Implementation Roadmap

May 2026

THREE PHASES // ONE DIRECTION

THIS IS WHAT BROUGHT US HERE

Phase 1:

Research & Insights

25 interviews, 10 community sessions, market & tourism analysis. Cultural truth surfaced.

Phase 2:

Marketing Strategy Development

Audience segmentation, JTBD personas, messaging framework, competitive positioning.

Phase 3:

Social Media Playbook

Platform approach, content pillars, voice & tone, review process, performance metrics.

Each phase built on the previous. Phase 4 defines the system that makes the strategy sustainable.

PHASE 4: DEFINED

An roadmap defines the system behind the strategy.

What Phase 4 is:

- Which platforms carry the brand and what the website needs to do
- How success is defined and measured across tourism, economic development, digital, and community engagement
- How resources are allocated: budget philosophy, distribution principles, and ROI thinking
- The infrastructure that makes the strategy sustainable over time

What Phase 4 is not:

- A campaign concept or creative brief
- A media plan or channel schedule
- An execution timeline
- A replacement for Phase 5. That comes next.

Phase 5 (Campaign Execution) follows from this roadmap.

The city's digital presence should do what the strategy says.

Stay Different is a positioning statement. For it to work, every platform people encounter has to reflect it, starting with the city's own website.

Website Optimization

Recommendations for how the city's website should be structured, positioned, and experienced, with messaging and navigation recommendations that match the strategy.

User Experience Improvements

Planning for how people move through the site: what they find, how quickly, and whether the experience builds confidence or loses them.

The Social Media Playbook (Phase 3) already defines channel-level approach. Platform strategy here focuses on owned digital infrastructure.

The website sets the tone.



Positioning Alignment

- Homepage messaging should reflect our “Stay Different” position instead of generic “city-services” copy
- Most city websites open with a services menu. Carbondale's should open with the place itself: culture, recreation, and what life in Carbondale is actually like.
- Ensure the city's brand voice (independent, expressive, grounded) is consistent throughout



Discoverability

- Audit existing pages for SEO alignment with target audience search behavior
- Optimize for terms that Experience Seekers and Life Changers actually use
- Ensure tourism, relocation, and event content is easy to find from the homepage



Content Architecture

- Build clear pathways for each persona type: visitor, prospective resident, event planner
- Use imagery and illustration to prominently showcase outdoor recreation, arts, and cultural content
- Reduce click-volume between arrival and the information people are looking for

Experience the site the same way your user does.

UX PLANNING PRIORITIES

Mobile-First

The majority of discovery happens on mobile. Site navigation, load times, and visual hierarchy must be designed for small screens first.

Audience Pathways

Design explicit paths for each persona (visitor, prospective resident, event planner) so people find what they need with minimal effort.

Visual Storytelling

Prioritize photography and video that reflects the brand: real moments, outdoor environments, people in the place.

THE GUIDING PRINCIPLE

A truly different website does more than communicate information. It creates a moment of recognition for the right person, someone who arrives uncertain and leaves feeling like this place might be for them.

Every UX decision should be evaluated against that outcome.

What to plan for

Homepage messaging · Site navigation · Content structure · Calls to action · Mobile experience

We track the metrics that reflect the strategy.

Awareness is where most city marketing stops. This strategy goes further, toward attachment. We'll track it across four categories, each measuring a different dimension of success.



**Tourism
Metrics**



**Economic
Development
Metrics**



**Digital
Engagement
Metrics**



**Community
Engagement
Metrics**



+ Measurement Dashboard Design

From day trips to lasting investment.

TOURISM METRICS

Visitor Volume

Total visitors per quarter; track the trajectory over year one, rather than the absolute numbers

Length of Stay

Average nights. This is the core gap to close; day trips converting to overnights is a primary success signal

Per Visitor Spend

Tracked via lodging tax, restaurant, and retail data in partnership with local businesses

Lodging Occupancy Trends

Tracked through hotel and short-term rental data, shows whether overnight stays are growing over time

Shoulder Season Revenue Activity

Lodging tax and sales tax data broken out by quarter; growth in Q1 and Q4 relative to summer is the signal that year-round relevance is building.

ECONOMIC DEVELOPMENT METRICS

New Business Formation

Registrations per year; focus on businesses aligned with the brand's character: arts, food, outdoor, entertainment, retail, etc.

Relocation Inquiries

Inbound contacts from prospective residents; sourced through website, city staff, and Chamber

Event-Driven Revenue

Economic impact of hosted events; baseline in Year 1, trend measured from Year 2 forward

Property & Investment Activity

Commercial vacancy rates, new investment inquiries; longer-cycle indicators tracked annually

Talent Retention (SIU)

% of graduates who remain or return to Carbondale within 3 years; partnership metric with SIU

Measuring resonance beyond mere reach.

DIGITAL ENGAGEMENT METRICS

Website Sessions & Unique Visitors

Volume and trend over time; watch for growth in organic search and referral from social

Time on Site & Bounce Rate

Proxy for relevance; high bounce on brand-facing pages signals a messaging or UX disconnect

Social Engagement Rate

Rather than simply counting likes, we'll measure engagement based on saves, shares, and comments as well; the Social Media Playbook defines the baseline

Content Performance by Pillar

Which content pillars generate the most engagement; informs ongoing content decisions

Audience Growth (Owned Channels)

Newsletter subscribers and social followers; slower-moving but more durable than paid reach

COMMUNITY ENGAGEMENT METRICS

Resident Sentiment

Annual or biannual pulse survey tracking pride, belonging, and confidence in how the city is represented

Brand Awareness (Perception Shift)

Measured by survey: do people outside Carbondale describe it differently over time? Baseline in Year 1.

Event Participation

Attendance at city-produced and community events; tracks civic engagement alongside tourism

Partner Alignment

Number of organizations (SIU, Chamber, local businesses) actively using brand assets and messaging

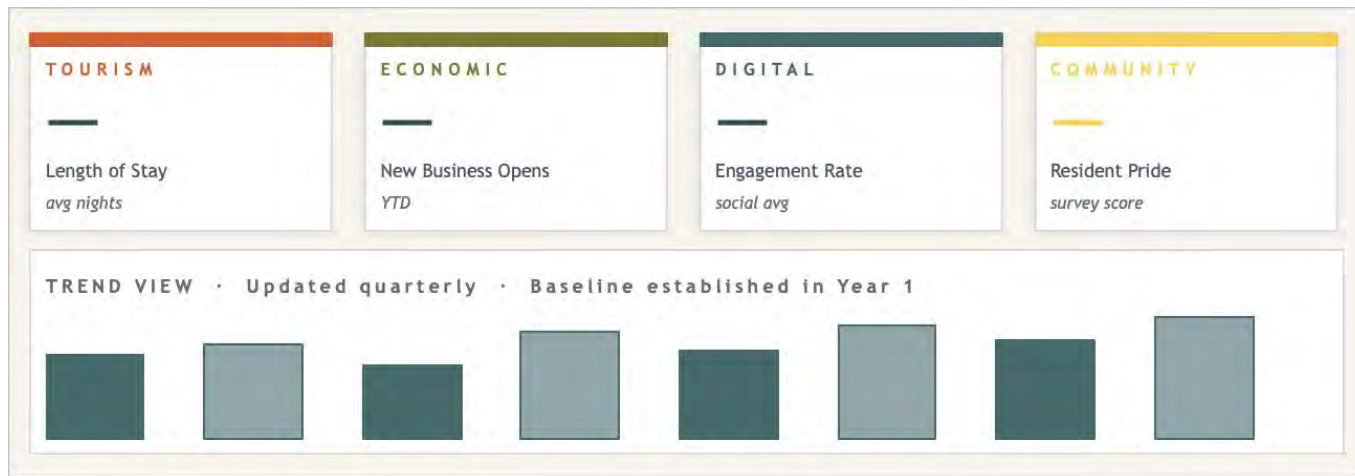
User Generated Content Volume

Organic mentions, tags, and shares from residents and visitors; reflects real attachment, not managed content

02C // MEASUREMENT DASHBOARD DESIGN

All four dimensions are visible in a single view.

The dashboard is built for city leadership to understand and use with ease. It should answer one question at a glance: Is the strategy working?



Dashboard format: updated quarterly. Shared with city leadership, key partners, and the public-facing summary report.

The budget should reflect what the strategy requires.

A budget is a values decision. How Carbondale allocates its marketing resources signals how seriously it intends to pursue the strategy.



Annual Marketing Budget Distribution

How the overall budget is allocated across functions: content, digital, earned media, measurement, and infrastructure.



ROI Projections Development

What success should produce, framed as ranges rather than guarantees. Grounded in comparable market benchmarks.



Resource Requirements Planning

Staffing, partner costs, and tool investments needed to execute the strategy at the level it deserves.

03A // ANNUAL MARKETING BUDGET DISTRIBUTION

Put the budget behind work that lasts.

Content Creation & Storytelling

Photography, video, written content: the core material of the brand

30%

Digital Infrastructure & Website

Optimization, UX improvements, hosting, performance tools

20%

PR & Events

Media relations, community partnerships, and live events that create entry points for engagement

20%

Measurement & Reporting

Dashboard tools, survey costs, data partnerships

10%

Community & Partner Activation

Co-investments with SIU, Chamber, and local organizations

10%

Reserve & Emerging Opportunities

Flexibility for Year 1 learning and mid-cycle adjustments

10%

Allocation principle: weight the investments that produce the assets. Content and infrastructure compound in value, so the budget leans there.

What to expect and what it takes.

ROI Projections Framework:

ROI in place branding is measured in three time horizons. Expecting short-cycle returns from long-cycle work creates the wrong incentives.

YEAR 1 (Foundation)

Baseline data established across all four metric categories · Brand consistency improvements measurable · Website traffic and engagement trending up

YEARS 2-3 (Traction)

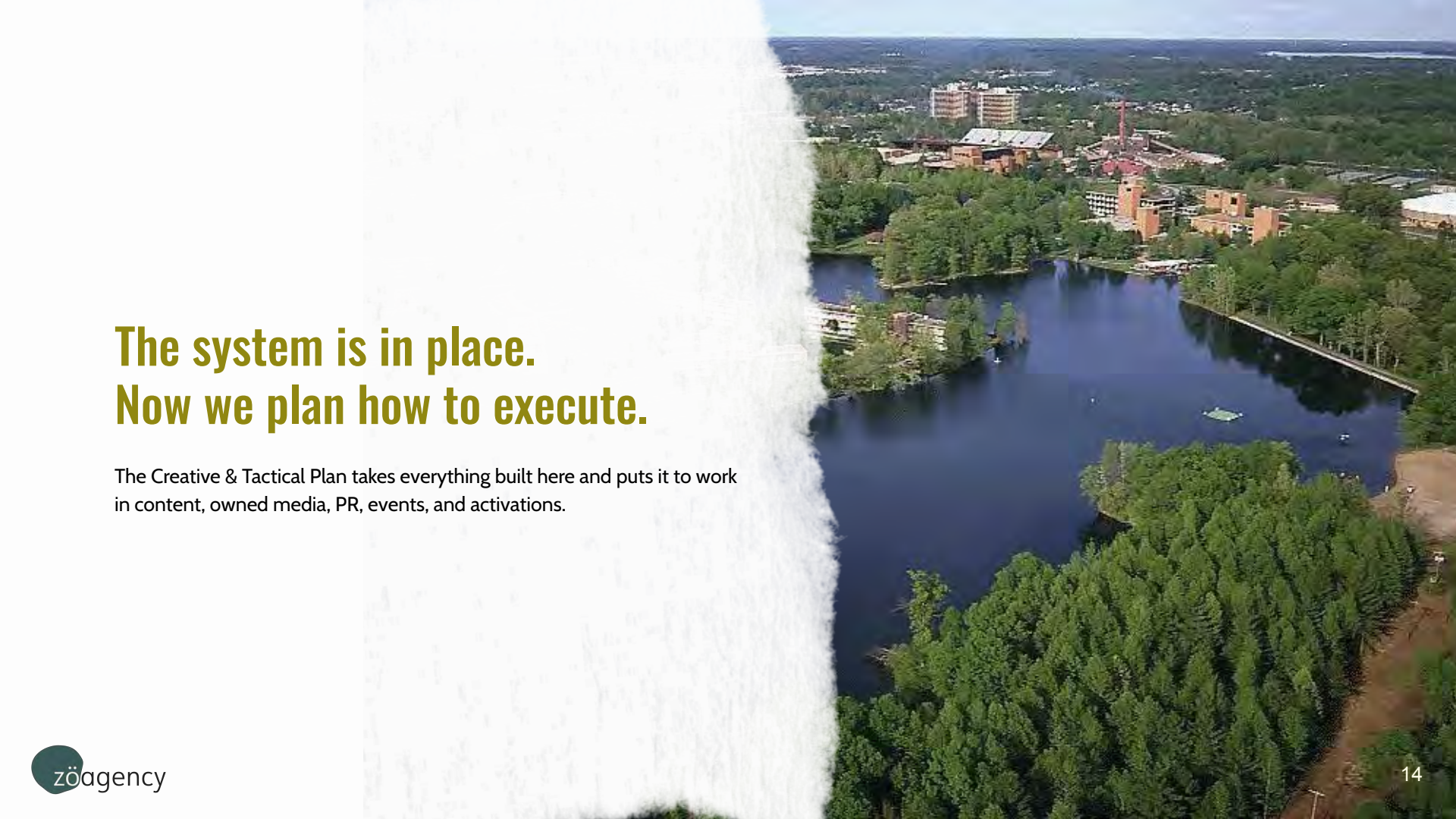
Visitor length-of-stay improving · Perception shift measurable in survey data · Earned media and UGC volume increasing

YEARS 4+ (Compounding)

Economic development metrics show movement · Brand recognition in target markets established · Brand reach grows through earned and organic channels

Resource Requirements Planning:

1. **Staffing** — Dedicated marketing coordinator (internal or contracted). Public Relations Officer oversight for brand alignment across departments. Content creation capacity, whether in-house or through an agency partnership.
2. **Technology** — Analytics platform (Google Analytics + social tools). Project management and content scheduling tools. Survey platform for resident and visitor sentiment tracking.
3. **Creative Partners** — Photographer and videographer on retainer or project basis. Graphic design support for brand consistency. Copywriting capacity aligned to voice & tone guidelines.
4. **Partnerships** — SIU collaboration agreement for shared brand activation. Chamber alignment on messaging and business communications. Regional tourism board coordination.

An aerial photograph of a city landscape featuring a large, dark blue lake in the center. The lake is surrounded by dense green trees and some urban buildings. In the background, a tall, white waterfall cascades down a rocky cliff. The sky is clear and blue.

The system is in place. Now we plan how to execute.

The Creative & Tactical Plan takes everything built here and puts it to work in content, owned media, PR, events, and activations.



carbondale
ILLINOIS

Creative & Tactical Plan

Recommended Execution

June 2026





The system is built. **Phase 5** gives it direction.

Four phases brought us here.

Phase 1 surfaced the cultural truth.

Phase 2 turned it into the Stay Different strategy and the audiences it serves.

Phase 3 set the social playbook.

Phase 4 defined the system: the website's job, the four measures of success, and how resources get spent. The brand identity, the standards guide, and the messaging templates are complete under the current contract.

Phase 5 takes all of it into the field.

The full activation, built to fund in phases.

This deck lays out everything we recommend, itemized as clear steps. The work is designed to be funded gradually, so the city can start with what matters most and add as budget allows.

We recommend leading with a lean brand release, then bringing the brand into the physical city, then scaling content, campaigns, and events. We're painting a full strategic picture for you, but we invite you to choose what's most important and where to begin.

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ACTIVATION

Year 1: Launch Foundations

Key Outcomes

Establishes the "Face" of Phase 5 while delivering immediate ROI through targeted regional outreach.

Strategic Allocation

Interactive Experience

- Implementation of new logo and branding across high-traffic digital touchpoints.
- Deployment of the Interactive Trip Planner/Guide.

Digital Creative Assets

- Development of ad creative and messaging tailored for key target markets.

Strategic Media Placement & PR

- Targeted digital ad runs to drive immediate engagement and traffic to the new experience.

Year 1 | Priority 1: Refresh the site

The new brand, across every page.

Bring the existing website in line with the new brand:

logo, color, typography, and voice on every page, so a visitor meets one consistent Carbondale. The homepage leads with cultural identity and Stay Different, and the same refresh extends to the social profiles and the citywide email signature.

How we do it:

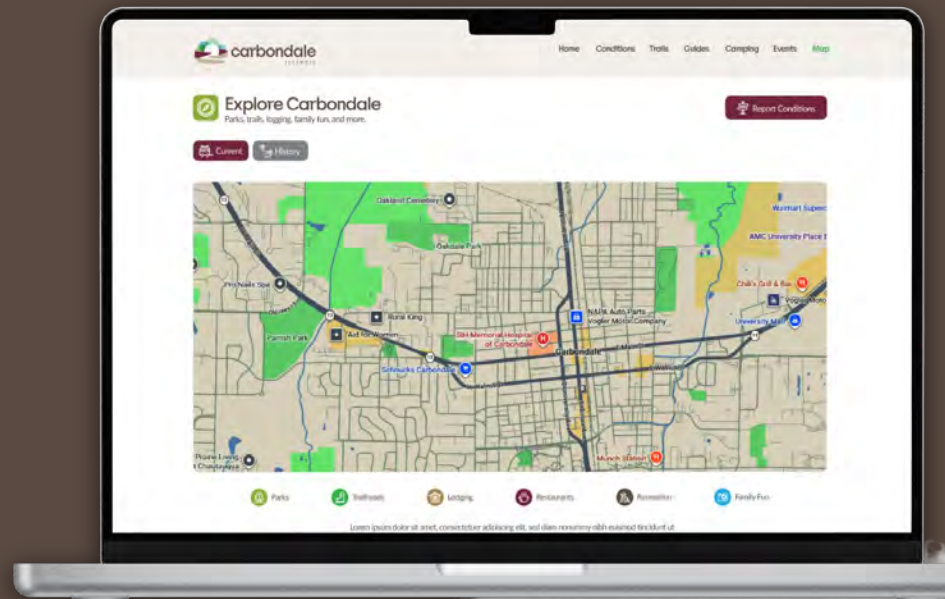
1. Confirm the final brand assets.
2. Audit the current site and list every page.
3. Apply the brand system across all templates.
4. Rewrite the homepage and top entry pages to lead with Stay Different and the persona paths.
5. Align titles and structure to the terms the target audiences search.
6. City review, one revision round, publish.

Year 1 | Priority 2: Build the trip planner

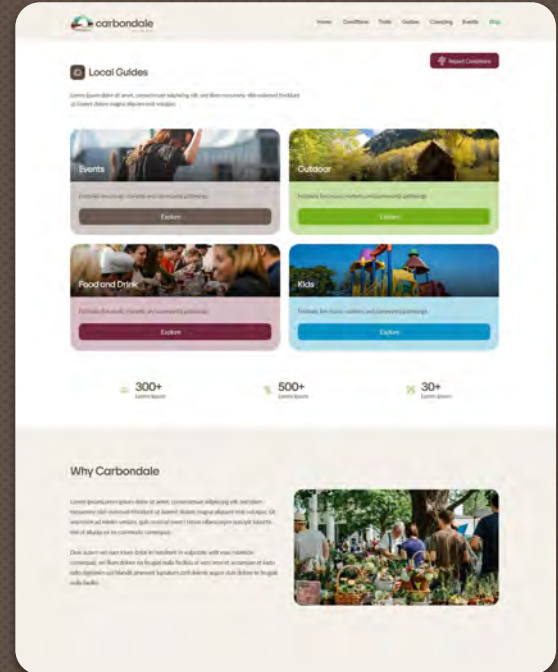
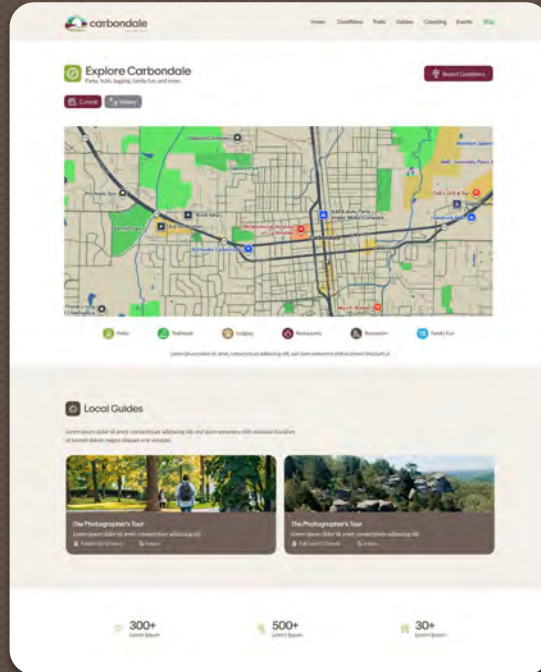
An interactive guide to Carbondale.

A visitor opens the site and explores Carbondale on a map. They browse activities, check weather, find lodging, see trails, and view current events, then click around to build their own itinerary. The content stays current on its own, pulled from the sources where it already lives and synced on a schedule. The model is a live destination guide, similar to Bend, Oregon's Bendy site.

<https://bebendy.com>



Year 1 | Priority 2: Build the trip planner



What the build includes

Scope of the trip planner.

Built in WordPress on a custom block theme from zö designs.

- 6 to 8 page templates
- Custom post types for Events, Places and Listings, Neighborhoods, and Categories
- Listings with filters, search, and Google Maps
- Automated data pulls from the confirmed sources, synced 1 to 2 times per week
- Admin controls to feature, hide, or edit any auto-pulled item without the next sync overwriting it
- On-page SEO, responsive design, and performance optimization
- One staging review, one revision round, deployment, and handover documentation

The data sources set the final scope. Activities, weather, lodging, trails, and events point to roughly five sources. The lean release starts with the core sources and adds the rest in a later phase.

Website Development: What's Included

The Foundation & Core Features

Custom WordPress Build:

Developing on a bespoke block theme (zö designs) for maximum flexibility.

Template Design:

Up to 6-8 unique page templates tailored to the Carbondale brand identity.

Dynamic Content Engine:

Custom post types and taxonomies for Events, Places, Listings, and Neighborhoods.

Interactive Listings:

Integrated search and category/tag filters with Google Maps functionality.

Automated Data Ingestion:

Scheduled sync (1-2x weekly) from up to 3 third-party sources (Eventbrite, Google Places, RSS/News).

Editorial Control:

Admin override tools to manually edit or hide synced items without losing changes during updates.

Project Scope: What's Not Included

Clarifying Boundaries & Post-Launch

Manual Content Migration:

The build focuses on the system; manual entry of legacy data or business descriptions is not included.

Real-Time Data Syncing:

To ensure site stability, data ingestion is scheduled 1-2x weekly rather than instant/live syncing.

Ongoing Post-Launch Maintenance:

Continuous technical support or feature updates beyond the initial stabilization period.

Content Creation:

Photography, copywriting for individual business listings, and manual event descriptions remain client-managed.

How we build it

The build sequence.

1.

Discovery.

Confirm the data sources, sync workflows, and page list. Write the brief and the scope of work.

2.

Design.

zö delivers the page, map, and itinerary designs.

3.

Theme build.

Build the block theme and the post types.

4.

Data layer.

Connect the sources, set the sync schedule, build deduplication and admin overrides.

5.

Map and itineraries.

Build the map, filters, search, and the trip-building experience.

6.

SEO, responsive, performance.

Optimize across mobile, tablet, and desktop.

7.

Staging review.

City reviews on staging. One revision round.

8.

Launch and handover.

Deploy to city hosting and deliver documentation.

Year 1 | Priority 3: Drive traffic

Send the right people to the site.

With the site live, digital advertising drives qualified traffic to it. Spend targets the audiences the strategy named: Early Adopters and the Early Majority. The destination for nearly every ad is the trip planner.

How we do it:

1. Define audiences around the personas, plus interest and intent signals.
2. Set geofences around drive markets, competitor destinations, SIU, and event sites.
3. Build creative from pillar content for Meta and Google.
4. Route ads to the planner and matching itinerary pages.
5. Flight against the launch window and shoulder seasons.
6. Review weekly in the first month, then move spend toward what works.

Year 1 | Priority 4: Tell people

PR carries the news.

Once the site is live and ads are running, PR tells the region what changed: a new brand, a new way to plan a Carbondale trip, and a city worth a closer look. The work runs through the relationships Phase 4 named: SIU, the Chamber, and the regional tourism board.

How we do it:

1. Confirm press contacts and partner commitments.
2. Write specific Carbondale story angles framed by the four pillars.
3. Prepare the press kit and partner assets.
4. Pitch and place, timed to launch and events.
5. Hold the Phase 2 crisis protocol ready. The PIO leads contact, leadership approves high-visibility responses.

ACTIVATION

Year 2: Community Foundations

Strategic Allocation

Photography & Videography

- Captured local stories and visuals showcasing the Stay Different spirit across the community.
- Production of high-quality assets for multi-channel usage.

Signage and community assets

- Comprehensive citywide rollout including bus stops, Amtrak station branding, and street-level posters.
- Strategic signage placement to ensure the concept is felt physically throughout the city.

Local brand assets

- Development of community swag, citywide stickers, and sweaters to build local pride and advocacy.
- Tangible brand touchpoints for residents and visitors to carry the message forward.

Events around the brand and the city.

Events bring the brand into the physical city and build attachment in person. They mark the brand update, gather residents and visitors, and give people a real Carbondale moment to share.

How we do it:

1. Develop the event concepts and coordinate with city teams.
2. Engage creators whose audiences match the personas.
3. Build the UGC framework: hashtag, prompt, and permission flow.
4. Produce the on-site and digital materials.
5. Collect data, analyze, and report.

One content stream feeds the work.

The Social Media Playbook runs underneath the program. The four pillars, Unexpected Carbondale, Life in Motion, A Place of Character(s), and A Different Kind of Place, supply the photography, video, and writing that the site, the ads, the press kit, and the events all draw on.

A photographer and videographer capture real moments to the zö image direction. Each asset is tagged to a pillar, scheduled across Facebook, Instagram, and TikTok at playbook cadence, and run through the playbook's tiered review before it publishes.

The physical environment.

The brand also lives in the places people walk past and drive by every day. Bringing it into the physical city makes Stay Different visible beyond the screen.

The work covers building signage and wayfinding, vehicle and fleet decals, staff uniforms, shirts, and badges, downtown and pole banners, and interior branding at City Hall and community facilities.



ACTIVATION

Year 3: Market Expansion

Strategic Focus

Broad Market Media Campaign

- Execution of large-scale paid media strategies across regional and national tourism markets to drive high-volume traffic.

Integrated Wayfinding & Infrastructure

- Implementing the "Stay Different" brand into the physical journey, including signage, directional wayfinding, and environmental graphics to guide visitors through the Carbondale experience.

Content Ecosystem Expansion

- Scaling high-quality video, photography, and editorial content to feed social channels, PR efforts, and partner sites.

ACTIVATION

Year 3: Market Expansion

Key Outcomes

- Fully activates the "Stay Different" brand beyond the local and digital foundations.
- Creates a seamless physical-to-digital visitor experience through cohesive wayfinding.
- Drives significant, measurable economic impact through sustained tourism growth.
- Drives high-volume regional and national traffic through sustained omni-channel campaigns.
- Content Ecosystem Expansion: Scaling high-quality video, photography, and editorial content to feed social channels, PR efforts, and partner sites.
- Performance Optimization: Ongoing data analysis and campaign refinement to maximize conversion and visitor spending.

Measurement against four categories.

Every part of the program reports into the four measures from Phase 4:

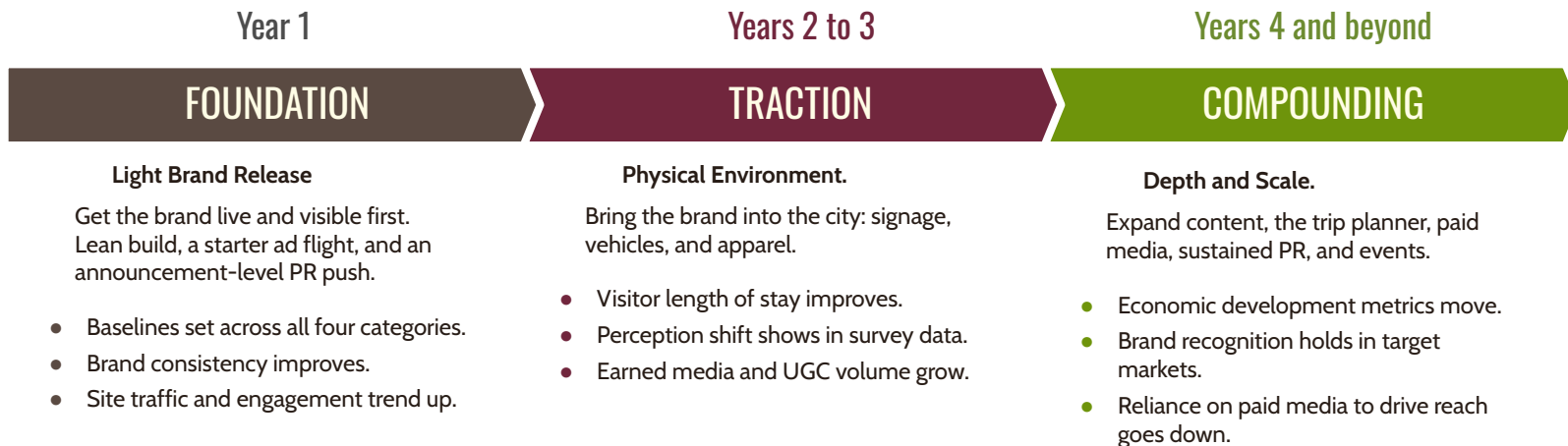


The detailed metrics under each carry over from the Roadmap. The dashboard gives city leadership one clear read at a glance: **whether the strategy is working.**

Year 1 sets the baseline across all four. The dashboard updates quarterly and is shared with leadership, partners, and the public summary report.

Three time horizons.

We recommend staging the program so the city starts with the work that matters most and adds as budget allows.



Year 1: Light Brand Release

Get the brand online.

Year 1 is a light release. It puts the new brand in public and proves the trip-planner model on a lean budget. We are direct about its size: it is a starting point, and the full campaign and physical rollout follow in later phases.

What it includes:

- Lean website refresh, with the new brand applied to the core pages
- Social profiles and email signature rebranded
- Lean trip planner, built on the core data sources
- A starter digital ad flight to drive traffic to the site
- A light PR push to announce the brand and the site

Years 2-3: Physical Environment

Get the brand in the city.

Years 2-3 bring Stay Different into the physical places people use every day. The work is quote-driven and longer-lead, so it is staged on its own as funding comes together.

What it includes:

- Building signage and wayfinding at City Hall, community centers, and parks
- Vehicle and fleet decals
- Staff uniforms, shirts, and badges
- Downtown and pole banners
- Interior facility branding

Years 4+: Depth and Scale

Build on what is working.

Years 4 and on scale the program once the brand is live and the city sees increasing results and reception.

What it includes:

- A full photography and video content engine on retainer
- Expanded trip-planner data sources: weather, lodging, and trails
- A full paid campaign across channels, beyond the starter flight
- Sustained PR and partner activation
- Launch events, creator collaborations, and a user-generated content program
- Department training and brand governance at depth

Stay Different is ready to run.

The research, strategy, playbook, and system are complete. This plan puts them to work, phased, from the brand release outward.





Appendix I:

Logo & Brand Guidelines

These guidelines establish the standards for applying the Carbondale brand across all touchpoints. They provide the city's teams and future vendors with the rules, specifications, and examples needed to ensure the brand is expressed consistently and with fidelity to the strategic intent behind it.



carbondale
ILLINOIS

BRAND IDENTITY GUIDELINES



Stay different.





VISUAL IDENTITY SYSTEM

The visual identity system provides the tools needed to represent the Carbondale brand consistently across all communications. Together, these elements create a recognizable and cohesive experience that reflects the character and values of the community.

When applied consistently, the visual identity becomes more than a collection of design elements—it becomes a shared expression of place. These standards help ensure that every interaction reinforces the qualities that make Carbondale distinctive, welcoming, and memorable.

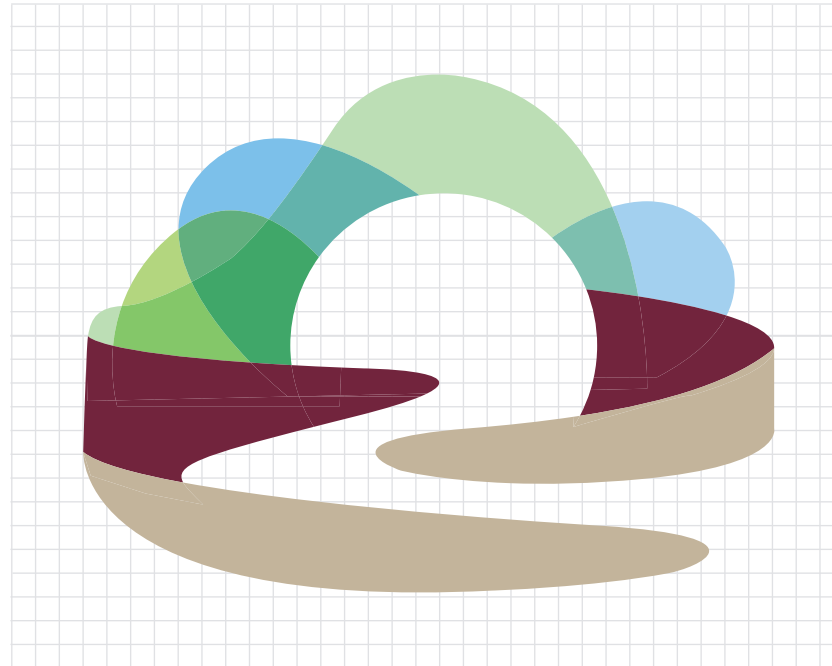
LOGO MARK

The Carbondale logo mark is a visual representation of the landscapes, connections, and experiences that define the community. Inspired by the region's natural environment and spirit of exploration, the symbol combines layered forms to create a sense of movement, depth, and connection.

INSPIRATION

The logo draws inspiration from the natural beauty of Southern Illinois and the interconnected experiences that define Carbondale. Through layered forms and flowing movement, the mark captures a sense of place while expressing the energy and optimism of a community looking forward.

A symbol of connection, exploration, and community—reflecting the landscapes, people, and experiences that make Carbondale distinct.



LOGO MARK CONSTRUCTION GRID



COMPLETE LOGO

The complete Carbondale logo combines the logo mark, word-mark, and location descriptor into a unified visual identity. Together, these elements create a distinctive and recognizable representation of the community while ensuring clarity and consistency across all applications.

The complete logo should be used whenever space permits and serves as the preferred expression of the Carbondale brand. Consistent use strengthens recognition, reinforces credibility, and creates a cohesive experience across print, digital, environmental, and promotional materials.



01 LOGO MARK

The symbolic element of the identity, representing Carbondale's landscape, connections, and sense of place.

03 DESCRIPTOR

ILLINOIS
STAY DIFFERENT



02 WORD MARK

The custom typographic expression of the Carbondale name, designed for clarity and recognition.

A supporting line used to reinforce place identity or brand positioning, including applications featuring "Illinois" or the "Stay Different" brand promise.

The complete logo combines all core the elements into the primary representation of the Carbondale brand.

LOGO VARIATIONS

The Carbondale identity is available in horizontal and stacked configurations, each with approved descriptor options. These configurations provide flexibility while maintaining consistency, recognition, and visual integrity across all applications.



HORIZONTAL VARIATION

The preferred logo configuration for wide-format applications, including signage, websites, presentations, and digital communications.



STACKED VARIATION

Designed for vertical formats, square layouts, social media applications, and environments where horizontal space is limited.



Consistent use of these approved logo variations strengthens recognition and preserves the integrity of the Carbondale brand.



LOGO CLEARSPACE

Adequate clear space and minimum size requirements ensure the logo remains visible, legible, and impactful across all applications. Consistent application strengthens recognition and preserves the integrity of the Carbondale brand.



CLEAR SPACE

A minimum clear space equal to the height marked "X" in the wordmark must be maintained on all sides of the logo. No text, imagery, graphic elements, or page edges should enter this protected area.

The protected area surrounding the logo and the minimum dimensions required to preserve clarity and recognition.

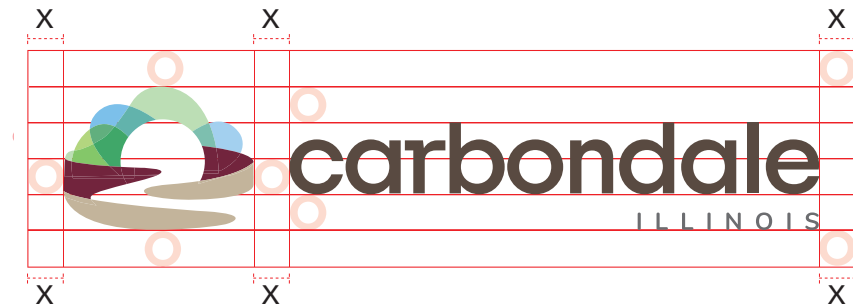


Horizontal Logo

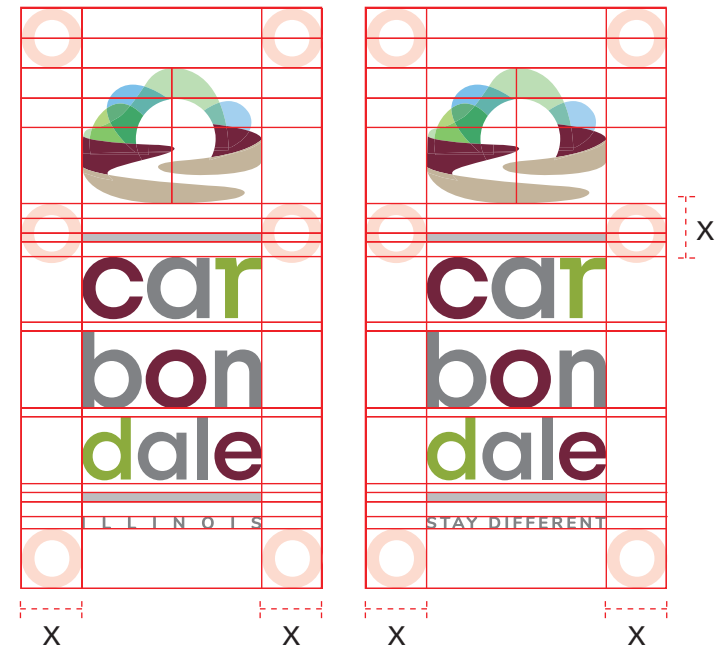
Minimum Width: 1.5 in / 150 px

Stacked Logo

Minimum Width: 0.75 in / 80 px



HORIZONTAL CONFIGURATION



STACKED CONFIGURATION

INCORRECT LOGO USAGE

The Carbondale logo is a valuable brand asset. Consistent and correct application ensures the identity remains recognizable, professional, and impactful across every touchpoint.



PRIMARY



Avoid Use of Different Colors



Avoid Using stroke



Do Not Distort The Logo



Do Not Include a Drop Shadow



STACKED



Avoid Use of
Different Colors



Rearrange elements



Do not Place on
busy backgrounds

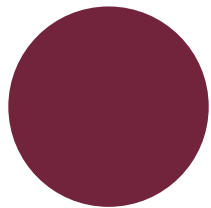


COLOR APPLICATIONS

More than a collection of colors, the Carbondale palette is a visual expression of place. Rooted in the community's natural beauty, creativity, and spirit of exploration, it provides a foundation for consistent, recognizable, and engaging brand experiences.

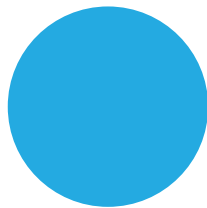
*Inspired by place. Designed for recognition.
Built for flexibility.*

PRIMARY COLORS



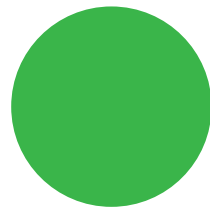
Burgundy

HEX: #72263D
RGB: 114, 38, 61
CMYK: 39, 91, 57, 38
PANTONE: 7421 C



Blue

HEX: #27AAE1
RGB: 39, 170, 225
CMYK: 70, 15, 0, 0
PANTONE: 2995 C



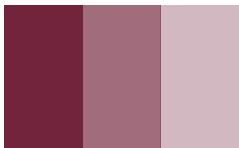
Green

HEX: #39B54A
RGB: 57, 181, 74
CMYK: 75, 0, 100, 0
PANTONE: 361 C

TRANSPARENCY SYSTEM

The Carbondale identity uses transparency to create depth, movement, and connection. Approved opacity levels help maintain consistency when layering colors and building visual compositions.

**Burgundy
(Primary)**



100% 67% 32%

**Blue
(Primary)**



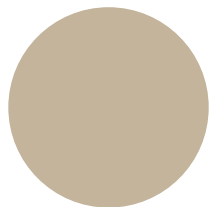
100% 67% 32%

**Green
(Primary)**



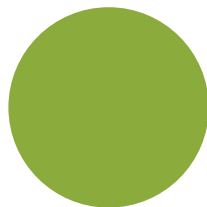
100% 67% 32%

SUPPORTING COLORS



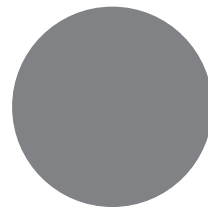
Beige

HEX: #C2B59B
RGB: 194, 181, 155
CMYK: 25, 25, 40, 0
PANTONE: 7528 C



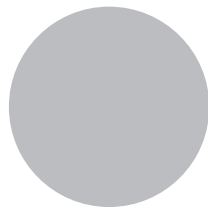
Olive Green

HEX: #8DAD3D
RGB: 141, 173, 61
CMYK: 51, 16, 100, 1
PANTONE: 376 C



Dark Gray

HEX: #808285
RGB: 128, 130, 133
CMYK: 53, 43, 42, 6
PANTONE: Cool Gray 9 C



Light Gray

HEX: #BCBEC0
RGB: 188, 190, 192
CMYK: 25, 19, 18, 0
PANTONE: Cool Gray 4 C

NEUTRAL COLORS

COLOR USAGE BALANCE

A recommended balance guides the use of colors across communications while maintaining visual harmony and flexibility.



**50%
NEUTRAL
FOUNDATION**
Backgrounds
Dark Gray, Light
Gray

**30%
PRIMARY
COLORS**
Key messages,
highlights, calls-
to-action, and
brand emphasis.

**20%
SUPPORTING
COLORS**
Depth, warmth,
visual variety,
and secondary
accents.

DESIGN PRINCIPLES

Our design principles guide how we express the Carbondale brand across every communication. They provide a framework for creating experiences that feel authentic, welcoming, and unmistakably Carbondale.

Together, these principles influence how we use color, photography, typography, composition, and graphic elements to create a consistent and recognizable visual identity.

THE CARBONDALE DESIGN PRINCIPLES



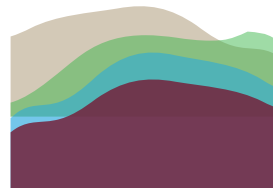
TRANSPARENCY

We use transparency to create depth, openness, and visual connection. Layered colors reflect the relationships that define our community.



LAYERING

Layering represents the coming together of people, places, and experiences. It creates visual richness while reinforcing connection.



ORGANIC FORMS

Inspired by landscapes, rivers, and trails, organic forms bring warmth and movement to the brand. They reinforce Carbondale's connection to place.



FRAMING

Framing guides attention and creates clear visual hierarchy. It helps highlight key messages and strengthen storytelling.



TYPOGRAPHY SYSTEM

Typography plays a critical role in shaping how the Carbondale brand is experienced. It establishes hierarchy, improves readability, and reinforces the community's confident, welcoming, and progressive character. Applied consistently, the type system creates a unified voice across every touchpoint.

OUR TYPE SYSTEM IS:

- ✓ CLEAR
- ✓ CHARACTERFUL
- ✓ CONSISTENT
- ✓ ACCESSIBLE



PRIMARY TYPEFACE

AVENIR

Avenir is the primary typeface of the Carbondale brand. Chosen for its clarity, versatility, and contemporary character, it serves as the foundation of the visual communication system. Avenir balances professionalism with approachability, helping the brand communicate with confidence while remaining welcoming and accessible.



Use heavier weights to create emphasis and establish hierarchy. Maintain adequate spacing and contrast to ensure clarity and accessibility across all touchpoints.

AVENIR FAMILY

Avenir Light AaBbCc0123

Avenir Book AaBbCc0123

Avenir Medium AaBbCc0123

Avenir Heavy AaBbCc0123

Avenir Black AaBbCc0123

CHARACTER SET

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

! @ # \$ % ^ & * () _ + = { } [] : ; " ' < > ?

SECONDARY TYPEFACE

INTER

Inter is the secondary typeface of the Carbondale brand. Designed for exceptional readability, it supports long-form communication and information-heavy content across both print and digital platforms. Inter complements Avenir by providing a clean, functional, and highly accessible reading experience.



Inter 18 is used in the official logo lockup and supports the brand system as Carbondale's secondary typeface.

INTER FAMILY

Inter Light	AaBbCc0123
Inter Regular	AaBbCc0123
Inter Medium	AaBbCc0123
Inter Semibold	AaBbCc0123
Inter Bold	AaBbCc0123

CHARACTER SET

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789
 ! @ # \$ % ^ & * () _ + = { } [] : ; " ' < > ?

TYPE HIERARCHY & USAGE

A clear typographic hierarchy creates consistency across all Carbondale communications. By using defined heading levels, body styles, and supporting text treatments, information remains easy to navigate, accessible, and visually cohesive across print and digital applications.

TYPE IN PRACTICE

H1	Attention
H2	Structure
H3	Emphasis
Body	Information
Caption	Context

H1

Page Titles /
Hero Headlines

STAY DIFFERENT.
WELCOME HOME

AVENIR BLACK

All Caps
Tracking: 0

H2

Section Headings /
Sub Headlines

Explore. Connect.
belong

AVENIR HEAVY

Sentence Case

H3

Subheadings /
Highlights

A COMMUNITY WITH CHARACTER

AVENIR MEDIUM

All Caps
Tracking: 0

Body

Body Copy /
Paragraph

Carbondale is a welcoming and progressive community where people, ideas, and opportunities come together.

INTER REGULAR

Sentence Case
Leading: 0%

Caption

Captions /
Small Text

CARBONDALE TOWN SQUARE •
CARBONDALE, ILLINOIS

INTER REGULAR

All Caps
Tracking: 90

PHOTOGRAPHY PRINCIPLES

Photography brings the Carbondale story to life. Every image should reflect the community's character, energy, and sense of belonging—capturing real people, meaningful places, and authentic moments that create lasting connections.

PHOTOGRAPHY PILLARS



COMMUNITY

Authentic people,
shared experiences.



CULTURE

Diversity shown
and celebrated.



CONNECTION

Moments shared
between people.



PHOTOGRAPHY STYLE

Photography plays a vital role in bringing the Carbondale brand to life. Our imagery should reflect the authenticity, diversity, and energy of our community, showcasing real people, places, and experiences that tell the story of Carbondale.

Use photography that feels natural, inclusive, and welcoming. Every image should strengthen our connection with residents, visitors, and partners.



THE ESSENCE

Real People.
Meaningful Places.
Authentic Carbondale.



AUTHENTIC

Real moments.
Genuine experiences.



COMMUNITY FOCUSED

People, connection, and
shared experiences.



SEASONAL

People, connection, and
shared experiences.



WELCOMING

Natural, approachable,
and inviting imagery.



APPLICATIONS

OUR BRAND, IN THE REAL WORLD.

The Carbondale identity is designed to create a consistent and recognizable experience across every touchpoint. This section demonstrates how the visual system comes to life through real-world applications.

From digital platforms to printed materials, signage, and community activations, these examples show how our brand communicates with clarity, builds recognition, and reflects the spirit of Carbondale in every interaction.



DIGITAL

Web, social media, email, and online touchpoints.



PRINT

Posters, flyers, brochures, and publications touchpoints.



SIGNAGE

Wayfinding, banners, building signs, and environmental graphics.



MERCHANDISE

Branded items that extend our identity into the community.



COMMUNITY

Events, programs, and experiences that bring our brand to life.

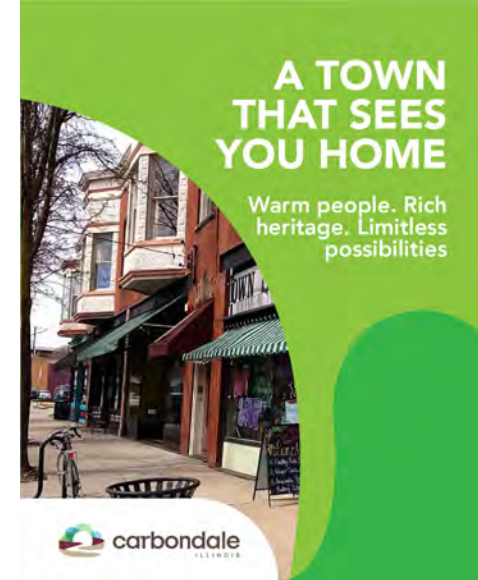
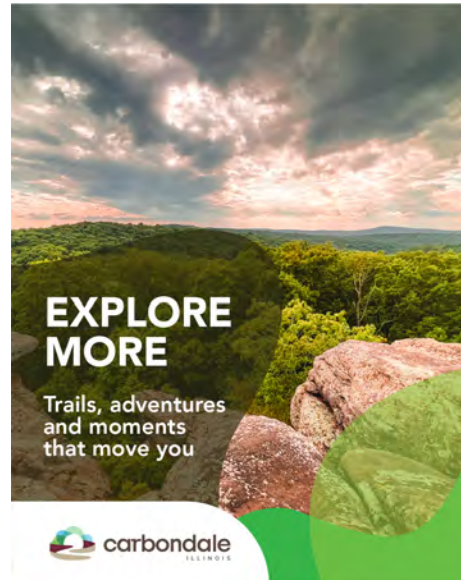
SOCIAL MEDIA

Social media is one of the most visible expressions of the Carbondale brand. Every post should communicate clearly, maintain visual consistency, and reflect the welcoming, community-focused character of the city.

Our content combines authentic photography, clear messaging, and a consistent visual identity to create posts that are engaging, informative, and unmistakably Carbondale.

SOCIAL MEDIA PRINCIPLES

- ✓ Highlight local people, places, and experiences
- ✓ Use real imagery that reflects the spirit of Carbondale.
- ✓ Keep messaging simple, informative, and easy to understand.
- ✓ Apply typography, color, and graphic elements consistently.



PRINT APPLICATIONS

Consistent application of the Carbondale brand across printed materials strengthens recognition, reinforces trust, and creates a cohesive experience across community communications. Whether used for official correspondence, promotional materials, or administrative documents, print applications should reflect the brand's clarity, professionalism, and welcoming character.

PRINT PRINCIPLES



CLEAR HIERARCHY

Organize information using a strong typographic structure and clear visual flow.



AUTHENTIC & RELEVANT

Use imagery, messaging, and design elements that reflect Carbondale and its community.



CONSISTENT BRANDING

Apply approved colors, typography, and graphic elements consistently across all materials.



ACCESSIBLE COMMUNICATION

Ensure information is easy to read, understand, and navigate for all audiences.

BUSINESS CARDS

Size: 3.5 × 2 in (88.9 × 50.8 mm)

A professional introduction that reflects the Carbondale identity while maintaining clarity and readability.



LETTERHEADS

Size: 8.5 × 11 in (US Letter)

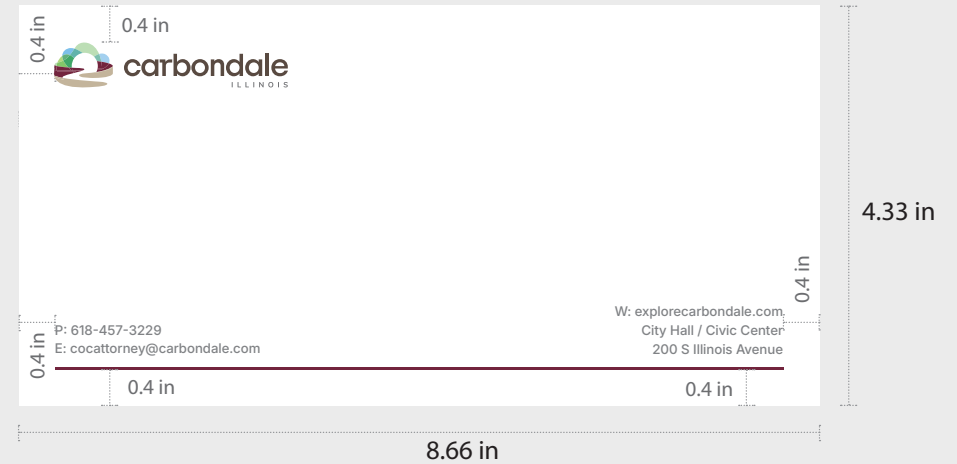
Official correspondence should maintain a clean, organized layout with consistent branding and clear information hierarchy.



ENVELOPE DL

Size: 8.66 × 4.33 in (220 × 110 mm)

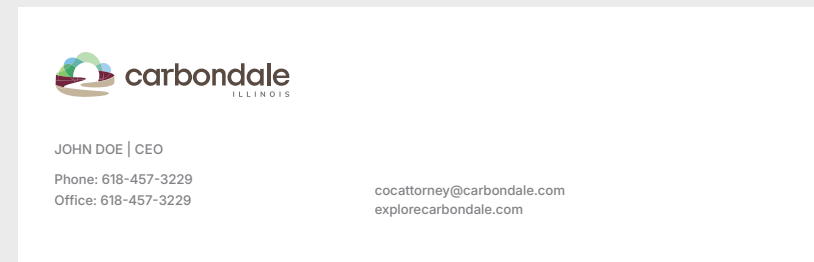
Maintain clear branding, sender identification, and a professional presentation across all official communications.



EMAIL SIGNATURE

Responsive Digital Signature

Digital correspondence should follow a standardized format that clearly identifies staff while maintaining a professional appearance.



SIGNAGE & WAYFINDING

The Carbondale visual identity should create a recognizable presence throughout the community. Signage applications help strengthen wayfinding, support community engagement, and reinforce a sense of place.



CLEAR NAVIGATION

Information should be easy to locate, read, and understand.



CONSISTENT BRANDING

Use approved typography, colors, and graphic elements across all signage.



ACCESSIBILITY

Ensure signage remains legible across varying distances and environments.



SENSE OF PLACE

Celebrate Carbondale's character through imagery, messaging, and environmental design.



ICONOGRAPHY

Icons support communication by simplifying information and improving navigation. The Carbondale icon system should remain clear, approachable, and consistent across digital and print applications.



The Carbondale icon system is designed to be simple, recognizable, and easy to use. Consistent shapes, stroke weights, and visual styling create a cohesive set of icons that support navigation, communication, and community engagement across all touchpoints.



COMMUNITY



OUTDOORS



DESTINATIONS



EVENTS



SERVICES



People



Connection



Civic Services



Parks



Trails



Recreation



Location



Wayfinding



Downtown



Music



Arts



Community Events



Contact



Information



Parking

REAL PEOPLE. REAL PLACES. REAL CARBONDALE.

Every interaction, experience, and communication
contributes to a community that is welcoming,
authentic, and uniquely its own.





Appendix II: Social Media Playbook

This playbook operationalizes the strategic direction and brand framework outlined in the preceding sections. It provides the city's teams with guidelines, templates, and protocols for managing the city's social presence in alignment with the Stay Different tagline and the four measurement categories defined in the strategy.



SOCIAL MEDIA PLAYBOOK

JUNE 2026

Stay different. Stay connected.





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ABOUT

Carbondale shows up on social media every day. Departments share updates, events get promoted, and programs get visibility. The City is active, responsive, and consistently communicating with its community, regardless of the volume or nature of resident engagement. This is critical to successful social communications for any city, and Carbondale does it well. What's missing isn't activity; it's alignment.

Right now, each post reflects something real and important. But taken together, they don't always build a clear picture of what Carbondale is or what makes it different from anywhere else. The result is a feed that keeps people informed, but doesn't give them a clear reason to see Carbondale differently.

This playbook is designed to change that. It provides a shared foundation so content across departments doesn't just communicate individual updates, but reinforces a clear, consistent message. As with all our communications, our goal is to show people what makes this place different.

02

CONTENT PILLARS

Content pillars act as the foundation for everything shared across Carbondale's social channels. They create consistency without limiting creativity, and ensure that content from different departments contributes to a shared, recognizable story.

Each pillar represents a different dimension of Carbondale. Together, they help shift perception from what people assume this city is to what it actually offers.

Use these pillars to guide planning, balance content types, and maintain a clear storyline across all posts.





UNEXPECTED CARBONDALE

Carbondale often defies expectation. This pillar highlights the moments, places, and experiences that challenge common assumptions and reveal to people what they don't expect to see but should.

AUDIENCE TAKEAWAY:

"This is not what I thought Carbondale was."

EXAMPLE CONTENT:

- Scenic outdoor footage that feels more "destination" than "drive-through."
- Food, arts, or culture that feels elevated or surprising.
- Events or spaces that contrast with small-town stereotypes.
- Visual moments that spark curiosity or disbelief.

SUGGESTED CADENCE:

1–2 posts per week; prioritize video and visual-first formats.



LIFE IN MOTION

Beyond our festivals, concerts, and major events, Carbondale is active and alive. This pillar captures the daily rhythm of the city through the events, programs, and activities that keep us moving.

AUDIENCE TAKEAWAY:

"There's always something happening here."

EXAMPLE CONTENT:

- Community events, programs, and recaps
- Parks, recreation, and public spaces in use
- Infrastructure updates and city improvements in progress
- Everyday moments that reflect energy and participation

SUGGESTED CADENCE:

1–2 posts per week; Stories and short-form content encouraged.



A PLACE OF CHARACTER(S)

The character of a place is shaped by the people who live, work, and contribute to it. This pillar highlights those individuals—residents, staff, students, and local leaders—who bring the city to life and contribute to the character of our one-of-a-kind community.

AUDIENCE TAKEAWAY:

“This place feels real. I can see myself here.”

EXAMPLE CONTENT:

- Resident and student spotlights.
- Staff features and behind-the-scenes work.
- Local business owners, artists, and community contributors.
- Personal stories tied to place and purpose.

SUGGESTED CADENCE:

1 post per week; Stories and Reels for behind-the-scenes moments.



A DIFFERENT KIND OF PLACE

Some aspects of Carbondale don't need to be surprising; they just need to be understood more clearly. This pillar focuses on identity: what the city stands for, what it values, and what makes it unlike any other community in Southern Illinois.

AUDIENCE TAKEAWAY:

“There's something different about this place, and I'm drawn to it.”

EXAMPLE CONTENT:

- Long-term initiatives, vision, and progress.
- Cultural identity and local traditions.
- Seasonal shifts that define the experience of being here.
- Messages that reinforce belonging, pride, and place.

SUGGESTED CADENCE:

1 post per week; mix of visual storytelling and message-driven content.

SEASONAL CAMPAIGN CONCEPTS

While the pillars define what we talk about, seasonal campaigns help us see how the story can flexibly align itself with seasonal customs and traditions throughout the year. These campaigns create rhythm, keep content fresh, and give departments a shared direction for participation.

Each season should express a different facet of Carbondale, reinforcing the idea that this is not a one-dimensional place, but one that offers something new depending on when you visit and how you experience it.

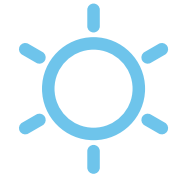
These campaign ideas are rooted in the social customs and rhythms distinct to different seasons, while still leaving room for the creative expression that our content pillars give us. Departments should align seasonal content with a specific pillar to ensure consistency across all channels.



SPRING — REDISCOVER CARBONDALE

Focus on renewal, exploration, and discovery.

- Highlight outdoor spaces, new activity, and fresh perspectives
- Invite people to see the city again, differently



SUMMER — EXPERIENCE CARBONDALE

Focus on energy, events, and participation.

- Showcase festivals, community gatherings, and peak activity
- Emphasize movement, vibrancy, and social experience



FALL — BELONG TO CARBONDALE

Focus on identity, culture, and connection.

- Highlight traditions, local pride, and shared experiences
- Reinforce emotional ties to the place



WINTER — REFLECT ON CARBONDALE

Focus on depth, calm, and meaning.

- Tell quieter stories, highlight local history, and show a different pace
- Emphasize thoughtfulness, care, and community



03

CREATIVE DIRECTION

Carbondale's voice on social media should clearly reflect the attributes that make our community different. To do this, we shouldn't need to state our differences outright, although we can. By simply showing it consistently, we can assert the value of our difference from all of the other cities and towns in our region.

This isn't about trying to look like a destination. It's about revealing that we already are.

Strong creative should challenge assumptions without forcing the point. It should feel natural, grounded, and real, while still offering something unexpected.

We're not here to overproduce content or chase trends. The goal is to create moments that make someone pause and reconsider what they think they know about Carbondale.

WHAT STRONG CREATIVE LOOKS LIKE

- IT REVEALS SOMETHING UNEXPECTED

It shows a side of Carbondale people don't anticipate—visually, emotionally, or experientially.

- IT EARNS ATTENTION THROUGH CONTRAST

Not by being louder, but by being different from what people expect to see from our city.

- IT FEELS REAL, NOT STAGED

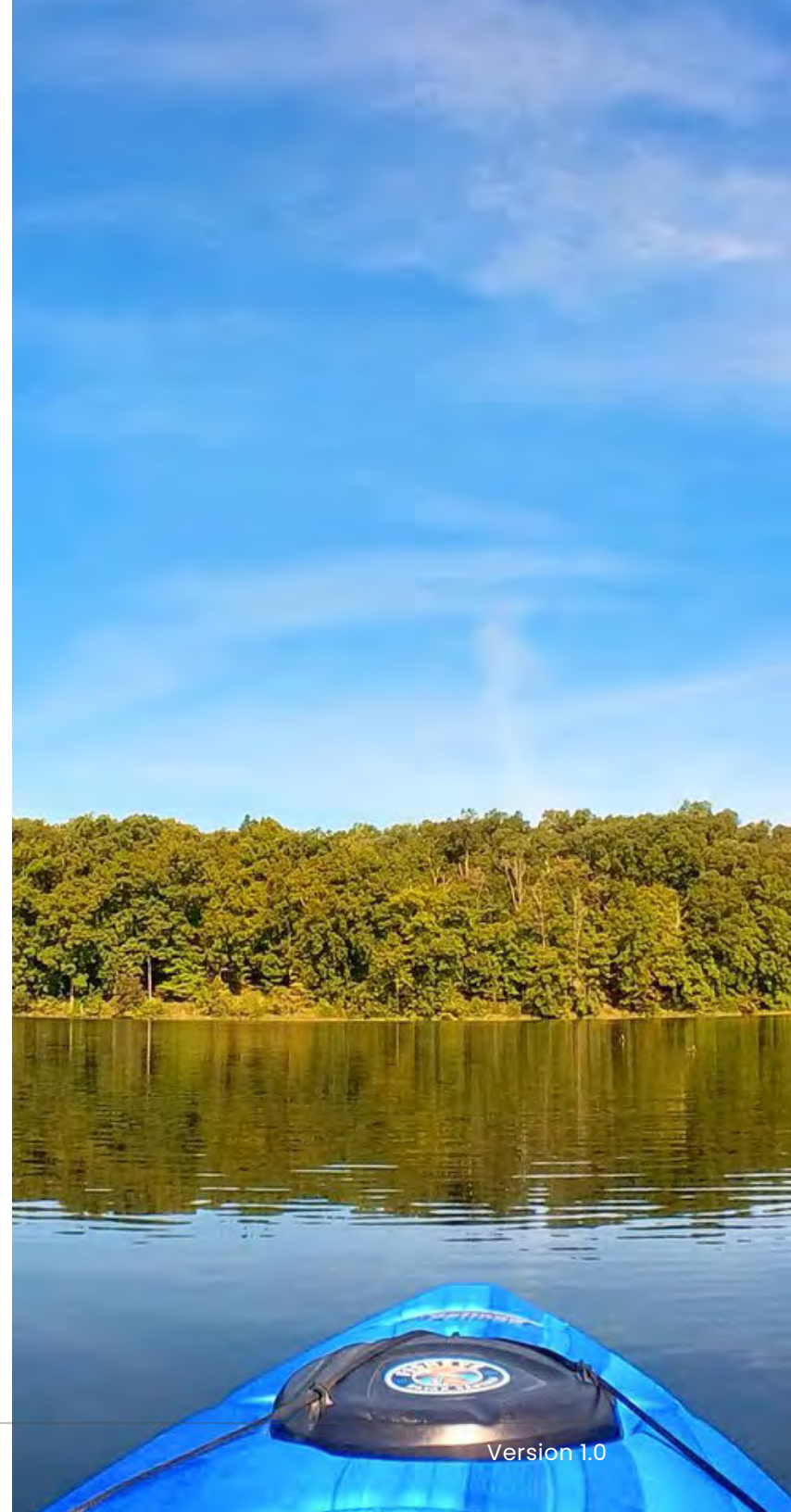
Authentic moments will always outperform overly polished content that feels generic or interchangeable.

- IT PRIORITIZES PEOPLE AND EXPERIENCE

Not just places or information, but what it actually feels like to be there.

- IT CONTRIBUTES TO A BIGGER STORY

Every post should feel like part of something larger, not a one-off update.



VISUAL APPROACH

Our visual approach on social should support the idea of contrast and discovery.

1. Capture real environments in real moments—not just empty spaces or staged shots
2. Favor movement and perspective over static documentation
3. Less is more—avoid overloading visuals with text or design elements
4. Use framing and composition to highlight depth, texture, and atmosphere
5. Prioritize natural light, human interactions, and real-life moments
6. All graphics, illustrations, and brand marks should be consistent with the City of Carbondale's visual identity system

VIDEO STORYTELLING STRATEGY

Video is one of the most effective ways to express what makes Carbondale different, because it allows people to experience City communications in a multisensory way.

The goal is not to explain the city. The goal is to show people who we are and maybe even show them something they didn't expect to see.

ROLE OF VIDEO

Video should:

- Break assumptions quickly
- Capture energy, movement, and emotion
- Provide proof of experience, not just promotion of an event

Short-form video (Reels, TikTok, YouTube Shorts) is especially effective because it meets people where they are and delivers immediate impact.

CORE APPROACH

01

LEAD WITH THE MOMENT

Start with something visually or emotionally compelling within the first 1–2 seconds

02

SHOW, DON'T TELL

Let the footage do the work whenever possible

03

KEEP IT SIMPLE

One idea per video is stronger than trying to say everything at once

04

PRIORITIZE AUTHENTICITY OVER PRODUCTION

A real moment captured well will outperform something over-edited or scripted

STRATEGIC VIDEO THEMES

Use video to highlight:

- **Unexpected beauty** — scenery, spaces, or views that challenge assumptions
- **Active experiences** — people doing things, not just places existing
- **Human moments** — interactions, expressions, conversations
- **Contrast** — “This isn’t what you expected.”

FORMAT GUIDANCE

- Keep most videos under 30 seconds
- Use vertical formats for mobile-first viewing
- Include captions for accessibility and clarity
- Use light text overlays

WHAT TO AVOID

- Overproduced, ad-like content that feels disconnected from reality
- Long intros or slow build-ups that lose attention
- Trying to explain too much in a single video
- Generic tourism-style footage that could belong anywhere

DESIGNING A POST FOR SOCIAL MEDIA

Every post—regardless of platform or format—should feel intentional. Whether it’s a photo, video, carousel, or story, the goal is the same: deliver something clear, meaningful, and worth someone’s attention.

We’re not posting just to stay active. We’re posting to contribute to a larger, shared story about Carbondale.

That means each post should do at least one of the following:



Reveal something unexpected



Reflect real life in the city



Invite people to see things differently than they did before



Inspire a new perspective



REVEAL SOMETHING UNEXPECTED

share little-known facts, hidden gems or moments people don’t see coming.



REFLECT REAL LIFE IN THE CITY

Show the everyday moments, people and places that make Carbondale real.



INVITE PEOPLE TO SEE THINGS DIFFERENTLY

Highlight events, history, voices or perspectives that shift how people see our community.



INSPIRE A NEW PERSPECTIVE

Encourage curiosity, pride and connection through a fresh point of view.

STRUCTURE TO AIM FOR

A strong post doesn’t need to be complex, but it should be thoughtful. This structure helps ensure clarity and consistency across departments and contributors:

GOAL

Give people a reason to stop scrolling



1. HOOK

Start with something that earns attention without forcing it.

This could be:

- A moment (“Golden hour at...”)
- A question (“When was the last time you...?”)
- A contrast (“Not what you’d expect from...”)
- A simple, strong statement

2. MESSAGE

What are we actually saying?

This is the core of the post. Every post should clearly fall into one of three lanes:

- *Informative* — what's happening, when, and where
- *Experiential* — what it feels like to be there
- *Disruptive* — what makes someone see it differently

Disruptive doesn't mean controversial. It means intentional. It challenges assumptions, highlights contrast, or offers a point of view that makes someone look again.

Whenever possible, connect the message back to the place, the people, or the experience itself. That's what keeps the message grounded in the lived experience of the city.

GOAL



Make the post feel purposeful—not just descriptive, but clear in what it's adding.

3. VISUAL

The visual should do more than support the message; it should embody it.

Ask:

- *Does this show something real?*
- *Does it add energy, emotion, or context?*
- *Could this image or video exist anywhere else, or does it feel specific to Carbondale?*

GOAL



Give people a reason to stop scrolling.

4. CALL TO ACTION (WHEN APPROPRIATE)

Not every post needs a CTA, but when it does, keep it simple and natural.

Examples:

- *Learn more*
- *Join us*
- *Stop by*
- *Share your experience*
- *Tag someone who should see this*

Avoid:

- *Overloading with instructions*
- *Forcing engagement*

GOAL



Make it easy for people to take the next step.

WHAT TO KEEP IN MIND

- **CLARITY OVER CLEVERNESS**
If people have to work to understand the post, it's not working.
- **SPECIFIC OVER GENERIC**
The more it feels like Carbondale, the stronger it is.
- **SIMPLE OVER STUFFED**
One clear idea is better than trying to communicate everything at once.
- **CONSISTENT OVER PERFECT**
Alignment across posts matters more than any single post being flawless.





04

DESIGN GUIDELINES

Even when different departments, teams, or contributors create a post, every post should feel like it comes from the same creator. A clear design system is the best foundation for this. It also helps us build recognition over time, as every piece of content is then created in a way that feels intentional, not fragmented.

Design should support the role of the post. Informational content should feel clear and easy to understand. Experiential content should feel immersive and real. Disruptive content should feel intentional and distinct.

CORE PRINCIPLES



CLARITY COMES FIRST

Content should be easy to read, easy to understand, and easy to engage with—especially on mobile.



LET THE CONTENT LEAD

Design should support the message, not compete with it.



CONSISTENCY BUILDS TRUST

Posts don't need to look identical, but they should feel related.



LESS IS MORE

A simple, focused design will always outperform cluttered or overbuilt visuals.



TYPOGRAPHY

- Keep type readable across devices.
- Avoid using too many font styles or weights in a single post.
- Use copy hierarchy to guide the viewer headline, supporting text, call-to-action.
- Don't rely on text if a visual can communicate the message more effectively.



LAYOUT AND COMPOSITION

- Use space intentionally. Avoid overcrowding visuals with too many elements.
- Create a clear focal point. What should someone notice first?
- For carousels, treat each slide as part of a sequence, not isolated graphics.
- Ensure all content is legible on mobile screens.



COLOR AND VISUAL TONE

- Use brand colors in a manner consistent with our brand guidelines.
- Let photography and video carry the visual weight whenever possible.
- Use contrast to improve accessibility and readability.
- Avoid overly stylized treatments that make content feel generic or overproduced.



LOGO USAGE

- Use the City logo rarely—it's already in the top left corner of the post adjacent to the handle.
- When you must use it, treat it as a signature—not a watermark.
- Avoid placing the logo in a way that distracts from the content itself.



VISUAL CONSISTENCY ACROSS DEPARTMENTS

Because multiple departments contribute to social content, consistency matters.

- Use shared templates where helpful—but don't rely on them exclusively.
- Align on general spacing, type use, and visual tone.
- When in doubt, prioritize clarity and alignment over creativity that feels off-brand.



WHAT TO AVOID

- Overly busy layouts with too many competing elements
- Small text that becomes unreadable on mobile
- Stock imagery that feels disconnected from the city
- Overuse of text overlays when visuals can do the work
- Designs that could belong to any other city



05

HASHTAG USE

Hashtags should support clarity, not clutter it. When used intentionally, hashtags group ideas, reinforce identity, and make it easier for people to find or revisit content. When overused, they dilute the message and make posts feel generic.

PRIMARY BRAND HASHTAGS

These serve as anchors across content and should be used consistently.

 #CARBONDALE — Location anchor

 #STAYDIFFERENT — Core civic expression

Use these on posts that contribute directly to the city's broader narrative.

SUPPORTING HASHTAGS

Use these hashtags sparingly and only when they add context. These may include:

 Event-specific tags

 Program or department-related tags

 Community-driven tags when relevant

Avoid defaulting to generic or trending hashtags.

GUIDELINES

- ✓ Use 1–3 hashtags per post
- ✓ Prioritize clarity over reach
- ✓ Place hashtags at the end of the caption or in the first comment
- ✓ Keep usage consistent across departments
- ✓ Only use hashtags that are directly relevant to the content

WHAT TO AVOID

- ✗ Over-tagging or stacking multiple hashtags
- ✗ Generic tags (e.g., #fun, #community, #events)
- ✗ Trend-based hashtags that don't align with the message
- ✗ Hashtags that could apply to any city

06

CONTENT PUBLICATION GUIDELINES

For governments and public agencies, every post carries responsibility. Not only to inform clearly, but also to represent the community accurately, and deepen public trust. Responsibility, however, does not mean rigidity.

Carbondale's social presence should feel human, grounded, and consistent—while still leaving room for personality, creativity, and perspective. The goal is not just to communicate what's happening, but to shape how the city is understood over time.



1. BRAND VOICE AND MESSAGING

Carbondale's voice isn't neutral, and it's not trying to be. It reflects a place that's independent in how it thinks, open in how it connects, and expressive in how it speaks. On social media, that voice should come through clearly and consistently, without being overworked or overexplained.

This isn't about sounding like a brand. It's about sounding like the soul of the community and the people who call it home.

INDEPENDENT, NOT CONFORMING

Say what Carbondale is without softening it to meet expectations.

- Don't try to appeal to everyone
- Don't mirror how other cities talk about themselves
- Be willing to show what makes the city different—even if it's not what people expect

CLEAR, NOT COMPLICATED

Say things in a way people understand the first time.

- Avoid jargon, filler, and vague language
- Keep captions direct and readable
- If it sounds like marketing, rewrite it

OPEN, NOT EXCLUSIVE

Make people feel welcome without overexplaining or overreaching.

- Show connection through real moments and shared experiences
- Avoid language that feels closed off, coded, or performative
- Let people find their way in through what they see and feel

EXPRESSIVE, NOT POLISHED

Let the energy of the place come through.

- Highlight real culture, events, and lived experiences
- Don't sanitize or over-edit the personality out of it
- Prioritize authenticity over perfection

GROUNDING, NOT IDEALIZED

Stay rooted in what's real and observable.

- Reflect what people actually experience in Carbondale
- Avoid exaggeration or generic claims
- Let the reality of the place speak for itself

2. PLATFORM APPROACH

Each platform has a different rhythm, audience, and expectation. But the goal remains the same across all of them: to contribute to a clear, consistent perception of Carbondale.

We're not telling different stories on different platforms. We're just adapting the same story to fit the unique social and content natures of each setting.

That means that every piece of content we publish, regardless of platform, should:



Align with the content pillars



Reflect the brand voice and tone



Contribute to a shared understanding of the city



FACEBOOK

ROLE:

This is the primary channel for community updates, context, and civic communication.

HOW IT EXPRESSES THE BRAND:

Facebook is where Carbondale shows up clearly and consistently for the people who live here. It keeps residents informed, provides context around what's happening, and reinforces the day-to-day reality of the city.

BEST FOR:

- Event details and reminders
- Program updates and city initiatives
- Community announcements and recaps
- Longer-form captions that provide context

APPROACH:

Lead with clarity and usefulness. Provide enough context to fully inform, and use visuals to support—not replace—the message. Tone should remain direct, human, and grounded in what's real.



INSTAGRAM

ROLE:

This is the primary channel for visual storytelling and perception shaping.

HOW IT EXPRESSES THE BRAND:

Instagram is where Carbondale shows what it feels like to be here. It highlights moments that challenge assumptions and builds a clear, recognizable identity over time.

BEST FOR:

- Reels and short-form video
- High-impact photography
- Carousels that tell a visual story
- Experiential and disruptive content

APPROACH:

Lead with the visual. Keep captions concise and intentional. Prioritize moments over information, and focus on content that feels specific to Carbondale, rather than the kind of content that would seem interchangeable with any other community in the region.



TIKTOK

ROLE:

This is a high-potential channel for perspective-shifting, high-impact content.

HOW IT EXPRESSES THE BRAND:

This is where Carbondale challenges assumptions quickly. It highlights contrast, captures real energy, and shows sides of the city people don't expect.

BEST FOR:

- Short-form, vertical video
- Behind-the-scenes content
- Quick, engaging moments that feel unfiltered

APPROACH:

Start with a strong visual hook. Keep content simple and focused. Prioritize authenticity over production, and let the moment carry the message.



Carbondale does not need to be active on every platform to be effective. Instead, the focus should remain on the channels where the community is already engaged and where the city's character is best expressed.

THIS MEANS PRIORITIZING:



Depth over breadth



Consistency over expansion



Quality over presence

3. CONSISTENCY ACROSS DEPARTMENTS

Carbondale's social presence is not owned by a single team. Departments, teams, and personnel across the entire city government shape the overall public perception of Carbondale on social, and there are many individuals who are contributing to this effort on any given day.

That's a strength, but only if it's aligned.

Each department should approach content creation with a shared understanding:

- You are not just posting for your department
- You are contributing to how the city is perceived

This means:

- Aligning content with the established pillars
- Using a consistent tone and visual approach
- Avoiding content that feels disconnected or off-brand

When everyone works from the same foundation, the result is familiarity and trust.



4. CADENCE AND FREQUENCY

Consistency matters more than volume.

Departments should continue posting regularly, but with intention:

- Prioritize quality and alignment over quantity
- Avoid posting just to fill space
- Ensure each post serves a purpose within the broader narrative

A steady, intentional rhythm will outperform high-volume, disconnected content.

5. ACCESSIBILITY AND INCLUSIVITY

All content should be created with accessibility in mind.

- Include alt text for images when possible
- Use captions on all video content
- Ensure text is readable across devices
- Avoid overly complex or cluttered visuals

Carbondale's social presence should be usable and welcoming for everyone.



07

CONTENT CREATION

Content for Carbondale comes from multiple departments. The goal is to make sure it's captured, prepared, and shared in a way that's usable and consistent across these departments, no matter who's doing the work.

This section focuses on the process, not the message.



FIELD CAPTURE

Capture what's actually happening.



PRIORITIZE:

- People in action
- Events as they're happening
- Spaces being used



AVOID:

- Empty locations
- Staged or overly posed shots
- Visuals that could appear to be generic to anywhere



WHEN CAPTURING CONTENT:

- Get consent when featuring individuals, especially minors
- Be aware of what's in the background (signage, private info, etc.)
- Keep interactions simple and respectful

CONTENT PREPARATION

Before posting, make sure the content is usable.



CHECK:

- Is the image or video clear and easy to understand?
- Is the framing usable on mobile?
- Is the information accurate?



THEN:

- Add captions to any videos you create
- Include alt text when possible
- Trim or edit content if needed for clarity

CONTENT SOURCING

Not all content needs to be created from scratch.



LOOK FOR:

- Existing photos or videos from departments
- Events already being documented
- Community-submitted or tagged content



If something doesn't hold up visually or contextually, don't post it.



The goal is to make better use of what already exists. If we make content creation too difficult a task for city staff to contribute to, they probably won't.



08

USER-GENERATED CONTENT (UGC)

People don't often create content about a place because they were asked to. They do it because something about the experience meant enough to them that they wanted to share it with their friends or followers.

That's what makes user-generated content so valuable. By its very nature, it's trustworthy and indicative of connection. It reflects how people actually see Carbondale; what they notice, what they enjoy, and what they choose to put out into the world on their own.

HOW TO IDENTIFY UGC

LOOK FOR CONTENT THAT:

- Shows real activity or experience
- Feels specific to Carbondale
- Is clear and usable

PRIMARY SIGNALS:

- Location tags
- Mentions of the City
- Relevant local or event-based hashtags

CITY PARTICIPATION

WHEN USING COMMUNITY CONTENT:

- Repost content that meets quality and appropriateness standards
- Credit the original creator clearly
- Confirm the content is appropriate to share

Although you may feel the pull to edit user-generated content, don't do it. UGC means nothing if it's been tampered with. The value is only sustained if we reshare UGC exactly as we found it.

ENCOURAGING PARTICIPATION

Keep it simple.

USE PROMPTS LIKE:

- "Show us how you stay different."
- "What are you up to this weekend?"

People are more likely to contribute when it feels like an open invitation, not a campaign.



09

LEGAL AND POLICY CONSIDERATIONS

Social media content representing the City of Carbondale is subject to the same standards as any other public communication.

That means content must be accurate, appropriate, and respectful of the people and community it represents.

ACCURACY

Make sure information is correct before posting.

- Confirm dates, times, locations, and details
- Avoid sharing unverified or incomplete information
- If something changes, update or correct it as needed

Speed matters, but accuracy matters more.

PRIVACY AND CONSENT

Do not share content that includes personal or sensitive information.

- Get consent when featuring individuals, especially minors
- Avoid capturing or posting:
 - Addresses
 - License plates
 - Medical or sensitive information

If someone asks for content to be removed, review and respond appropriately.

APPROPRIATE USE

Content should be suitable for a public audience.

- Avoid anything that could be misleading, insensitive, or exclusionary
- Do not post content that could be interpreted as political or personal opinion
- Keep messaging aligned with the City's role as a public entity

RECORDS MANAGEMENT

Social media content is part of the public record.

- Maintain copies of posts, including captions and visuals
- Store approvals and final versions when required
- Follow applicable records retention policies

SHARED RESPONSIBILITY

Multiple departments contribute to the City's social presence. Regardless of how each department has approached social media use in the past, we will rely on each of them to adhere to these considerations going forward.

10

CONTENT REVIEW AND APPROVAL PROCESS

Not every post needs the same level of review, but every post should be looked at before it's published.

This process is meant to keep content accurate and appropriate without slowing down the creative process.



WHEN, WHO, AND WHAT TO REVIEW.



WHEN TO REVIEW

Use judgment based on what's being shared.



HIGHER REVIEW NEEDED:

- Public safety or emergency information
- Sensitive topics (health, legal, community concerns)
- Major announcements or citywide updates



STANDARD REVIEW:

- Event promotions
- Program updates
- Department announcements



MINIMAL REVIEW:

- Everyday moments
- Behind-the-scenes content
- General community highlights



WHO REVIEWS

- Department representative confirms accuracy
- Social media lead (or assigned staff) confirms readiness to post
- Public Information Officer (PIO) reviews higher-sensitivity content when needed



WHAT TO CHECK

Before Posting Confirm:

- Information is correct
- Content is appropriate for a public audience
- Nothing sensitive or private is included
- The post is clear and easy to understand



If something feels off, fix it before publishing.



HANDLING CHANGES

If content changes after it's been reviewed, it should be looked at again before posting. For live events or time-sensitive updates, use pre-approved language or templates when possible.

11

ROLES AND RESPONSIBILITIES

Carbondale's social media presence is shared across departments. No single person creates everything, and no single team owns every post. This dynamic is both an asset and an opportunity, as long as responsibilities are clear.

This section outlines who is responsible for content at each stage, from planning to publishing.





PUBLIC INFORMATION OFFICER (PIO)

The PIO is responsible for overall alignment and oversight.

- Reviews higher-sensitivity content when needed
- Helps coordinate messaging across departments
- Serves as a point of escalation for unclear or sensitive situations

| The PIO ensures consistency when it matters most.



DEPARTMENT REPRESENTATIVES

Departments are responsible for the content they provide.

- Identify updates, events, and activities to share
- Provide accurate information and context
- Confirm details before content is published

| Departments are closest to the work. Their role is to make sure what's shared is correct.



SOCIAL MEDIA LEAD / COORDINATOR

This person handles publishing and day-to-day execution.

- Prepares and schedules posts
- Checks content before it goes live
- Ensures posts are clear, complete, and ready for the platform
- Monitors activity and flags issues when needed

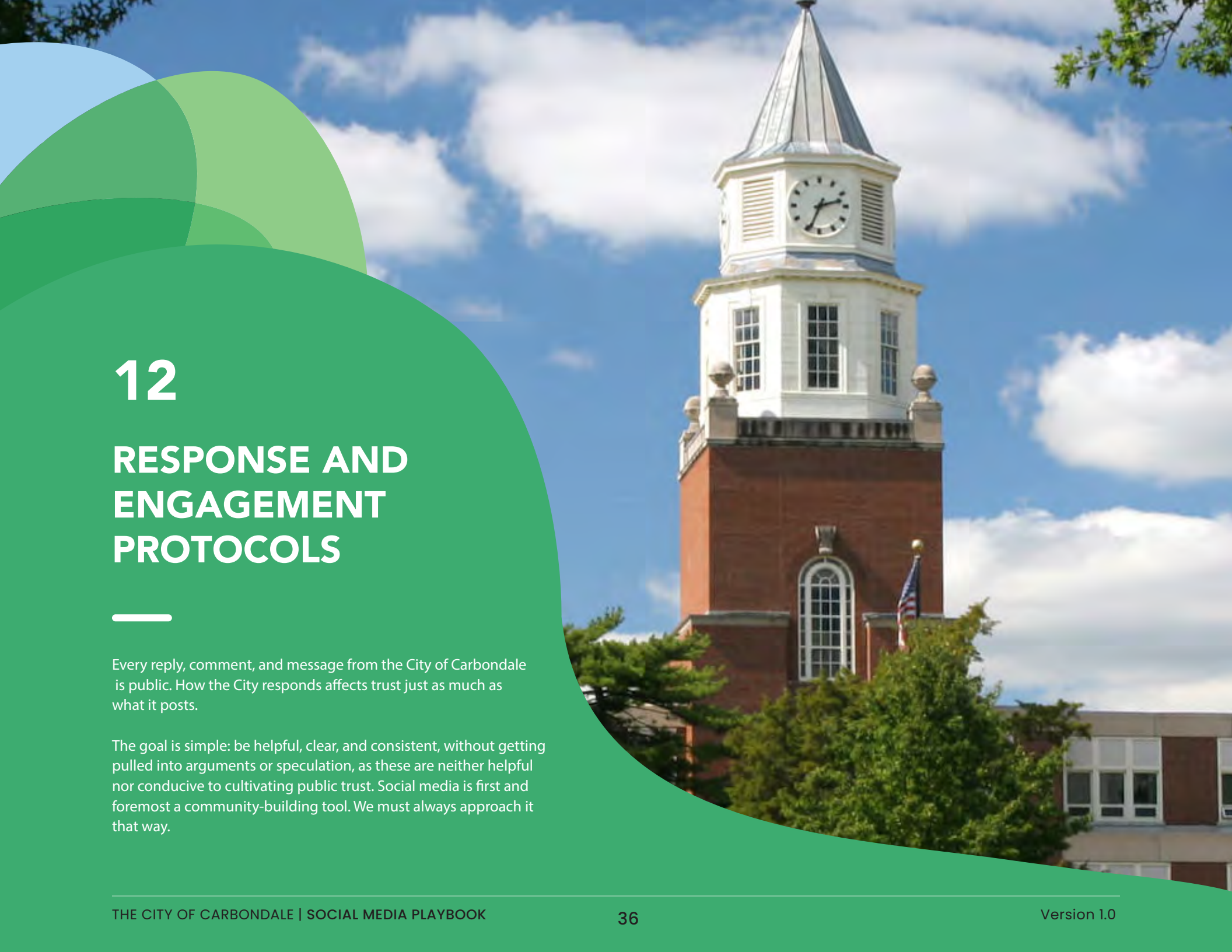
| This role makes sure the content is actually ready to go out.



EXTERNAL CREATIVE PARTNERS

If outside partners are involved, they support planning and execution.

- Assist with content planning or strategy
- Help prepare or refine posts
- Support ongoing improvements



12

RESPONSE AND ENGAGEMENT PROTOCOLS

Every reply, comment, and message from the City of Carbondale is public. How the City responds affects trust just as much as what it posts.

The goal is simple: be helpful, clear, and consistent, without getting pulled into arguments or speculation, as these are neither helpful nor conducive to cultivating public trust. Social media is first and foremost a community-building tool. We must always approach it that way.

GENERAL APPROACH



PRIORITIZE:

- Be respectful and professional
- Be direct and easy to understand
- Stay calm, even when comments are negative
- Focus on information and next steps, not opinions



AVOID:

- Sarcasm or humor that could be misread
- Debating or going back-and-forth
- Political or personal commentary

RESPONDING TO COMMON SITUATIONS

INFORMATIONAL QUESTIONS

- Answer directly when possible
- If not, link or direct to the right department or page

COMPLAINTS OR CRITICISM

- Acknowledge when a response is helpful
- Provide factual clarification if needed
- Do not argue or escalate

MISINFORMATION

- Don't guess or respond immediately
- Confirm details with the appropriate department or the PIO
- Respond with clear, verified information

SENSITIVE ISSUES OR THREATS

- Escalate immediately to the PIO or appropriate authority
- Do not respond publicly without guidance

DIRECT MESSAGES (DMS)

- Acknowledge within a reasonable timeframe (ideally 24–48 hours)
- Provide clear next steps or direct to the appropriate resource
- Avoid extended back-and-forth that requires policy interpretation
- Escalate when needed

Social media should point people to the right place, but never replace official communication channels or protocols.

COMMENT MODERATION

COMMENTS MAY BE HIDDEN OR REMOVED IF THEY INCLUDE:

- Threats of violence or harm
- Hate speech or harassment
- Spam or repeated off-topic posts

Follow the City's public comment policy and involve the PIO whenever conflict navigation or mediation is needed regarding social platforms and public comment.



13

PERFORMANCE METRICS

Social media performance should be measured, but not overcomplicated. The goal isn't to track everything. It's to understand what's working, what's not, and whether content is doing its job.



WHAT SUCCESS LOOKS LIKE

For Carbondale, success is not just activity or reach.

IT SHOWS UP AS:

- Consistent engagement with posts
- Increased interaction over time
- Content that people respond to, share, or save
- Steady growth in followers

BUT MORE IMPORTANTLY:

- Content that feels specific to Carbondale
- Posts that people recognize and respond to
- A presence that becomes more consistent over time



CORE METRICS

Focus on a small set of indicators:

- Reach — how many people see the content
- Engagement — likes, comments, shares, saves
- Video views/view duration — whether content holds attention
- Follower growth — long-term interest



WHAT TO PAY ATTENTION TO

Look beyond the numbers.

- Which posts get meaningful responses?
- What kinds of content get shared?
- What do people comment on or react to?

These patterns reveal so much more to us about attention and engagement than any single post ever could.



WHAT TO ADJUST

Use what you see to guide decisions:

- If something consistently performs well, do more of it
- If something isn't getting engagement, change the approach
- If content feels generic, make it more specific

Don't overreact to one post. Look for patterns.



REVIEW RHYTHM

- Review performance regularly (monthly is a good baseline)
- Look for trends over time, not one-off spikes
- Adjust based on what's consistently working

14

LANGUAGE GUIDELINES

These guidelines translate Carbondale's voice and tone into everyday language across social media, so posts remain clear, consistent, and recognizable, regardless of who creates them.



WHAT TO SAY

- Focus on what's real and observable
- Refer to people as "residents," "community members," or "people" when appropriate
- Use "City of Carbondale" on first reference; "the City"

Let the idea of "Stay Different" come through naturally. It doesn't need to be stated in every post.

WHAT TO AVOID

- Generic phrases (e.g., "something for everyone," "vibrant community")
- Overly promotional or tourism-style language
- Slang, sarcasm, or internet language that may not translate across audiences
- Jargon or internal terms without context
- Any writing that tries too hard to sound clever

WRITING FOR SOCIAL

- Keep posts focused on one idea
- Write the way people actually speak
- Break up longer captions when needed
- If it feels crowded or overworked, cut it back

ACCESSIBILITY AND CLARITY

- Avoid vague calls to action
- Include captions for video content
- Use professional translation when posting in multiple languages

A SIMPLE CHECK

Before publishing, ask:

- Does this sound like Carbondale?
- Is it easy to follow?
- Are we saying something real?



PRESENTING

The Strategy.

A strategic move to close
Carbondale's perception gap by
telling one clear, consistent story
across every city channel.

PRESENTED TO CITY COUNCIL · JULY 2026 · ZÖ AGENCY





WHAT THE RESEARCH TOLD US

Carbondale doesn't have a visibility problem. It has a perception gap.

25

In-depth, one-on-one
interviews

10

community listening
sessions

3

project team
working sessions

Across all qualitative and quantitative work, five themes emerged. Beneath these themes, one undeniable truth was revealed.

THE FIVE THEMES

What we heard, again and again.

01

A place where people come to become.

This city creates space for identity, creativity, reinvention, and more.

02

Belonging is built.

People don't inherit their place here, they grow into it.

03

Creativity is a condition of the culture.

It doesn't just show up in what people make, it shows up in how they live.

04

Difference is not a differentiator, it's the baseline.

The city does not define itself by sameness. It is shaped by variation and diversity.

05

People can make something of their lives here.

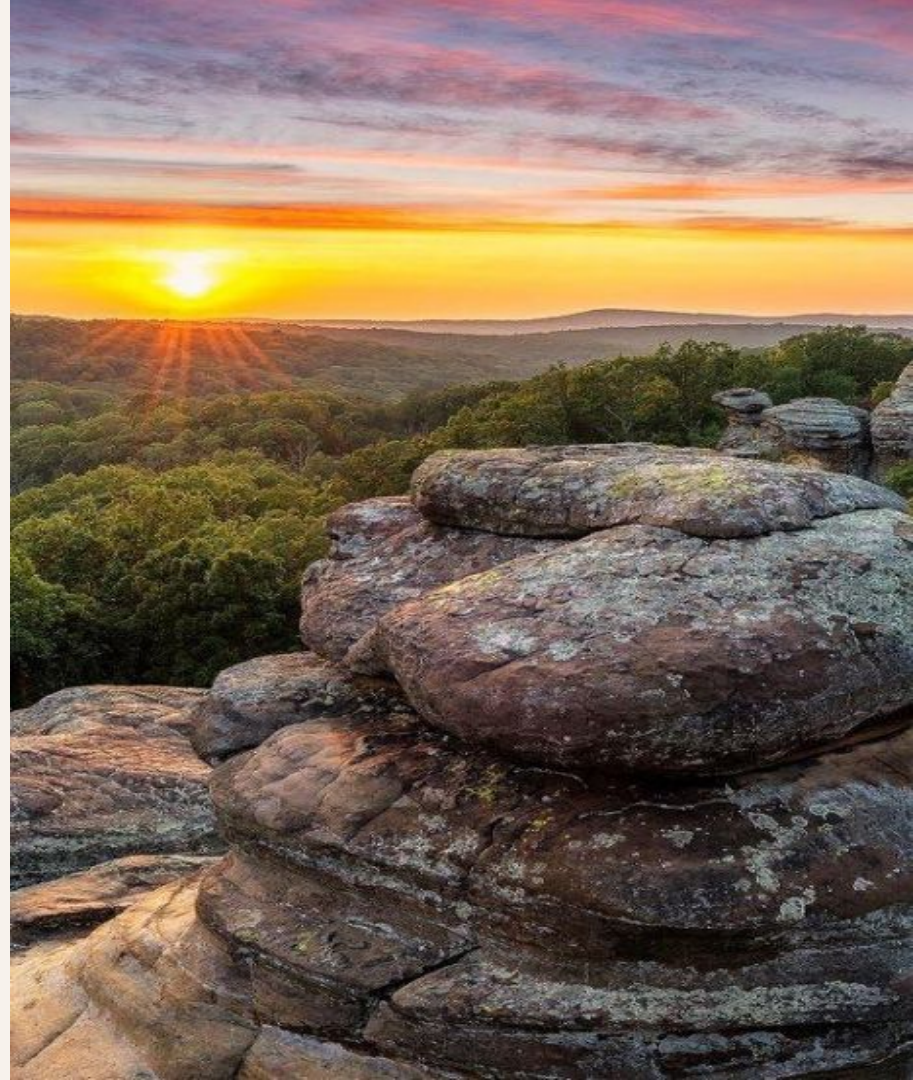
Not because it's easy but because it's possible.

THE POSITIONING

Stay Different.

This isn't just a tagline assigned to the city. It's a direct expression of what Carbondale has always been.

From its founding, Carbondale has stood for something when it would have been easier not to. That same character is here today: a place to live more openly, in a landscape unlike anywhere else in the Midwest. The right people aren't waiting to be convinced of this, they're already actively looking for it.



WHO WE'RE TALKING TO

Four audiences. One job to be done each.

We don't target by demographics. We target by what people are trying to accomplish and how Carbondale helps them get there.



LIFE CHANGERS

Young Professionals & Remote Workers

"I want to build a life that feels more like mine. Not one defined by where I have to work."

Pushed from expensive, impersonal cities. Pulled toward independence and belonging.



EXPERIENCE SEEKERS

Tourists & Adventurers

"I want to experience something that feels different from the places I've already been."

Tired of curated, commercialized travel. Drawn to places that feel real and memorable.



EVENT PLANNERS

Organizers & Promoters

"I need to host an event that runs smoothly, delivers a strong experience, and reflects well on the organization I represent and me."

Frustrated by overused venues. Need character, flexibility, and a community that adds to the event.



OUR COMMUNITY

Residents & Civic Leaders

"I want to feel proud of where I live and confident that how we're represented reflects what makes our community meaningful."

Want to shape how the city is experienced and understood.

WHAT WE'RE SAYING

The messaging framework.

TAGLINE

"Stay different."

CORE NARRATIVE

Carbondale has consistently stood for something when it would have been easier not to. That character is present today. A place where people can live more freely, access what they need, and find acceptance not always available in the surrounding region. The difference isn't just cultural. It's geographic: forests, bluffs, and rivers that feel entirely unlike what most people expect from Illinois.

LIFE CHANGERS

Live openly without feeling out of place. Build a life that fits you, exactly as you are.

EXPERIENCE SEEKERS

Experiences that feel real, not repeated. A mix of culture and nature that makes a short trip feel like more.

EVENT PLANNERS

Settings that give events built-in character. More flexibility, variety, and lower cost than larger markets.

IMPLEMENTATION & GOVERNANCE

Who owns it. How it works.

ROLES & RESPONSIBILITIES

City Manager / Leadership

Final approval on brand strategy decisions and high-visibility responses.

Marketing & Communications

Day-to-day brand execution. Develops content, manages platforms, maintains consistency.

Public Relations Officer

Spokesperson coordination, media contact, and crisis communication lead.

Department Heads · SIU & Partners

Ensure each department's communications align with brand standards.

BRAND COMMITMENTS

- 1 Express one clear idea consistently across every channel and touchpoint.
- 2 Prioritize audiences already drawn to what makes Carbondale different.
- 3 Don't soften the message for broader appeal. Consistency closes the gap.
- 4 Review strategy annually. Adjust based on measurement data, not opinion.
- 5 This isn't a campaign with a start and end date. It's a long-term commitment.

WHAT WE'RE ASKING YOU TO APPROVE

Nine months of work. One clear direction.

The strategy presented here is grounded in nine months of community research and strategic development. We are asking the council to adopt Stay Different as Carbondale's official tagline and guiding idea for all city communications going forward.



Stay Different.

The right people aren't waiting to be convinced. They're already looking for everything this city offers.

CITY OF CARBONDALE • ZÖ AGENCY

PRESENTING

The Logo.

The visual expression of
everything Carbondale stands
for—built from the community up,
and designed to last.

PRESENTED TO CITY COUNCIL · JULY 2026 · ZÖ AGENCY



PRIMARY LOCKUP

This is Carbondale.



carbondale
ILLINOIS

SOURCE INSPIRATION

The inspiration.



carbondale

ILLINOIS

01

The roads that lead here.

The path element at the base of the mark is literal. Every road leads to Carbondale. It anchors the identity in place and draws the eye forward.

02

The natural landscapes of Southern Illinois.

Forests, bluffs, rivers, and open sky shaped the mark's organic, flowing forms. The land itself is visible in the way the identity moves.

03

Community drawn together.

The circular form at the center of the mark isn't decorative, it's the point where everything converges. The shape represents the community itself as the focal point of the city's identity.

04

SIU and the character(s) of the place.

The maroon is a deliberate nod to Southern Illinois University—an institution inseparable from the city's identity—woven into the palette alongside the colors of the landscape it calls home.

05

A city in motion.

The layered, flowing forms in the mark don't sit still. They reflect a community that is open, evolving, and oriented toward what comes, next without losing its grounding in where it comes from.

HOW IT ALL WILL LOOK

Voice, tone & visual identity.

Independent

not conforming

Say what Carbondale is without softening it. The city has a point of view.

Open

not exclusive

Make people feel welcome through real moments and shared experience.

Expressive

not polished

Let the energy of the place come through. Don't sanitize the personality.

Grounded

not idealized

Stay rooted in what's real. Reflect what people actually experience.

TYPOGRAPHY

Avenir

Myriad Pro

Display in Avenir, text in Myriad Pro. Clean, grounded, legible at every size.

COLOR PALETTE



Maroon anchors a warm, optimistic spectrum of greens, blues and earth tones drawn from the landscape.

WHERE & HOW IT SHINES

Platform strategy & content system.



Website

FRONT DOOR

Lead with cultural identity and Stay Different on every entry page. An interactive event planner guides residents and visitors toward depth.



Facebook

CIVIC

Primary civic channel. Community updates, event details, program announcements. Direct, human, informative.



Instagram

VISUAL

Visual storytelling. Unexpected Carbondale told in scenic and surprising ways you can feel.



TikTok / YouTube

MOTION

Short and long-form video. Real culture, real people, real places. Authenticity over production.

CONTENT PILLARS

Unexpected Carbondale

Life in Motion

A Place of Character(s)

A Different Kind of Place

THE CREATIVE & TACTICAL PLAN

Three phases. One direction.



YEAR 1

Launch Foundations

Establishes the face of the brand across high-traffic digital touchpoints and drives immediate regional engagement.

- New logo + brand rollout across digital
- Interactive trip planner deployment
- Ad creative for key target markets
- Targeted regional media + PR

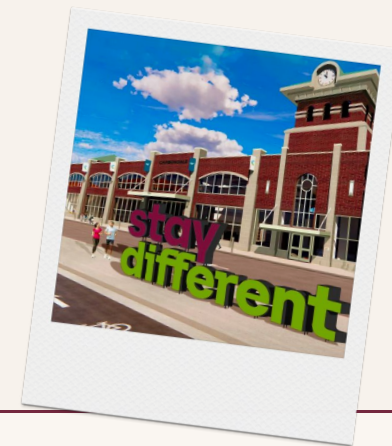


YEARS 2-3

Community Foundations

Embeds the brand into the community itself. Residents and visitors begin to feel Stay Different in the real world, rather than simply online.

- Photography & videography retainer
- Citywide signage rollout: bus stops, Amtrak station branding, and street-level posters
- Local brand assets: swag, stickers, and apparel that build local pride and put the brand in people's hands



YEARS 4+

Market Expansion & Full Scale

Scales everything that's working. Content, paid media, PR, and events expand once the brand is live and results are visible.

- Full photography and video content engine on retainer
- Expanded trip planner: weather, lodging, and trails
- Full paid campaign across channels
- Sustained PR and partner activation
- Launch events, creator collaborations, and UGC program

HOW YOU'LL KNOW IT'S WORKING

The measurement framework.

Tourism

- Lodging occupancy rate
- Length of stay
- Visitor spend per trip
- Day-trip to overnight conversion

Digital Engagement

- Website sessions + time on site
- Social reach + engagement rate
- Content performance by pillar
- Search visibility for target terms

Economic Development

- New business registrations
- Business retention rate
- Commercial vacancy rate
- Remote-worker relocations

Community Engagement

- Resident sentiment (quant. surveys)
- Event attendance & participation
- Partner co-activations
- Media mentions: tone + frequency

Year 1 establishes the baseline. From Year 2 onward, track trajectory, not absolute numbers.

Source: Implementation Roadmap



WHAT WE'RE ASKING YOU TO APPROVE

Nine months of work. One compelling look.

The logo presented here is grounded in nine months of community research and strategic development. We are asking the council to adopt these assets as Carbondale's official logo and visual identity system for all city communications going forward.



carbondale

STAY DIFFERENT

Every touchpoint, every sign, every
interaction will speak with one visual
voice. The mark is ready. So is your city.

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Agenda Item Details

Meeting: August 25, 2026 - City Council Meeting
Category: Executive Session
Subject: Executive Session to Discuss the Appointment, Employment, Compensation, Discipline, Performance, or Dismissal of Specific Employees, Collective Negotiating Matters Between the Public Body and Its Employees or Their Representatives, or Deliberations Concerning Salary Schedules for One or More Classes of Employees, Pending or Imminent Litigation, and to Conduct the Semi-Annual Review of Executive Session Meeting Minutes as Permitted by 5 ILCS 120(c)(1), (c)(2), (c)(11), and (c)(21) of the Illinois Open Meetings Act
Type: Action
Recommended Action: Enter into executive session to discuss the appointment, employment, compensation, discipline, performance, or dismissal of specific employees, collective negotiating matters, pending or imminent litigation, and to Conduct the Semi-Annual Review of Executive Session Meeting Minutes as Permitted by 5 ILCS 120(c)(1), (c)(2), (c)(11), and (c)(21) of the Illinois Open Meetings Act
Goals: Goal 3: Demonstrate fiscal responsibility and transparency while providing high-quality City services.
Originating Department: City Clerk

Background: The City Council will enter into Executive Session to discuss the specifically identified matters in accordance with the Illinois Open Meetings Act. Following the return to Open Session, the City Council will act to approve the Executive Session minutes, declare whether the need for confidentiality still exists, in whole or in part, for Executive Session meeting minutes, and authorize the destruction of audio recordings conducted more than 18 months ago.

Additional Information:

Attachments:

1. Executive Session Meeting Minutes 26 May 2026 - Complete
2. Suggested Motion for Action Following Return to Open Session 25 August 2026

Motion & Voting: Enter into executive session to discuss the appointment, employment, compensation, discipline, performance, or dismissal of specific employees, collective negotiating matters, pending or imminent litigation, and to Conduct the Semi-Annual Review of Executive Session Meeting Minutes as Permitted by 5 ILCS 120(c)(1), (c)(2), (c)(11), and (c)(21) of the Illinois Open Meetings Act

Motion by None, seconded by None.

Final Resolution: Motion

Yea: None

Nay: None



Agenda Item Details

Meeting: August 25, 2026 - City Council Meeting
Category: Executive Session
Subject: Return to Open Session
Type: Action
Recommended Action: Return to Open Session
Goals: Goal 3: Demonstrate fiscal responsibility and transparency while providing high-quality City services.
Originating Department: City Clerk

Background: Following the end of the Executive Session, the City Council will vote to return to Open Session prior to adjourning the meeting.

Additional Information:

Attachments:
None

Motion & Voting: Return to Open Session

Motion by None, seconded by None.
Final Resolution: Motion
Yea: None
Nay: None



Agenda Item Details

Meeting: August 25, 2026 - City Council Meeting
Category: Executive Session
Subject: Approval of Executive Session Meeting Minutes, Declaring Whether the Need for Confidentiality Exists, In Whole or In Part, for Executive Session Meeting Minutes, and Authorizing the Destruction of Verbatim Records Older than 18 Months (February 25, 2025) for Those Meetings Where Minutes Have Been Approved and No Appeal Has Been Filed
Type: Action
Recommended Action: Approve the Executive Session Meeting Minutes from May 26, 2026, Declare that the Need for Confidentiality Exists, In Whole or In Part, for Executive Session Meeting Minutes, and Authorize the Destruction of Verbatim Records Older than 18 Months (February 25, 2025) for Those Meetings Where Minutes Have Been Approved and No Appeal Has Been Filed
Goals: Goal 3: Demonstrate fiscal responsibility and transparency while providing high-quality City services.
Originating Department: City Clerk

Background: Following the discussion of Executive Session meeting minutes, the City Council will act in one motion, or with separate motions, to approve the Executive Session meeting minutes from May 26, 2026, to declare whether the need for confidentiality remains for unreleased minutes, and to authorize the destruction of the audio records for meetings conducted longer than 18 months ago, when the minutes have been approved and no appeal has been filed.

Additional Information:

Attachments:
None

Motion & Voting: Approve the Executive Session Meeting Minutes from May 26, 2026, Declare that the Need for Confidentiality Exists, In Whole or In Part, for Executive Session Meeting Minutes, and Authorize the Destruction of Verbatim Records Older than 18 Months (February 25, 2025) for Those Meetings Where Minutes Have Been Approved and No Appeal Has Been Filed

Motion by None, seconded by None.

Final Resolution: Motion

Yea: None

Nay: None