

Approved Minutes

VILLAGE OF DOWNERS GROVE ECONOMIC DEVELOPMENT COMMISSION

5202 Washington Street, Suite 2

Downers Grove, IL

December 12, 2001

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

PRESENT: Chairman Phil Cullen, Ms. Liz Chalberg, Mr. Mike Kelch, Mr. Jan Kopis, Mr. Scott Krafthefer, Ms. Lisa Wisner, Ms. Barb Wysocki, Mr. Mike Riordan, Mr. Mike Ryan, Mr. Gary Vlk, Mr. Joe Garafolo, Mr. Steven Rockwell, Director, Ms. Cathy Schuster, Assistant Director

ABSENT: Mr. Jeffrey Bilek, Ms. Mary Henthorn, Ms. Ginny Mindo

GUESTS: Ms. Linda Kunze

APPROVAL OF MINUTES FROM November 14, 2001

**Chairman Cullen moved to APPROVE THE MINUTES from September 12, 2001,
Mr. Mike Kelch made a motion and Mr. Mike Riordan seconded the motion**

Vote: **Yay:** Chairman Phil Cullen, Mr. Mike Kelch, Ms. Liz Chalberg, Mr. Mike Riordan, Mr. Jan Kopis, Mr. Scott Krafthefer, Ms. Lisa Wisner, Ms. Barb Wysocki, Mr. Joe Garafolo, Mr. Mike Ryan, Mr. Gary Vlk,

Nay: None

Motion carried 11:0

VISITOR'S BUREAU

Ms. Lisa Wisner informed the group that plans are on track for the Ice Sculpture Festival. Twenty-two carvings have been ordered – January 5th is the deadline for placing carvings orders.

MARKETING COMMITTEE

Mr. Gary Vlk is reviewing the Marketing/Communications Plan that Mr. Steve Rockwell and Ms. Cathy Schuster are developing. The EDC is placing an ad in the Chamber Directory. Ms. Cathy Schuster reviewed that we will be adding an "Ogden Avenue Section" and a "Grand Opening" Section to our website. The Commission recommended that the "Grand Openings" announcements be placed on the website after the fact, as some Grand Openings are "by invitation only" and a public notice prior to the event would not be appropriate. The Grand Opening announcements should also contain the number of new jobs that the new businesses will bring to Downers Grove.

OPPORTUNITIES COMMITTEE

Mr. Mike Riordan announced that three new members have joined his committee: Mr. Jeffrey Bilek, Mr. Ed Bohan and Mr. Mike Ryan. Mr. Mike Riordan distributed an updated Goal Worksheet to the group and discussed each goal. Mr. Mike Kelch will discuss the new EDC intranet at this meeting. The Committee met with Marty Lyons in an attempt to identify which businesses generate the most sales tax revenue. The Committee will email their proposed list to the Commission for comment and review. This Committee will also be making calls to these businesses, as well as ones that may be contemplating leaving the Village. Two businesses high on the priority list are Jewel's and Dominick's. Both appear to generate significant revenue and we want to ensure they remain in Downers Grove. Mr. Steve Rockwell told the group that he has been in contact with Jewel's Corporate Research Division in Idaho and has provided them with much information. Mr. Steve Rockwell will research the percentage of sales tax Jewel's pays the village and determine if the tax is uniformly assessed on both groceries and drugs. The Opportunities Committee will begin visiting businesses in early January, tweaking the program as time passes.

Mr. Mike Kelch distributed handouts that review the procedures for using the new EDC intranet. EDC members can store and share documents amongst themselves and also use the site as a way to communication with other members. Each Board Member will receive a password that will allow access to the site. Mr. Steve Rockwell and Ms. Cathy Schuster will update the "Announcements/Events" Section. The "Quick Links" Section can be used to focus the group's attention on relevant information. The "Shared Documents" Section will allow members to store word, excel and power point documents. Minutes, notes from calls made to businesses, etc. can all be stored here. Mr. Mike Kelch reviewed accessing the intranet, opening documents, adding and saving documents, etc. The group thanked Mr. Mike Kelch for his efforts and was excited about its potential. Mr. Steve Rockwell will contact our Legal Department to ensure that the intranet is in compliance with the Open Meetings Act.

Mr. Phil Cullen announced that Mr. Ed Bohan has joined the Opportunities Committee. He has known Mr. Ed Bohan for over 15 years and believes Mr. Ed Bohan will make many positive contributions to the EDC. Mr. Phil Cullen, Mr. Steve Rockwell and Ms. Cathy Schuster met with Mr. Ed Bohan and were impressed with his enthusiasm and creative ideas.

OGDEN COMMITTEE

Mr. Scott Krafthefer discussed the Ogden Avenue Meeting and reviewed the speakers and agenda. The meeting went smoothly and was well received by the Ogden business/property owners. Thank you to all Board Members who attended. Mr. Steve Rockwell indicated that the Council would be reviewing Mr. John LaMotte's contract this month. Mr. Steve Rockwell discussed all the activity that was generated since the meeting. One car owner actually has moved the cars back from the curb after attending the meeting. Mr. Steve Rockwell and Mr. Scott Krafthefer would like to have another meeting with Ogden property/business owners in the spring. All felt the Ogden Meeting was well received and worth the relatively inexpensive costs to host.

Ms. Cathy Schuster reviewed the status of the Façade Rebate Program. The in-house graphic artist, Sarah Bobikiewicz, is designing the cover and brochure layout and we will have a professional looking document to present to the Finance Committee when we meet with them on the December 18th. Mr. Steve Rockwell asked that the entire Ogden Committee attend this meeting, as they will need to make most of the presentation. Mr. Gary Vlk suggested we create a "What's Going On Ogden?" brochure and also add an Ogden section to our website. This would help educate the public and present correct information, i.e. we will not be tearing up or closing Ogden Avenue to make infrastructure improvements.

Central Business District

Mr. Phil Cullen informed the group that the EDC has been asked to enter a holding pattern with this committee. The CBD Committee will be reengaged at a later date and assist with the Village directed efforts in the downtown area.

Director's Report

Mr. Steve Rockwell has placed much of the updates in his pre-meeting packet that was sent to all EDC members on Friday. The Village is still in the process of acquiring land to build the parking deck. The Council continues to work with the Gammonley Group on the Station Crossing Project. Gammonley would like to have his plans approved and a Redevelopment Agreement signed to allow April groundbreaking.

Downtown Management Corporation

Ms. Linda Kunze announced that Holiday Events are being very well received by businesses and residents. Santa has been visiting with children all day on Saturdays and on Thursday nights. Steady lines of about 20 people wait to see him. Residents are allowed to take their own pictures and have commented on what a nice non-commercial event this opportunity provides. Businesses are also saying that sales are increasing and people are returning to shop in our Downtown. Since April, more than \$10,000 in downtown gift certificates has been sold (up from \$2,000 last year). St. Mary's and St. Joseph's participate in the program and El Sierra has expressed an interest in joining. The new Business Directory is coming out in January. Pine Cone Cottage Tea Room will be opening in February. Subway is still negotiating their lease. Mama's Pasta should open up this week. The parking lot on Maple and Main is now open. Founder's Hill is having a Grand Reopening tonight. All are welcome and encouraged to attend. One Smooth Stone is undergoing a renovation as well. A family owned grocery store is interested in taking the back end of Grove Premium. The Downtown Management Board would like to have a joint meeting with the EDC Board in January to brainstorm marketing ideas and identify attraction strategies. Mr. Joe Garafolo recommended that Ms. Linda Kunze refer to the Gruen Report, which identified many types of businesses that would be a good match for the downtown.

Chamber of Commerce

Ms. Barb Wysocki announced she is working on producing the new Chamber Directory, which is sent to all 700 Chamber members and 25,000 residents. She is considering distributing this Directory to all businesses as well, as this may be a good marketing vehicle. A five part Business Success Series starts in January that will include sessions on goal setting and motivation. A Northern Trust representative will be making the presentation at the Economic Forecast Luncheon on January 9th. The Leadership Academy kicked off last week. This program allows high school students to explore career options and develop business skills. Next Thursday is Digital Edge's Grand Opening and Ms. Barb Wysocki encourages everyone to attend. Evening art classes will bring people back into the downtown after hours. Founder's Hill's Grand Reopening is tonight – please come.

There was no old or new business to discuss. Mr. Phil Cullen adjourned the meeting at 9:30 a.m.

Ms. Cathy Schuster submits the minutes.