

## **APPROVED MINUTES**

### **VILLAGE OF DOWNERS GROVE ECONOMIC DEVELOPMENT COMMISSION**

5202 Washington Street, Suite 2

Downers Grove, IL

November 14, 2001

Acting Chairman Scott Krafthefer called the meeting to order at 8:00 a.m.

**PRESENT:** Mr. Jeffrey Bilek, Ms. Liz Chalberg, Ms. Mary Henthorn, Mr. Mike Kelch, Mr. Scott Krafthefer, Ms. Lisa Wisner, Ms. Barb Wysocki, Mr. Steven Rockwell, Director, Ms. Cathy Schuster, Assistant Director

**ABSENT:** Mr. Phil Cullen, Mr. Joe Garafolo, Mr. Jan Kopis, Mr. Gary Vlk, Ms. Ginny Mindo

**GUESTS:** Mr. Brian Pabst, Mr. Mike Ryan

#### **APPROVAL OF MINUTES FROM October 10, 2001**

**Chairman Krafthefer moved to APPROVE THE MINUTES from October 10, 2001. Mr. Mike Kelch made a motion and Ms. Liz Chalberg seconded the motion**

**Vote:** **Yay:** Acting Chairman Scott Krafthefer, Mr. Jeffrey Bilek, Ms. Liz Chalberg, Ms. Mary Henthorn, Mr. Mike Kelch, Ms. Lisa Wisner, Ms. Barb Wysocki, Mr. Mike Riordan

**Nay: None**

#### **Motion carried 8:0**

Mr. Rockwell announced that Chairman Phil Cullen could not attend the meeting. Mr. Scott Krafthefer will serve as Acting Chairman for this meeting. Mr. Krafthefer introduced Mr. Mike Ryan, who is interested in becoming a member of the Commission. Mr. Ryan informed the group he and his family are long time residents of Downers Grove. He works at the Board of Trade and wants to contribute to his local community. He is impressed with the EDC and its work and is looking forward to becoming a member. The Council will approve his appointment at an upcoming meeting. The Committee introduced themselves to Mr. Mike Ryan.

Ms. Lisa Wisner announced that Ms. Ginny Mindo delivered a baby girl and both mother and baby are doing fine.

The Committee congratulated Mr. Brian Pabst on his promotion to Deputy Village Manger of Operations. Mr. Brian Pabst announced that the Village is in the process of hiring a new Redevelopment Director. Mr. Rick Ginex has also hired a Deputy Village Manager of Administration. Mr. Rick Ginex will have direct responsibility for Public Works, Police and Fire. Mr. Brian Pabst will have responsibility for Economic Development, Redevelopment, Planning, Zoning and Code Enforcement. The new Deputy Manager of Administration is David Van Vooren and he will start work on December 10<sup>th</sup>. He is the former City Manager of Plainfield and he will have responsibility for Accounting and Finance.

### **Marketing Committee Report**

Mr. Gary Vlk, Chair of the Marketing Committee, is out of town. Ms. Cathy Schuster will present the Marketing/Communications Report. The Hotel Tax funds the EDC. Since September, this fund has declined by 13% year to date and is down 20% for the month of September. The decrease totals approximately \$100,000. Consequently, hiring the marketing firm of One Smooth Stone is no longer a viable option. Mr. Gary Vlk met with Mr. Steve Rockwell and Ms Cathy Schuster to revise the Marketing Goals Worksheet. Ms. Cathy Schuster distributed the revised worksheet and reviewed the changes. Mr. Steve Rockwell and Ms. Cathy Schuster will develop the Marketing Plan and review with Mr. Gary Vlk, the Marketing Committee and this Board when it is completed.

A new communication vehicle is the Ogden Avenue Meeting, in which Ogden Avenue business and property owners will meet with John LaMotte and Village staff to discuss the future of Ogden.

We are continuing to develop our creative look and incorporate elements of this look in future publications. One example is the invitation to the Ogden Meeting, which built on the "What's Going On In Downers Grove?" theme. The next issue of the newsletter will also reflect these elements and will include new sections on Grand Openings and Ogden Avenue. We will also incorporate these sections on our website. Ms. Cathy Schuster asked the Board for feedback on all publications and the website.

We have also improved the accuracy of our database. We purchased an ABI business list, then Ms. Cathy Schuster went out to verify the information and Ms. Ginny Mindo input the changes in our database. Ms Cathy Schuster also informed the Committee that the Chamber sales reps, Mr. Bill Murphy and Ms. Jamie Silver have shared their information with the EDC and together we have created a very good database of information. As a result, we will most likely not purchase ABI lists in the future.

Mr. Steve Rockwell informed the Board that the EDC would not apply for the Com Ed Grant at this time. After several discussions with Com Ed staff, he felt that Com Ed was vague about their requirements for awarding the grants and had established very tight deadlines for rather small amounts of grant money. The EDC will apply next year should Com Ed offer the program again.

The EDC, Village Public Information Officer, Publications Technician, Visitor's Bureau Director and Webmaster met to discuss their common marketing needs. All agreed that the Village needs to develop one professional looking folder that individual departments can customize with their respective information. We will continue to use our website as a major communication tool as hits have significantly increased to more than 500,000 per month.

### **Opportunities/Retention Committee Report**

Mr. Mike Kelch discussed the concept of an intranet accessible to EDC Board Members only. This intranet could be used to post upcoming board agendas, minutes, pre-board packets, visits to businesses, etc. and have links to the EDC or other related websites. We could also scan in articles that have relevancy to the Board. The intranet would support word, excel, power point and could be customized. Heartland Business System would support this program, with no cost to the EDC. Board Members would have their own password to access the intranet. The intranet would not be used to reproduce info that is already on our EDC website. Mr. Mike Kelch and Mr. Mike Riordan gave an intranet demonstration to Mr. Phil Cullen, Mr. Steve Rockwell, Mr. David Hankes, Ms. Ginny Mindo and Ms. Cathy Schuster. Ms. Cathy Schuster will work with Mr. Mike Kelch to prepare for a full demonstration at our next EDC meeting. Should this pilot program work well, the program could be turned over to Mr. David Hankes, our Webmaster, for long term administration. Mr. Mike Kelch asked the Board for feedback on this proposed idea. The Board agreed that it would be beneficial to implement, as long as it did not require lots of manpower to maintain and update. Mr. Mike Kelch said that it required minimal maintaining (which he would do) and each Board Member would update/save pertinent information by simply sending or saving information directly to the site. The intranet will allow us to store information and prevent each member from reinventing the wheel each time they wanted history on a particular issue.

### **Visitor's Bureau Report**

Ms. Lisa Wisner reported that hotel tax receipts are in through October. September was down 20%, down 13% year to date. The Special Projects Fund's balance is approximately \$80,000, which was a factor in the EDC's decision to postpone hiring a marketing consultant at this time. Ms. Lisa Wisner reported that the hotels are beginning to recover from the events of September 11<sup>th</sup> and overall, the hotel tax receipts are anticipated being down 8-10% for the fiscal year. The EDC and Visitor's Bureau have projected no increase in funding for the coming year and should the hotel tax receipts increase, they will have additional funding available. Ms. Lisa Wisner reported that business travel is improving. Marriott and Doubletree are the biggest contributors to our fund.

### **Ogden Avenue Committee Report**

Mr. Scott Krafthefer announced that the Façade Improvement Program draft has been reviewed by many parties including Ms. Sue McConnell, Ms. Enza Petracca (legal), the EDC Board, Mr. Don Rosenthal and Mr. Don Schiedler, various architects and builders, and Mr. John LaMotte. Our in-house graphic designer is now designing the brochure and we hope to present the program to the Village Council in December.

Mr. Scott Krafthefer outlined the upcoming Ogden Avenue Meeting. Invitations were sent to all Ogden Avenue property and business owners. The meeting is scheduled for November 20<sup>th</sup> at 7:30 a.m. and will be located at 132 Ogden Avenue. Mr. John LaMotte will review the Ogden

Avenue Lakota Plan, Police Sergeant Jim Nehls will discuss the problem of obstructing visibility on the parkway (generally by illegally parking cars on the setback), and Village staff will review Village services geared to business owners. Mr. Steve Rockwell asked that as many EDC Board Members as possible attend the meeting. Mr. Scott Krafthefer and Mr. Steve Rockwell described the problems that parking on the setbacks was causing in terms of creating hazardous situations. It is hoped that the Ogden merchants will understand the need to police themselves much better. Otherwise, the Village will enforce the ordinances by writing tickets to the offenders. The Ogden Committee will go before the Finance Committee on December 18<sup>th</sup> to review plans for Ogden Avenue and seek funding for the projects.

Mr. Brian Pabst told the group that the Village budgeted for major improvements on Ogden Avenue in the TIF Redevelopment Plan Budget when the TIF was created. Once tax increment is received, or we at least start receiving substantial TIF dollars, in future years there should be more than sufficient funding available for infrastructure repair. We have adopted a \$38 million dollar TIF Redevelopment Plan budget. Mr. Jeff Bilek was concerned that Ogden would be closed while infrastructure repairs are completed. Mr. Brian Pabst said that most likely the old storm sewers would be abandoned and new storm sewers would be installed along the parkway. Streets would be kept open, but the Village would need to acquire easements in some cases. Mr. John LaMotte will work with us to help determine curb cuts, etc.

#### **Land Resources Committee Report**

Mr. Jeffrey Bilek reviewed his Committee's goals, but he needs more members for his group. Mr. Phil Cullen, Mr. Steve Rockwell and Mr. Brian Pabst will meet to discuss membership on his Committee. Mr. Brian Pabst suggested Amanda Browne as a possible member. Mr. Brian Pabst indicated that the Village might hire an independent consultant to revamp the Zoning Code. Perhaps we need to place Mr. Bilek's Committee on hold until sufficient resources are available.

#### **Central Business District**

Mr. Steve Rockwell told the group the Downtown Management Corporation was concerned about duplicity of efforts by our CBD Committee and their board. Mr. Steve Rockwell indicated that the EDC Committee was focused on such capital improvement projects as the Parking Facility, Gilbert Avenue Land Bank, and Station Crossing. Mr. Phil Cullen will speak to this issue at the next Board meeting. Perhaps the EDC Committee may change its name to Capital Improvements Committee and clarify its mission statement to avoid confusion.

#### **Director's Report**

Mr. Brian Pabst announced that the Village is continuing to acquire previously identified property for the Parking Facility. Mr. Steve Rockwell announced that Gammonley has prepared new architectural drawings for the site. They will be presented to the Council and if the Council approves of the design, they will workshop the project and work towards completing a Development Agreement. Gammonley would like to break ground by April 2002. The Land Bank homes are undergoing asbestos removal. One home has asbestos in the exterior of the home, which requires special handling. One of the homes will be moved to Belmont Avenue and converted into a private residence. Demolition should begin by the second week of December. Fry's is surveying the wetlands on their site and they should begin demolition by

mid December. They are building a 120,000 square foot building and should generate considerable sales tax on their building and sales. The construction phase should last about 9 months. Fry's may offer 6-10 acres to other retail establishments in the future. Parking will be a concern.

### **Downtown Management Corporation**

Ms. Cathy Schuster indicated that Ms. Linda Kunze could not attend the meeting, but she left Holiday Events Flyers and the recent edition of her newsletter. Mr. Steve Rockwell told the group that the owners of Grove Premium were trying to work with the Village and lease the store to tenants that would enhance the CBD. They have 8,000 square feet available for lease. Founder's Hill has redecorated – eliminating the stage and hiring a new- temporary cook.

### **Chamber of Commerce**

Ms. Barb Wysocki told group that she has been working with the Illinois State Chamber. They are putting together a state wide legislative agenda for next year that includes health insurance for small businesses, unemployment insurance tax relief, etc. The individual Illinois Chamber Boards will endorse and then a unified state agenda will be presented to local legislators. Ms. Wysocki is trying to increase attendance at Grand Openings and likes the idea of having a Grand Opening section in the newsletter. Toys on Main has a Grand Opening scheduled for this Saturday at 2:30. and Ms. Barb Wysocki encourages everyone to attend.

The Leadership Academy is working to develop partnerships between schools and business partners to enhance the curriculum. Reality Biz will enable about 30 students from District 99 to develop a business plan and open a business of their choice in an empty storefront behind Dream Interiors. Funding will be obtained via Midwest Bank and the Coleman Foundation. The students must come up with a viable store concept that will cover their fixed costs. This program is very unique and works almost like a Junior Achievement Program. On December 5<sup>th</sup>, Dream Interiors will host the Business After Hours Holiday Event from 5-7:00 p.m.

### **New Business**

Ms. Cathy Schuster asked for feedback on the pre meeting board packets. The group asked that she forward the packets to them by the Friday preceding the meeting.

Acting Chair Scott Krafthefer adjourned the meeting at 9:30 a.m.

The meeting minutes are respectfully submitted by Cathy Schuster.