

**VILLAGE OF DOWNERS GROVE  
ECONOMIC DEVELOPMENT COMMISSION**  
5202 Washington Street, Suite 2  
Downers Grove, IL  
March 13, 2002

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

**PRESENT:** Chairman Phil Cullen, Liz Chalberg, Mary Henthorn, Mike Kelch, Jan Kopis, Scott Krafthefer, Mike Kelch, Mike Ryan, Gary Vlk, Barb Wysocki, Steven Rockwell, Director, Cathy Schuster, Assistant Director, Ginny Mindo, Administrative

**ABSENT:** Jeffrey Bilek, Joe Garafolo

**GUESTS:** Patrick Bode, Linda Kunze, Brian Pabst, Joe Skach

**APPROVAL OF MINUTES FROM FEBRUARY 13, 2002**

**Chairman Phil Cullen moved to APPROVE THE MINUTES from February 13, 2002; Gary Vlk seconded the motion**

**Vote:** **Yay:** Phil Cullen, Liz Chalberg, Mary Henthorn, Mike Kelch, Jan Kopis, Scott Krafthefer, Mike Kelch, Mike Ryan, Gary Vlk, Barb Wysocki

**Nay: None**

**Motion carried 10:0**

Liz Chalberg introduced Patrick Bode who is a high school student at Downers Grove North who was job-shadowing with her. Patrick filled everyone in on his home-based business.

**CHAIRMAN'S PREROGATIVE**

Phil Cullen suggested that everyone review the agenda prior to meeting in case revisions needed to be made. He discussed the meeting he had with Steve Rockwell and Cathy Schuster where they reviewed how this Board is functioning now and how it should function in the future. He said that he felt that this group could go "even a notch higher" by not spending as much time bringing everyone up to date, but instead by sharing more thoughts and working on accomplishing much more. A subcommittee was set up which included Liz Chalberg, Mike Riordan, Mike Ryan, Mary Henthorn and Cathy Schuster to review the Gruen Gruen + Associates report and break it into segments and compile a list of objectives.

Steve Rockwell reviewed the recent e-mail that he sent out to this Board and also the Council regarding the definition of an Economic Development Commission and changes that should be made with the main objective of this group being to come up with policies and the importance of completing a comprehensive strategic plan, which is imperative for future accreditation. Phil then displayed three posters that will be posted at all future meetings.

Cathy Schuster defined the first poster that displayed the **Mission Statement** stating the Economic Development Commission's mission is to facilitate balance, economic growth, and enhance the quality of life in Downers Grove. Steve Rockwell defined the second poster which pertained to the **Five Goals** that this Board will try to implement this year going into next year: 1. Implement a comprehensive economic development strategy, 2. Develop a strategic marketing communications plan, 3. Serve as a trusted resource, 4. Separate Economic Development, and 5. Create an environment that fosters healthy economic growth. Phil pointed out the last poster that said **Action and Results**.

Liz Chalberg wanted clarification on the #3 goal – Serve as a trusted resource. Cathy Schuster explained that this pertained that the EDC, with the help of the Chamber of Commerce, would be the best resource for keeping a master

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list of businesses and also to work with businesses that want to expand or remain in the Downers Grove area. Aaron Gruen has faxed a list of interviews with businesses and Jamie Silver from the Chamber has already provided two referrals.

Phil Cullen then said the next phase would be to define job descriptions for the Chairman's position and also for getting the right mix of people for the Board. A subcommittee was set up to come up with traits for commission members. This subcommittee's members included Mike Kelch, Phil Cullen and Scott Krafthefer. Phil also noted that Ginny Mindo will compile a commitment list during these Board meetings and we'll keep track of those commitments Board members make and track the results.

Phil Cullen also noted that he would now keep Board meetings on track in regards to time.

### **MARKETING COMMITTEE**

Gary Vlk reported that he sent the updates out to this Board, and at this time they do not have enough information to share on the exchange program, and there are no further updates.

### **OPPORTUNITIES COMMITTEE**

Mike Kelch reported that the Heartland intranet server is down. He committed to working on increasing the capacity of the production servers – hopefully by the end of this week. He will avail himself to those interested at 7:30am before the beginning of next month's Board meeting for a quick session on the intranet.

### **OGDEN COMMITTEE**

Scott Krafthefer discussed the need to finalize the designs with John LaMotte and get Sue Brassfield and Mark Zabloudil to come in as well. Cathy Schuster agreed to contact John and get a timeline. Scott also mentioned that they his committee talked to the Finance Committee about financial resources, unfortunately at the time there were none, so they may need to meet with them again to see where they're at.

Steve Rockwell discussed budget issues regarding putting signage on Ogden Avenue and having talked with the Finance Committee about doing a three year note, and this time they would prefer to do a pay-as-you-go type plan. He said he needs to get back to them on this and go to the full Council with John LaMotte and show them what they have been working on. Phil suggested waiting until haring back from John and then the Committee can reconvene and have a course of action. Phil added that he would contact Mark Zabloudil and Steve will contact Sue Brassfield to get the "ball rolling".

### **CENTRAL BUSINESS DISTRICT COMMITTEE**

Phil Cullen reported that there is no report because the CBD is on hold because of the taskforce.

### **DIRECTOR'S REPORT**

Steve Rockwell reported on the previous evening's Council meeting stating he requested to sell the industrial revenue bond cap. He compared last year's report to this year's noting the state estimate last year was 51,000 people to and actual census number of 48,000 this year.

Steve also noted that Luxury Motors is now advertising that they are a Rolls Royce and Bentley dealership and that they've added to their property the former Ogden Feed space. They continue to expand and are being pursued by Westmont to move to their property, which is something this Board would not want to see happen

Steve talked about the review and the Council's request that this Commission create a committee to meet with car dealers and others on a regular basis so that they can share their sales status so that the Council will have some numbers to work with for the budget. Steve said he felt that the Opportunities Committee could take this on.

He then discussed the fact that Elmhurst has been offering grants using their TIF fund to Downers Grove businesses and their lack of success in doing this.

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Steve reported on the changes that occurred with the Visitor's Bureau and Economic Development at 5202 Washington. First, the hotel tax will now go directly into the general fund. The Village Council decided to combine the Visitor's Bureau with Community Events departments to create just one department: The Tourism and Events Department which be directed by Mary Scalzetti. Lisa Wisner was offered the position of Manager, but turned it down and has left the Village to pursue a career in nutrition. The position was offered to Barb Martin who accepted it and will now to Village Hall.

Steve also reported that the Council has decided to move the EDC over to Village Hall to reduce costs. This move is expected to happen by the end of May. He noted the EDC Board meetings will most likely be held in the Committee Room in the future. All of the members of the Commission who attended the meeting on this day felt this move would be a mistake and that the EDC should remain in a separate space; that it is a location that business people and prospects can come to more freely and privately. They were also concerned about losing the hotel tax and the cost to the Village in long run, and that money will eventually disappear into the budget and the EDC will lose it's independence. Phil Cullen suggested everyone e-mail him their thoughts and he would then put together an organized letter for the Council expressing their concern with everyone's signature.

### **REDEVELOPMENT DIRECTOR'S REPORT**

Joe Skach gave an update on the parking deck stating that from the design standpoint, it is proceeding along. It is slightly delayed do to stormwater management issues.

He reported that the key issue remains property acquisition and that Steve Rockwell is working with the property owners and will hopefully have that straightened out in the next week or two.

He also reported that Desmond and Associates are doing a parking study and have received a really good response so far.

Joe then went on to talk about the Curtiss Block, citing that his group is endeavoring to do an RFP over the next few months. Concurrently, the Land Use Task Force has had three meetings and are looking at zoning, height and mechanics issues.

Another issue Joe reported on was the post office citing that they are moving forward and plan to meet with them the in the following week.

Joe also informed the group that he is planning on hiring an additional staff person to help out with redevelopment issues

### **VISITOR'S BUREAU REPORT**

Steve Rockwell reported that hoteliers met a week ago and were informed that the hotel tax will be raised from 3 ½ to 4 ½%; the hoteliers really didn't have any input and weren't very happy with that decision. They met a second time last Wednesday where they asked for some delays in having the hotel tax raised until after the summer travel season. That being done, the Mayor and Mark Zabloudil have asked about the potential of talking to one or two of the main hoteliers to see if they would be interested in replacing Lisa Wisner on this Board and then make that appointment in the same timeframe as the majority of the rest of this group would be reappointed.

### **DOWNTOWN MANAGEMENT CORPORATION**

Linda Kunze informed everyone that the Downtown Management Corporation made their presentation to the Council to begin the SSA renewal period. She noted that her group would prefer a 10 year period and that they have a survey out to get a consensus from all the property owners as to which direction they would like to go, then they'll take that back to the Council.

She then distributed a copy of their new business directory.

Regarding space issues, Gammonley is taking the former Doll House space for their sales office on March 15<sup>th</sup> and will open on April 30<sup>th</sup>. Larry Rosol has taken some space directly south of Isabella's, and Isabella's will be taking that over as a banquet room. Larry Rosol is using the front of the restaurant for his office space, which Isabella's

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may eventually rent out and make it similar to a Starbucks-like coffee shop. Subway has started work; Linda doesn't have a date yet on the grand opening, but they are coming. She noted that the Subway on Ogden is trying to sway people to stay away from this one by giving away coupons and offering free delivery. Mama's Deli and Pasta will be opening on Monday, March 18<sup>th</sup>. The Pinecone Cottage Tea Room is expected to open the first part of April.

Linda shared that she has been keeping track of new businesses in the downtown and so far there have been 80 with only 14 spaces left open, which shows that things are moving along.

Downtown Downers Day (the new name for Founders Day) is coming up on April 20<sup>th</sup>. The theme will be A Tribute to the Heroes of Red, White, and Blue honoring the police and fire departments. She noted that businesses are donating a percentage of their sales to these departments. The guest of honor will be Cami Granado, who is captain of the Olympic women's hockey team. A parade will kick off at 10:00am and Cami will then go to the train station where the Mayor and Council will present her with an accommodation. Cami will also be signing autographs. Linda added that grade school children will tell everyone what patriotism means to them, who their hero is, etc. Cami will then present a gold, bronze and silver medal to each winner from each of the schools. Also, there will be a friendly fire truck pull competition between the police and fire departments and donations will go to the Special Olympics. The American Legion, the VFW, Uncle Sam and Abe Lincoln will make appearances and there will be a Civil War and World War II encampments. There will also be barbershop quartets all day and an arts and crafts show at the museum with trolleys tours.

### **CHAMBER OF COMMERCE**

Barb Wysocki reported that the village directory, which will go out to all the businesses and residents in the community, and would be distributed in the Friday Reporter newspaper on April 5<sup>th</sup>.

The Chamber Auction will occur on Saturday, March 16<sup>th</sup> at Ashton Place where the Citizen of the Year, Linda Kunze, will be honored.

Barb also reported that the Chamber's legislative committee met with the Village Manager and agreed to help with Business licensing.

And lastly, the Leadership Academy was conducting a job shadow experience on this day, which entails 60 students placed throughout the community in all different professions.

### **OLD BUSINESS**

None.

### **NEW BUSINESS**

Scott Krafthefer informed everyone that he attended a "Donuts and Development" session in Clarendon Hills which he was very impressed with and suggested this group do something similar. It was basically a meeting where builders and developers are invited to sit down with the Village to talk about issues such as changes in zoning or any building criteria that they see as being overlooked.

### **CHAIRMAN'S REVIEW**

Phil Cullen did a quick review of what was said and Ginny Mindo recited the list of commitments everyone made.

### **ADJOURNMENT**

Phil Cullen moved to adjourn the meeting. Jan Kopis seconded the motion.

Respectfully submitted,

Ginny Mindo, Recording Secretary