

**VILLAGE OF DOWNERS GROVE  
ECONOMIC DEVELOPMENT COMMISSION**  
5202 Washington Street, Suite 2  
Downers Grove, IL  
August 8, 2001

Chairman Phil Cullen called the meeting to order at 8:00 a.m.

**PRESENT:** Chairman Phil Cullen, Mr. Jeffrey Bilek, Ms. Liz Chalberg, Ms. Mary Henthorn, Mr. Mike Kelch, Mr. Jan Kopis, Mr. Scott Krafthefer, Mr. Mike Riordan, Mr. Gary Vlk, Ms. Lisa Wisner, Ms. Barb Wysocki, Mr. Steven Rockwell, Director, Ms. Cathy Schuster, Assistant Director, Ms. Ginny Mindo, Administrative Secretary

**ABSENT:** Mr. Joe Garafolo, Ms. Coral Carlson

**GUESTS:** Mr. Mike Baker, Ms. Susie Gura, Ms. Linda Kunze, Mr. Brian Pabst, Mr. Tom Sisul

**APPROVAL OF MINUTES FROM July 11, 2001**

**Chairman Cullen moved to APPROVE THE MINUTES from June 13, 2001. Mr. Rockwell seconded the motion.**

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

**Nay: None**

**Motion carried 10:0**

Mr. Rockwell distributed folders for the Board from the Village attorney's office with job descriptions and rules/regulations.

**CHAIRMAN'S UPDATE:**

Chairman Cullen thanked everyone for the last Goal Setting Session stating it was very productive and that progress has already started. He then proceeded to name the new committees.

**COMMITTEE REPORTS:**

**Opportunities for Retention and Attraction**

Mr. Riordan reported that the subcommittee met to refine their goals. Mr. Baker then distributed the matrix spreadsheet which is an organized form compiling issues and ideas. He stated that at the Goal Setting Session, two different themes were discussed: 1. The tools by which we will accomplish goals and, 2. The geographic project areas: Ogden Avenue and downtown. He explained how he incorporated these into the matrix, and that this is a way of helping staff organize what the groups are doing and will help the Board focus on specific areas where you want to make progress. Mr. Riordan wanted the group's input on the design of the format so that in the next six months they can refine what tools they are to use and what the different missions are for the committees. Mr. Rockwell inquired as to whether this would be a good web tool, and mentioned that Ms. Mindo could keep an Excel sheet that would be update as changes occur. Mr. Baker responded that this format could be manipulated on the web page adding that there is a lot of detail that we could have linked together and organized in a way that does accomplish our goals. Chairman Cullen agreed that this is a good tool and would help with the issue of overlap.

Ms. Chalberg made some suggestions regarding the web page and communication between committees as to situations where there is a crossover of responsibilities. She also stated that the next step would be to put target dates on it. She mentioned that under some of the categories we might think of software packages and support staffing.

It was decided that the worksheet would remain internal for now, and we'll work with the Webmaster as to ways of making this information accessible via computer for the Board.

Mr. Chalberg stated that when we put this on the web page, it will have value in an open community forum to inform the community of those on the subcommittees, who's working on what various projects, and if they have questions they can call us. Chairman Cullen suggested that this part of the project become Phase 2. He also suggested getting copies of the matrix to the Chairmen.

There was some more discussion on the coordination of updating the worksheet and Mr. Baker agreed to put it on Excel and send it to each Board member on a regular basis, and later it will go through either Ms. Schuster or Ms. Mindo.

Mr. Rockwell explained that the process to set up a committee would be to contact Ms. Mindo at least four days prior to the desired meeting date so that she can alert the Village Clerk who will then enter it as a public notice. He also suggested that most of the meetings take place in the EDC Board Room and either he or Ms. Schuster will attend.

Mr. Sisul stated that this is a very popular group and he has talked to a lot of people who are interested in participating. Ms. Chalberg added that this is a nice springboard for using other people.

Mr. Riordan informed the group that his committee decided to put a goal statement together to clarify the specific duties of this particular committee. He passed it around stating that it is currently in draft form and would appreciate everyone's input. Mr. Riordan went through the four specific goals on the worksheet.

Mr. Rockwell changed the subject and brought up the fact that when Mr. Tully joined the group at the Goal Setting Session, he felt that too much time was spent trying to determine what the Council want this group to do. Mr. Tully made it clear that that should not be the main focus. Mr. Sisul added that there are a lot of things going on with the Council right now, and we should find an organized way to have an exchange of ideas. Chairman Cullen stated that all the Council's priorities are incorporated into our goals and maybe they should be copied on them as well.

Mr. Kelch then went through the goal worksheet that included the major goals, how success will be measured, specific activities, person(s) responsible, resources needed, target date of completion. He reviewed priorities and aesthetics. Mr. Bilek wanted to know what is the pilot for identifying ranks blighted property. Mr. Kelch responded stating the pilot is basically going through that process and identify what are the problems at that site and is there anything we can do.

Ms. Chalberg inquired as to whether the available properties and rentals list was still being maintained. Mr. Rockwell answered by saying yes, that Mr. Partee has kept it up-to date and that Ms. Lawson will be returning in September to take it over. She can also work with property owners to bring them up to speed on retention efforts.

Mr. Cullen congratulated the Opportunities for Retention and Attraction Group for doing such a great job.

#### **Ogden Development**

Mr. Rockwell reported that the owners of Papa B's has come forward and determined that they want to demolish Papa B's and make it a strip mall with 8 units. The planning department is really well trained and told them they needed to talk to these people and economic development. Now the Ogden Development Committee has to be able to pass something back to the landowners showing them how to do aesthetics and other changes in parking. Mr. Krafthefer responded that a lot of this information is in the Ogden Plan and that they can basically put up a flyer that says we'll meet and go through the outline with them and guide them as to the good points but we can't beat them over the head to do that. Mr. Krafthefer then reviewed the five different sections to the plan: land use, building

conditions, signage conditions, landscaping, and vehicular/pedestrian concerns. He also stated there are a couple different groups that need to get involved to actually implement them. He said he doesn't have a matrix set up yet, but plans to meet with Mr. Garafolo and Mr. Kopsis to start working on it. Mr. Krafthefer then went through the plan, explaining each section. During this he mentioned that his group plans on using the "Best Design Practices Handbook" as a tool to use in the matrix. He talked about having a "Most Improved Award" in the future and also to incorporate the Façade Design Program. He also talked about working with the "20 Worst Signage Offenders" along Ogden Avenue and seeing what his group could do to help them; and also possibly waiving permit fees for non-conforming signs along the stretch (has to work with the Village on this one). He said that his group needs to follow-up on the Way Finding, stating that he hopes it will be completed by Spring, adding that they have street signs, directional signages, and gateway signage.

Other items that the Ogden Development Committee has been looking into are landscaping and beautification, working on a cohesive look for the corridor, hiring a full-time public works employee to monitor the corridor and do odd jobs, hire an engineer firm to design curb cuts and reconfigure parking (looked into IDOT for funding, and they didn't think there could be any they could provide, though the Village may contribute something). One other item is the traffic signal on Lee Street and Ogden Avenue.

Mr. Kopsis went on to discuss the meeting that he, Mr. Krafthefer, and Ms. Schuster had with Ms. Kim Almay of St. Charles. He said that they have done a façade improvement program (noting that his committee would incorporate the CBD Committee on this). Mr. Kopsis was very impressed by the historic element of the façade program – stating that it is part of the "backbone" of Downers Grove. He discussed the costs of the improvements and what their village is willing to spend. Mr. Kopsis then passed out impressive photos to the group. He stated that there were a lot of similarities to Downers Grove and plans to keep in touch with them. Mr. Rockwell inquired as to whether a meeting should be set up with their architects. Mr. Kopsis responded saying that that will probably happen somewhere along the way – but his committee still needs to work out a "plan of attack". Also Ms. Schuster is checking with Mr. LaMotte regarding other nearby villages (Libertyville, Frankfort, Morton Grove).

Mr. Kopsis reported that the next project they will work on is the highway façade program.

### **Marketing and Communication**

Mr. Vlk reported that the Marketing and Communication Committee would be directly after this meeting and start finalizing their plan.

Mr. Rockwell distributed the Parking Deck Q & A's thanking Mr. Vlk and his staff for their contributions. Mr. Rockwell said that the Q & A brochures were delivered to the Council the previous with bricks. He also informed the group that there have been both positive and negative responses from the public. He reported that the next Q & A is going to be the Landbank and it will either be called "Parker's Place" or "Hidden River". On August 21<sup>st</sup> the Council will determine which developer they want to use and we are looking at a late September date when we have enough information from the chosen developer to get this together. Mr. Rockwell noted that his time they used Scot Press and the quality is great.

Ms. Schuster reported that the group should've received the Annual Report draft via e-mail. She asked everyone to please add his or her comments. She noted that this would be a topic of discussion in the Marketing and Communication meeting. She said it is almost ready to turn over to the designer to start formatting the text. Mr. Rockwell added that this would be more of a "report card" saying what we've been doing and what we plan to do. The annual report will be distributed to the Village and the community.

Mr. Rockwell reported that the Station Crossing signage is in place (it's 45 degrees at both the north and south Main streets at Rogers and Warren). He added that he's received several phone calls and e-mails on it – so it is getting attention. He also reported that there have been some issues with Morningside signs interfering with our signs and considers it a political campaign.

Ms. Schuster discussed the website upgrade requesting that if there are any websites that appeal to the group, to inform her and she can incorporate some of the images in to our website. Ms. Wisner suggested incorporating a

“password sensitive” section to the website and that might be the vehicle we use to keep updates. Mr. Rockwell agreed that that is a good idea and that he will check with the Webmaster on it.

Mr. Rockwell reported that the newsletter went out. He stated that they’ve finally circled through all the 13 business districts, but has second thoughts on doing them because of all the space that would take up. He added that the committees could be highlighted. He also mentioned adding a polite sentence requesting assistance.

**Land Resources**

Mr. Bilek reported that his group plans to meet in the next two weeks.

**CBD**

Chairman Cullen reported that his group would have a report ready within a month.

**Director’s Report**

Mr. Rockwell displayed a map that shows the various residences and business affected by the construction of the parking deck. He discussed properties that they are negotiating and buying. He informed everyone that the Council has voted to use brick and now they are working on the rest of it and should have answers on September 11, 2001.

Mr. Rockwell stated that they are even willing to construct without taking Mr. Hart’s house. He also pointed out the area that will have 12 feet ceilings for indoor events, and the alley for pedestrian walkways. Mr. Rockwell stated that the Council is excited, the project is moving, it’s funded, Mr. Lyons is ready to go, but, unless we do not get the blue house (next door to the EDC offices), then everything will stop.

Mr. Rockwell then reported on Station Crossing stating that the Council is ready to negotiate with Teng, and if everything goes properly, we will break ground in Spring and open by 2003. He also said that Mr. Gruen has been doing masterful work on what happens if interest and cap rates change and has put us in a better position to negotiate with developers.

Mr. Pabst discussed the Landbank stating that the Council is meeting on August 21<sup>st</sup> to discuss proposals. He reported that he is getting a lot of positive feedback on the larger units (physical size) and more green space, and some real estate people have noted that large units sell easier. Mr. Pabst said he would obtain more information after today’s meeting with the real estate committee.

Mr. Pabst informed the group that the parking deck is all land driven and as soon as we acquire the land – we can break ground. He said that tomorrow, the Village and two landowners would be in court regarding eminent domain proceedings. The Curtiss block is currently under development / land-use review being conducted by Mr. Steve Friedman. He stated that Friedman’s analysis would result in RFP(s); there may be multiple developers.

Ms. Wysocki inquired as to what the status of the Post Office was. Mr. Pabst responded saying that the Post Office’s budget has been cut and now all major expenses need to go through Washington creating more bureaucracy than before. His opinion at this time is that they probably will not move.

**VISITOR’S BUREAU UPDATE:**

Ms. Wisner reported that the Sports Grand Prix, Cycling, and In-Line Championships are coming up Aug 18 & 19, 2001. There are expected to be 800 athletes and 25,000 spectators throughout the weekend. She noted that the Sun Times is doing a full circulation pull-out section in the Friday before that features the races in Downers Grove and the race also will be featured on three ½hour spots on FOX sports, which will give us a large amount of media exposure. She also reported that her group has come up with a theme for Ice Sculpture – The Tivoli is showing Little Mermaid up at the Tivoli – we are doing they are doing so it will be Under the Sea (and she displayed the logo for it) and said it will be on Super Bowl weekend again.

**DOWNTOWN MANAGEMENT CORPORATION UPDATE:**

## APPROVED MINUTES

Ms. Kunze reported that the streets are open and she's trying to get the word out including a cable commercial. She also said that they are still in the SSA renewal processing and is hoping to meet with the Council August 28, 2001. Ms. Kunze said that on that weekend, they are doing "A Taste of Downtown" which will include business merchants and owners out on the street informing citizens of their service. August 28 is a Friday night and our streets are filled with all the car show people so we are going to be doing "A Taste of Downtown" we are asking any business merchants and owners to be out on the street – let people know their service. She also discussed the Grand Re-Opening of Main Street that will occur the weekend of September 7, 8, & 9, 2001. She noted that Friday night we have a ribbon cutting ceremony and reception with musical entertainment and fireworks. Saturday is scheduled to have the Fine Arts Festival. Sunday will have entertainment including the SFX monster truck "Grave Digger" and live broadcasting. She also noted that they are working with the Visitor's Bureau putting table tents in each room of five hotels, which shows pictures of downtown, and give information on activities and a giveaway of coupon books.

Ms. Kunze then discussed what's happening with businesses. She said that a new store, She's Apparel is signing today. She said that Breen Cleaners, Jerry Braun, has three people right now that are interested – they all seem to be coffee shops. She said that there is a possibility of a restaurant with piano bar moving into the Grove Premium space. Ms. Kunze reported that Anon wants to renegotiate putting a Mexican restaurant into the Early Riser space. She said the Front Street Cantina people are still talking with Grove Premium – but that doesn't seem to be going anywhere. And lastly, she's going to meet with owners of a fruit and vegetable store regarding moving in.

### **CHAMBER OF COMMERCE UPDATE:**

Ms. Wysocki reported that our Education Committee is wrapping up at this point and looking into setting up another fashion of this education committee where we will identify businesses that will work and we will team them up directly with the schools in Downers Grove. She reported that the third faction of this Education Committee would eventually be leadership academy for adults so we can start mentoring some of the potential leaders that could serve on boards and commissions. Lastly, the next After Hours will be at Midwestern University on August 16, 2001.

### **OLD BUSINESS:**

None.

### **NEW BUSINESS**

Mr. Rockwell reported that his group would be going in front of the Council on August 28<sup>th</sup> requesting that the proposed vendor team, One Smooth Stone/Marketzing assist them in putting together a communication plan. He stated that the Council has been very pleased with these "What's Going On" and all other projects we have been working on but a major concern they have is that we have the funding covered. Mr. Rockwell asked for support at the August 28<sup>th</sup> meeting.

Ms. Kunze distributed a booklet on what the Downtown Building Management does which would be presented to Council along with a banner. She requested everyone's input.

Cullen adjourned the meeting.

### **ADJOURNMENT**

Respectfully submitted,

Ginny Mindo, Recording Secretary