

**VILLAGE OF DOWNERS GROVE
ECONOMIC DEVELOPMENT COMMISSION**
801 Burlington
Downers Grove, IL
August 14, 2002

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

PRESENT: Chairman Phil Cullen, Ken Bohanon, Liz Chalberg, Mike Kelch, Jan Kopis, Mike Riordan, Mike Ryan, Gary Vlk, Barb Wysocki, Steven Rockwell, Director, Cathy Schuster, Assistant Director, Ginny Mindo, Administrative

ABSENT: Jeff Bilek, Mary Henthorn, John Luka, John Randall

GUESTS: Linda Kunze, Joe Skach

APPROVAL OF MINUTES FROM July 10, 2002

Chairman Phil Cullen motioned to APPROVE THE MINUTES from JULY 10, 2002, Jan Kopis moved to approve the minutes, Liz Chalberg seconded the motion

Vote: Yay: Chairman Phil Cullen, Ken Bohanon, Liz Chalberg, Mike Kelch, Jan Kopis, Mike Riordan, Mike Ryan, Gary Vlk, Barb Wysocki
Nay: None

Motion carried 9:0

CHAIRMAN'S PREROGATIVE

Ginny Mindo reviewed the commitment list and results.

Steve Rockwell reported on the meeting with the Council on July 20th and said that the Council reacted very favorably to the presentation; he noted that the community has also reacted favorably. He added that each Board member would receive a copy of the tape and the handouts. Phil Cullen thanked everyone who was involved in the presentation and said it was very productive.

COMMITTEE REPORTS

MARKETING

Steve Rockwell and Cathy Schuster presented the power point presentation of the Rollout for the "Come Home" campaign that will be presented to the senior staff. Cathy then named the various organizations she met with and presented to and noted that people are really interested in using the new message/logo and that in the next few weeks, this will be incorporated into materials/communications for the organizations for them.

Steve mentioned that in August, the logo banners will be displayed throughout the village and that there is a "Come Home" commercial in the works for all public meetings which will show citizens talking about Coming Home 4-5 minutes prior to the meeting. He also said that they plan to add the graphics to all Village websites, the Marriott's menu, and the "Character Counts!" calendar. Steve also noted that press releases and human-interest stories are also in the works. He added that they are going to work with the legal department regarding service marketing the message/logo and that the Public Information Officer and the Webmaster have written an outline on the correct graphic usage for the logo.

A discussion ensued regarding inaccuracies in a recent article in the Suburban Life newspaper and whether this Board should react to it. Inaccuracies included a mixed review regarding the new message/logo expressed by one person and expenses used to create and promote it. The consensus was for Steve to meet with a representative of the

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newspaper and to get the correct numbers republished and to have people submit human-interest stories regarding Downers Grove to the editor. Phil suggested that other sources, such as the Marriott, could write a positive rebuttal. Gary Vlk added that it would be a good idea to work on improving relationships with the media.

Cathy displayed the awards received from the Mid-America Economic Development Council for the “What’s Going On” series and the newsletter. Steve announced that the International Economic Development Council has awarded them with their International Economic Development Council award and they are writing a press release on this.

OPPORTUNITIES FOR RETENTION AND ATTRACTION

Steve Rockwell reported that the SAAB and Volkswagen dealerships are still interested in expanding, but no plans have been received from either of them. Steve also informed the group that there have been continued difficulties with the dealerships on Ogden Avenue and that the police department is starting to react more negatively to the continued complaints regarding car carriers stopping in the middle of the road. Steve also added that the car dealerships are doing extremely well sales-wise and this committee needs to get an incentive package together to give to the Council.

STRATEGIC PLANNING

Both Mike Riordan and Joe Skach reported that they are setting up a discussion with the Planning Commission to get them “up to speed” on where this Committee wants to be. Joe added that the other issue discussed was the need to focus on key economic indicators – both regionally and locally and have, on a quarterly or bi-annual basis, Marty Lyons and/or Dave Van Vooren give an update on the sales tax status.

Mike Kelch made a motion to have Marty Lyons and Dave Van Vooren discuss sales tax issues and updates on a quarterly basis. Liz Chalberg seconded the motion.

Vote: Yay: Chairman Phil Cullen, Ken Bohanon, Liz Chalberg, Mike Kelch, Jan Kopis, Mike Riordan, Mike Ryan, Gary Vlk, Barb Wysocki
Nay: None

Motion carried 9:0

Steve Rockwell suggested that Marty and Dave attend the next meeting and also give an overview on the TIF and expansion. He also suggested that they attend every fourth Wednesday of the month. Cathy Schuster stated that there would be economic indicators in the next preboard packet.

OGDEN AVENUE

Jan Kopis reported that at the top of the list is the Opus signage and streetscape. Cathy Schuster added that all the documentation needed for research, which he will do with this committee, have been received by John LaMotte and they will come back with a plan with recommendations on how to improve the streetscape elements and curb cuts. Steve Rockwell noted that John LaMotte has also been working with Bob Schiller of Public Works to create the request for proposals to get ready to go out and also to have engineering of the specifications of the signs. Steve added that they are still on schedule and the RFP would be presented to the Council soon. Steve also advised the group that Ogden Avenue’s TIF monies are starting to come in. He noted that they received good feedback from the Council regarding the signs.

Mike Riordan inquired as to what the status was regarding getting more members for this Committee and the Opportunities and Retention Committee. Steve said that he talked to John Luka who is interested, and Steve would also like to add a few more people.

DIRECTOR’S REPORT

Steve Rockwell informed everyone that he has a subscription to WebTrends which is a company that will document the EDC website activity (i.e., how many hit’s, who is visiting the site, etc.) He said he would consolidate the material for a much easier read for those who are interested, or he could make the raw data accessible to those interested and would provide it at future Board meetings.

Steve then gave an update on Fry’s reporting that he, the Mayor, and Enza Petrarca of the Legal Department and Dave Van Vooren had a conference call with Fry’s on 8/9. Steve stated that Fry’s said they are still very interested in proceeding as indicated but that there were a few glitches such as fees for letters of credit and not paying for

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permits. The phone call ended on a positive note. The next day Steve, the Mayor, Enza and Dave met with Turner Construction who is Fry's subcontractor. They talked about raising the building by a couple of feet and moving the dirt around instead of having it hauled away (again, to save money). In Steve's opinion, this would not be a good idea because that would mean starting the whole permitting process over. The Mayor is now prepared to tell Fry's if they do not get started, there will not be an incentive from the community.

Steve then discussed the TIF expansion stating that at the Council meeting the previous evening, the Council agreed to our request for a public hearing, though there was concern about tax issues regarding expanding the Downtown TIF which includes the boundary expansion and the Village Hall. Steve said the Council would want more of an explanation as to where the monies are going to be spent. Joe Skach expounded on this adding that the budget is conservative and to think in terms of getting an authorization to move up to that amount. He talked about monies already accounted for and that if everything goes according to plan, and people are "coming home", then the TIF will increase in value. He noted that on the tape, Steve Friedman does a TIF "101" and that it will be very helpful.

REDEVELOPMENT DIRECTOR'S REPORT

Joe Skach reported on the parking deck stating that they have a 95% submittal that they are reviewing from a structural standpoint and that the next step is to do a mock bid. They are moving forward for a Fall start of the project and hope to have it operational and substantially complete before the holidays.

Joe then discussed the Curtiss Block. He said they did preliminary numbers on Curtiss explaining what they were looking at was the performance of the TIF. They came to the conclusion that what they need is an understanding that what they do on Curtiss and other subsequent projects materially affects the performance of the TIF. Joe said they endeavor to have that number come out in the black. He added that they need meet with the Council one more time and give an update of the numbers to the physical component of how the Curtiss Block may look and hopefully get narrowed down directions that they can start the RFQ this Fall. Joe said they would call in the developers who have done projects similar to this one and understand the TIF mechanism and study/compare the projects they have done and the financial stability of their firms and then narrow it down to a small group. Then they would go to a request for proposal. Joe added that they plan for a Fall start on this also.

Joe expressed concern regarding Ogden Avenue and the Lacy Road site with potential out lots being built. He said he felt the out lots would be unusable and that this group needs a certain amount of control. He suggested that this Commission may want to consider having some of the key project players in the Ogden and the downtown districts, including Aldi, come here for a brief evaluation.

TOURISM AND EVENTS

In John Randall absence, Steve Rockwell reported that the Bike Race, a very popular event in Downers Grove, would be occurring this coming weekend. Steve also reported that Bensenville is putting together a bike race and one of their leaders has determined that the bike race should be moved from Downers to Bensenville. Steve noted that this would turn into a bidding war between Downers Grove and Bensenville for Chicago Special Events who runs the event. Steve added that Mary Scalzetti would probably ask for our help inviting sponsors for next year because they've recently lost some major sponsors. This also might put Mary and her staff in a position where they may decide to run the event themselves. A consultant for Chicago Special Events has agreed to work with Mary's group as their consultant also.

DOWNTOWN MANAGEMENT CORPORATION

Linda Kunze reported that the 60-day waiting period for their SSA renewal is over on August 20th and they are going before the Council on that date. She noted that there were not petitions but that she, Steve and Marty Lyons did need to meet with the people at Morningside and clear up some misconceptions about their tax bill.

Linda then reported the current openings and closing of some businesses. These included the Pinecone Tea Room that is opening soon – they had been delayed by the Health Department. Subway is waiting on final permits to get their doors open. Alternative Universe will be sold, papers are to be signed this week and it will be a photography studio. Blockbuster's numbers have not been coming in and Linda talked to Scott Price who said he is going to recommend to the manager that they redesign the store and sell new releases only. Scott also discussed with Linda the possibility of a grocery store. He said he talked to the property owners on a site he is interested in, but they are undecided what their plans are. Linda said she also talked to Chris from Hoff Cleaners who informed her that the building that contains Hoff Cleaners, Main Street Barber and Zabler Jewelers has been sold. Linda said she suspects that the Hodkisses' sold their lease that expires in 2050 to the owners of Jonathan's Steakhouse.

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Linda then informed the group that the Downtown Management is putting together a new CD ROM to entice businesses to the community. This should be completed by the end of September.

Linda also reported that the Cable TV ads have started to run again, and requested feedback from everyone when they see them.

Also, the new restaurant guides were sent to 26,000 residents and will be given to several organizations to distribute.

Lastly, Linda informed everyone that they've started a new program called "Downtown Dollars" which has brought a tremendous amount of business to the downtown.

CHAMBER OF COMMERCE

Barb Wysocki reported that she has met with Doug Kozlowski and Mark Houseman regarding the Village Chamber Directory and plans to incorporate testimonials from families, incorporate the new logo and to really use it as a tool to promote the village in a more effective manner. They should be distributed by March 2003.

Barb discussed the Education Committee who is kicking off their Leadership Academy for District 99 and adding District 58. She also informed the group that they would be receiving a letter requesting that they mentor a Leadership Academy student. She also invited everyone to attend the Economic Forecast Luncheon for more information.

Barb said that the business license was discussed at the last Chamber Board Meeting and that her group is going to take some time to decide how they want to proceed, and then they will take it to the Chamber Board again. She noted that her group would like to get back into business retention and develop relationships with the larger companies.

Barb then reported that they are having two meetings in the near future. The first is a business expo on Sept 18 at the Abbington, which will highlight restaurants in the community to bring exposure to our business community. The other is their annual meeting on September 24 where they will elect new members to their Board of Directors, and Bill Bartlett from Corporate Strategies and Solutions will be the featured speaker.

OLD BUSINESS

None.

NEW BUSINESS

Liz Chalberg inquired as to whether an updated videotape on Downers Grove was in the works. Steve Rockwell informed her that they are working on a 4-5 minute videotape – but still need to produce a script and that this will probably be taken to the Marketing Committee to work on.

Phil asked Ginny Mindo to recite the commitment list from today's meeting:

- The Marketing Committee will continue to provide assistance in the Rollout of the "Come Home" campaign.
- Steve Rockwell will meet with the Village's Legal Department to obtain approval for the community to use the Come Home graphics.
- Steve Rockwell will meet with Suburban Life Newspaper Manager Kendra Williams to discuss the recent "Come Home" article and future coverage of the "Come Home" campaign.
- Cathy Schuster will research "Come Home" experiences of the Downers Grove community and incorporate in future Village communications.
- The Strategic Planning Committee will meet with the Planning Commission regarding Land Use.
- Joe Skach, Steve Rockwell, and Cathy Schuster will research and include economic indicators in the next month's EDC preboard packet.

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- Marty Lyons and Dave Van Vooren will be invited to attend the next EDC Board meeting to discuss tax sales issues and the TIF. They will be invited to provide a financial update for the Commission each quarter.
- Steve Rockwell will provide the Commission with a monthly analysis of our website data (WebTrends).

ADJOURNMENT

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

Respectfully submitted,

Ginny Mindo, Recording Secretary