

**VILLAGE OF DOWNERS GROVE  
ECONOMIC DEVELOPMENT COMMISSION**  
801 Burlington  
Downers Grove, IL  
July 10, 2002

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

**PRESENT:** Chairman Phil Cullen, Ken Bohanon, Liz Chalberg, Mary Henthorn, Jan Kopis, John Luka, John Randall, Mike Riordan, Mike Ryan, Barb Wysocki, Steven Rockwell, Director, Cathy Schuster, Assistant Director, Ginny Mindo, Administrative

**ABSENT:** Jeff Bilek, Mike Kelch, Gary Vlk

**GUESTS:** Mike Baker, Brian Pabst, Joe Skach, Pat Sullivan (Succession Planning)

**APPROVAL OF MINUTES FROM June 12, 2002**

**Chairman Phil Cullen moved to APPROVE THE MINUTES from JUNE 12, 2002; Jan Kopis seconded the motion**

**Vote: Yay:** Chairman Phil Cullen, Ken Bohanon, Liz Chalberg, Mary Henthorn, Jan Kopis, John Luka, John Randall, Mike Ryan, Barb Wysocki

**Nay: None**

**Motion carried 9:0**

**CHAIRMAN'S PREROGATIVE**

Phil opened the meeting by welcoming everyone and asked Pat Sullivan to briefly introduce himself. Ginny Mindo reviewed the commitment list and results.

Phil indicated that the Orientation Meeting held for new Commissioners at the Marriott was very comprehensive and went well. Feedback from the new Commissioners was very positive.

Steve Rockwell reviewed the agenda for the upcoming meeting with the Council scheduled for July 20<sup>th</sup>. Brian Pabst announced that the Land Use Task Force would also attend the meeting to view the TIF Financial Analysis Presentation that Steve Friedman was conducting. The Ogden signage mock-ups would also be displayed at the meeting. Brian invited everyone to contact either himself, Steve Rockwell or Joe Skach after the meeting if they have questions about the TIF analysis.

Phil thanked everyone who manned the Council booth during Heritage Fest and noted that there were many positive comments received.

**COMMITTEE REPORTS**

**MARKETING COMMITTEE**

Cathy Schuster reported that the "Come Home" brochure was produced and sent to 27,000 businesses and residents before Heritage Fest. People attending the Fest were familiar with the message and their feedback was very positive. She also showed everyone the banners that were displayed at the Fest – which were also well received. Cathy complimented Digital Bridge/mGallery on the quality of the banners they produced. She also credited Sarah Bobikiewicz for creating the designs and the tremendous job she has done. Cathy passed around the new "Come Home" magnets, which were distributed at the Fest and stated that they would be incorporated into current and future marketing plans.

Cathy reported that she has met with representatives from various community organizations to discuss how the Come Home message can be incorporated in their respective organizations. The response was very positive. She also encouraged Commissioners to notify her of groups that might be interested in participating in the Come Home campaign. Cathy announced she is planning to meet with those who attended the Isabella Restaurant kick off meeting to ask them how they can use this message. Doug Kozlowski and Sarah Bobikiewicz are preparing guidelines for using the Come Home graphics. Steve Rockwell reported that all Village staff received an email and a Come Home brochure that reviewed the new campaign.

Steve announced that the EDC was awarded two marketing awards from the Mid-America Economic Development Council. The “What’s Going on in Downers Grove?” series of brochures earned an “Excellence” award and the revised EDC newsletter earned “Superior” award.” Steve noted that the EDC has submitted its communications for consideration in the International Economic Development Council Awards Competition.

#### **OPPORTUNITIES FOR RETENTION AND ATTRACTION**

Steve Rockwell discussed the various auto dealerships that are interested in moving to Ogden Avenue. A dealership offering SAAB as the main brand is interested in expanding from Florence Street to Fairview Avenue on Ogden Avenue on the south side of the street across from Luxury Motors. Since the Village has not received any architectural details, the approval process cannot begin. This dealership has expressed the desire for some type of incentive. The EDC needs to repopulate the Attraction Committee and work on incentive guidelines.

Steve noted that Volkswagen appeared interested in a Downers Grove site, but no plans have been submitted to the Village to date. Volkswagen has also expressed a desire for incentives. If they received incentives, they would most likely sign a multi-decade agreement.

Steve announced that the building located at 621 Ogden was demolished. The site is now available for development. The realtor that referred Fry’s to the Village has another client who needs a 1 ½ - 5 acre site and the 621 location may meet his client’s needs. Steve indicated that Re/Max and the Humane Society would also like to expand on Ogden.

A discussion ensued regarding whether Aldi’s was still planning to have a site at Lacey and Ogden. Aldi’s met with the Planning Commission in April. They agreed to return with specific site development plans. Currently, the site is becoming overrun and losing its appeal. Joe Skach stressed how important it is that the EDC Commission provides more input in situations such as this, particularly on Ogden Avenue.

Phil Cullen suggested that perhaps the Ogden Committee should work in conjunction with the Strategic Planning Committee. Phil also suggested that the two Committees meet in August and work out a game plan on how to work together more efficiently.

#### **STRATEGIC PLANNING COMMITTEE**

Joe distributed several handouts that reported on trends in shopping centers. He suggested that this Committee needs to stay current on this type of information.

Joe reviewed the materials that will be presented at the Council presentation on July 20<sup>th</sup> and suggested that newer Board members review the Gruen Report. He discussed the Strategic Planning Committee’s role in the meeting as well. They plan to recommend that joint working sessions be established with the Planning Commission to discuss land use and corridor development.

Joe stated that the Gruen Report accurately forecasts emerging demands in regards to commercial future land use and identifies the need for zoning changes – using 63<sup>rd</sup> and Woodward and 75<sup>th</sup> and Lemont locations as examples. Joe reported that they have been working to advance economic development and use the Gruen report as a tool to help implement the changes. He reinforced the importance of developing a comprehensive economic development plan that incorporates zoning, land use, redevelopment and physical plans for specific areas, but also adopts and recognizes Gruen’s Comprehensive Economic Strategy.

Steve Rockwell distributed segments from the Gruen Report which confirmed that 30% of the Village sales tax is derived from the car dealerships on Ogden Avenue. He also reviewed the sources that generated the rest of the tax.

## APPROVED MINUTES

Steve discussed the need to focus on groups such as Hamilton Partners and The Alter Group and the need to keep the focus on office space.

Cathy Schuster noted that we are awaiting word on a grant that would help fund Ogden improvements.

### **DIRECTOR'S REPORT**

Steve Rockwell reported that the Station Crossing groundbreaking ceremony is scheduled for the following day. A press release announcing the Rogers Street closure was released. He and Cathy have met with affected property owners to discuss the street closing. He stated that there was some concern from Mr. Willis Johnson (Classic Cinemas) that no advance warning of the street closure was provided.

### **TOURISM AND EVENTS**

John Randall reported that this Commission meeting has been cancelled because of all the work going on with the Heritage Fest.

### **DOWNTOWN MANAGEMENT CORPORATION**

In Linda Kunze's absence, Cathy Schuster distributed the new downtown restaurant guides.

### **CHAMBER OF COMMERCE**

Barb Wysocki reported that the Kiwanis/Chamber Golf Outing is scheduled for August 18<sup>th</sup>.

### **OLD BUSINESS**

Steve Rockwell reported that Brian Pabst was the guest of honor at a luncheon hosted by Service Master who was celebrating retaining their headquarters in Downers Grove. Steve noted that the EDC and Council were very instrumental in encouraging the State to give ServiceMaster grant funds to maintain their Downers Grove location.

### **NEW BUSINESS**

Discussions ensued regarding various businesses (i.e. MCI WorldCom) that are downsizing and the impact this has on Downers Grove.

### **ADJOURNMENT**

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

Respectfully submitted,

Ginny Mindo, Recording Secretary