

**VILLAGE OF DOWNERS GROVE
ECONOMIC DEVELOPMENT COMMISSION**

Village Hall, Committee Room
801 Burlington Avenue
Downers Grove, IL
April 9, 2003
8:00 a.m.

Temporary Chair Chalberg called the meeting to order at 8:10 a.m.

PRESENT: Temporary Commission Chair Liz Chalberg, Phil Cullen, Mike Kelch, Jan Kopis, John Luka, Mike Ryan, Barb Wysocki, Steven Rockwell, Director, Cathy Schuster, Assistant Director, Ginny Mindo, Administrative

ABSENT: Commission Chair Mike Riordan, Jeff Bilek, Ken Bohanon, Mary Henthorn, John Randall, Gary Vlk

GUESTS: Brian Pabst, Joe Skach, Lori Skotterud, Marilyn Weiher

APPROVAL OF MINUTES FROM MARCH 12, 2003

Ms. Chalberg requested clarification of Ms. Spellman's, of JK Nissan, last name. She also noted a word that was misspelled. Ms. Mindo stated both items would be taken care of. Ms. Chalberg also wanted to know, from last month's meeting, whether a Chairperson has the power to initiate a motion. Mr. Rockwell stated that that did happen and needed to be noted in the minutes.

Temporary Commission Chair Chalberg motioned to APPROVE THE MINUTES with the necessary revisions from March 12, 2003, Mr. Kopis motioned, Mr. Luka seconded the motion.

Vote: Yay: Temporary Commission Chair Liz Chalberg, Phil Cullen, Mike Kelch, Jan Kopis, John Luka, Mike Ryan, Barb Wysocki

Nay: None

Motion carried 7:0

CHAIRMAN'S PREROGATIVE

Temporary Commission Chair Chalberg reviewed the Commitment List and results from the previous month's meeting.

- The Strategic Planning Committee will submit a preliminary report to Council and EDC regarding the recommendations from the EDC/Plan Commission workshops. (May)
Mr. Rockwell said that would be completed in the summer. Mr. Skach said that they may get a May report out preliminarily. Mr. Skach mentioned that the EDC has been invited to join the Plan Commission at "Coffee with the Council" on April 26th. An e-mail with details will be sent.
- Ms. Schuster will e-mail evaluation forms for Ogden signage to the EDC and Council.
Completed.
- Mr. Rockwell will modify his March Director's Report and send it to the EDC Board.
Completed.

COMMITTEE REPORTS

MARKETING

Ms. Schuster discussed on the Governor's Home Town Award, which is sponsored by the State of Illinois, reporting that the judges came for a site visit on March 17th. She noted that they received a tour, presentation, and lunch, which went very well. She thanked Mr. Vlk for his help along with Becky Anderson, Melna Langham-Becke, Tom Julian, Derek Rockwell, and Barb Wysocki. She added if we win, a group would be invited to attend a banquet in Springfield in June, and there, one of the 18 villages selected as winners already, will receive the Governor's Cup Award.

Ms. Schuster then reported on the All American City Award, which is a more involved project, and requires submission of three projects; the projects chosen were the Chamber's Leadership Academy Program, the downtown renovation project, and the Village's partnering spirit. She added that the National Civic League sponsors this project and 30 communities are selected as finalists, then 10 are selected as All American Cities and are invited to a White House ceremony. She said she would find out if we are finalists at the end of the month. Ms. Schuster thanked everyone involved for their hard work. Mr. Rockwell said that the presentation could probably be e-mailed to this Board.

Ms. Schuster then displayed a new promo banner noting that it is conveniently portable, and that EDC shared the cost with Tourism and Events. She added that it has already been used at several functions, and is available for this Board's use.

OPPORTUNITIES FOR RETENTION AND ATTRACTION

Mr. Rockwell reported that PUGI has come to them indicating that they would like to do a 26,000 square foot expansion, and when they have provided the necessary documentation, this group will be copied on it and then PUGI will be taken through a review process as they want to go in front of the Council and request sales tax assistance.

Mr. Rockwell also reported that he has a meeting Friday with another dealership who will probably want to do the same; details to follow in the near future.

Mr. Kelch stated that they are following up on the incentive process and will organize a meeting to complete the process.

STRATEGIC PLANNING COMMITTEE

Mr. Skach reported that they have been meeting consistently and making very good progress with the Plan Commission and have almost completed the initial list of 13 areas with an additional two areas, (the remaining are Ogden and CBD). Mr. Skach added that this Committee will be coming out with a preliminary report to the EDC and Council recommending a comprehensive plan and land use designations. He added that Ms. Skotterud has begun working on this per Commission Chairs Riordan and Jirik.

Mr. Rockwell mentioned that this Commission should stay abreast of these meetings and requested that Ms. Mindo forward all minutes and continue to do so.

Ms. Chalberg then complimented Ms. Skotterud for her time and effort putting together exhibits/maps, which include colorization. She added that this is extremely helpful during the meetings because they are actually updated (in real time) during the meetings. Mr. Skach said he was glad Ms. Chalberg pointed that out and that Ms. Skotterud has made the process user-friendly which helps the commissions make more informed decisions. Mr. Skach then said that he and Ms. Skotterud will have a brief presentation on the GIS system to demonstrate the audiovisual benefits, at next month's meeting.

OGDEN AVENUE

Mr. Kopis informed everyone that creation of the Vision Statement is almost finished; and once completed, will be presented to the EDC, and then to the Mayor to make sure they are on track and then to the Council.

The next topic of discussion was signage. Ms. Schuster stated that she received positive feedback on the prototype signage for the corner of Oakwood and Ogden Avenue, and requested that those who have not had a chance to evaluate the sign, to please do so. She noted that the sign is brighter in color to improve visibility and that the actual

pole will be taller than the prototype. Mr. Rockwell added that the lettering would also be 6" instead of 4" for better visibility. Ms. Schuster reported that EDC and Public Works would create an RFP for pricing and other needed items and present it to the Council for review. Mr. Kopis informed the group that the signs are critical for the public to view to inform them that positive change is happening.

Mr. Rockwell reported on the Illinois First Grant stating that they are working on finishing the "Scope of Work" with the Village Manager and Development Team and will have it in draft form for this group to see.

Mr. Rockwell also reported that Mr. Bohanon would be asked to join this Committee.

DIRECTOR'S REPORT

Mr. Rockwell discussed House Bill 235 that was passed on April 4, 2003, which concerns financial assistance and accountability. Unfortunately, the bill dictates if any type of assistance is given, whether it is for training, financing, sales tax, etc., that goes to a business within the community, would be granted per job. The bill also dictates that if more than \$35,000 of assistance is given per job, it will automatically be denied. Mr. Rockwell expressed that he felt this was bad legislation. He then asked Ms. Mindo to send this Board the link from the State's website on this issue. Ms. Wysocki added that the Chamber's Legislative Committee has had conversations with the State's legislators and the Illinois Chamber and the local chambers are lobbying against it. She added that there is good chance that it would be rewritten. Mr. Rockwell said he and Ms. Wysocki would have a joint briefing on this matter.

Ms. Chalberg then inquired as to the status of Krispy Kreme. Mr. Rockwell reported that originally Krispy Kreme was, and still is, very interested in having a store on Ogden Avenue; unfortunately, there is not enough space available. They are now interested in a space near the Double Tree Guest Suites, but are having trouble connecting the owner (RCI Travel Agency) with Krispy Kreme's franchise owner. Mr. Rockwell said that his group would continue to work with them to do that. He added that they are also exploring sites in Lombard.

Ms. Chalberg brought up the issue of the possibility of an 8,000 square foot pool going into Meadowbrook Shopping Center and whether the EDC is in the position to get involved with the decision making process and/or the Parks Department. Mr. Rockwell reported that he has not had conversations publicly with the Parks Department, but has met with the realtor and the owner, noting that this would be a huge, complicated, expensive project for them to take on. Ms. Chalberg added that she did not want a situation similar to what happened at The Grove Shopping Center. Mr. Skach explained that that was a different situation because the initiatives were going on in-house in terms of major modifications whereas this deals with private ownership. Mr. Rockwell suggested bringing Mr. Pabst into the EDC Board Meeting and he, Mr. Skach and Mr. Pabst will give a short presentation on what the status is of that particular property.

Ms. Chalberg inquired as to the status of Caribou Coffee in the US Bank building. Mr. Rockwell reported that the real estate representatives have started discussions with the US Bank property to open a store in this locale at the end of the current lease, which is in two years. Caribou offered to pay to relocate Krantz, but his counter offer was judged unacceptable and the company decided to wait until Krantz's lease expired.

Mr. Ryan wanted information on Quizno's Classic Subs. Mr. Rockwell replied that they are interested and have been in negotiations with Ms. Kunze in coming into the downtown area. Ms. Weiher reported that they would have been successful if they had come in instead of Subway, but now they will probably do better if they come in with the redevelopment, in 5-7 years.

Mr. Luka brought up the subject of auto dealerships stating that some are willing to give high incentives; he asked if the Village willing to match those incentives even though it may not fit our matrix. Mr. Rockwell reported that the Mayor and Council have indicated that they would not participate in bidding wars. He added that the Mayor, Village Manager and he have had conversations with Lisle's economic development groups and their Mayor about their luring of dealerships to their community with incentives; Lisle denies this. Mr. Luka stressed the importance of maintaining our tax base. Mr. Rockwell said that the Mayor, Village Manager and he plan to meet with their Village Manager. Mr. Skach stated that it is important, from a land use standpoint, to get the auto dealers in, especially on Ogden Avenue. He added that Ogden Avenue is difficult, noting that there are a lot of small parcels, and there are zoning regulations that can be interpreted as fairly restrictive and complicated. Therefore, it is important that the TIF is used effectively in identifying strategic sites.

Ms. Chalberg inquired as to whether Maserati is still interested in coming to Downers Grove. Mr. Rockwell explained that Maserati met with the Plan Commission in November 2002 and were informed there were issues that would keep them from coming into Downers Grove. A few months later, Mr. Pabst and Rockwell were informed of this meeting when the realtor called for another meeting. Mr. Rockwell said the he and Mr. Pabst met with them and determined that the property is zoned M-1, and they are required to have 15% of the property be open space and half of that percentage being in the front, which would force them to lose their first row of parking. When the analysis was completed, it showed that they would require three text amendments written. Mr. Rockwell noted that Maserati is still very interested in coming to Downers Grove, but indicated that they want assurances, which they have yet to receive. The EDC would need to write the text amendment, which would then go through the Zoning Commission, and go back to the Council.

REDEVELOPMENT DIRECTOR'S REPORT

Mr. Rockwell discussed the Council's response to the issue of the text amendment on outside merchandising on Ogden Avenue and the other B3 areas in the community. The Council was initially confused as to why the EDC would not want this text amendment to pass, and Mr. Rockwell explained to them that EDC has been working on a collective plan for Ogden Avenue. The Mayor indicated that he did not this issue on the agenda for next week, and that it should not come in front of Council again until the Planning staffs and the EDC staffs, with their respective and necessary boards, bring them a plan. Mr. Rockwell said that he agreed to this, but that the EDC will most likely indicate that they do not like the haphazard fashion in which the Planning staff has been working and that it is important for the EDC to be involved in the process.

Mr. Skach noted that there was need for concern on a couple of different levels, mentioning the memo that was sent to the Council conveying what the concerns were. He noted that there was concern for the business owner, through no fault of his own, was caught in the middle. Mr. Skach added that this process should have been handled with the Strategic Planning Committee looking at the appropriate land uses and how they should work, and accomplish this through an appropriate forum for discussion. He added that the bigger issue between EDC and Planning overall is the recognition that this needs to be an integrated process and that it's a continual process. Mr. Rockwell cited that much of the work could be done at a staff level. Mr. Skach stressed that EDC and Strategic Planning have been working for the future and looking down the next 10-15 years, which is something all commissions should be doing. Mr. Rockwell also brought up the fact that in this community, a special zoning designation for a property can get "grand fathered" in and could be there for 30 years.

Ms. Chalberg asked what the process should be for a prospect. Mr. Skach replied that we need to establish some version of a subcommittee where petitioners can go to on a preliminary basis, at very little cost, with potentially schematic drawings and would be composed of a couple members of the Plan Commission, Council, EDC; the a preliminary report would be written from a zoning standpoint.

Mr. Kelch inquired as to what the next step was. Mr. Rockwell stated that if this group agrees, the next step would be to suggest to the Mayor, Council, and Village Manager that we will take this on as part of the EDC/Plan Commission Workshop, and will ask Mr. Riordan if that is in agreement with them, and then have Mr. Riordan speak to Plan Commission Chair Jirik. The Commission concurred.

TOURISM AND EVENTS

None.

DOWNTOWN MANAGEMENT

Ms. Weiher announced that 48 wheelbarrows have been ordered and will be delivered April 11th. She added that the majority of them have been to donated to the library's education fund. Ms. Weiher also announced that the first Spring Showcase was held March 15th. Lastly, the Easter House will be open April 12th.

CHAMBER OF COMMERCE

Ms. Wysocki reported that her Board is lobbying for House Bill 22, which affects the education tax cap. She also reported that they are lobbying against the State minimum wage increase of up to \$6.50, which would be an added burden on the business community.

Ms. Wysocki announced that the Chamber’s Legislative Committee plans to hold quarterly breakfasts with various legislators in attendance; the first one should be in a few months.

Ms. Wysocki also announced that her group is being honored with the “Business Excellence Award” for the notable not-for-profit by the *Business Ledger*. She said this was due to the leadership and education initiatives and other entities’ help. Ms. Wysocki added that the Chamber’s Directory is almost completed and would be delivered to all single-family homes and all businesses in Downers Grove.

OLD BUSINESS

None.

NEW BUSINESS

Ms. Chalberg asked Ms. Mindo to explain what her report meant, working with IS Department updating the entire business listing. Ms. Mindo replied that she has been working with IS, which has access to the Fire Department’s database, to consolidate both data bases as they each have access to different information.

Mr. Rockwell reported that the Council has put into effect the additional sales tax. That home rule sales tax will allow the Village to get the sales from every retail business, which will enable us to see what the impacts are. He added that he would have Mr. Van Vo oren, Deputy Village Manager, Administration give a report to the Chamber on this.

Ms. Mindo reviewed Commitment List from this meeting:

1. Mr. Kelch will schedule a meeting to follow up on the incentive process.
2. The Strategic Planning Committee will submit a preliminary report on EDC/Plan Commission Workshop to EDC and the Council
3. Ms. Mindo will send out all EDC/Plan Commission Workshop minutes to this Board.
4. Mr. Skach and Ms. Skotterud will put together a brief presentation on GIS.
5. The Ogden Committee will try to finish the Scope of Work for the Illinois First Grant in draft form.
6. Ms. Mindo will e-mail the State’s link regarding House Bill 235 to this Board.

Ms. Chalberg requested that the review of the Commitment List be added to future agendas.

ADJOURNMENT

Temporary Chair Chalberg motioned to adjourn the meeting, so motioned by Mr. Kopis, seconded by Mr. Ryan.

Respectfully submitted,

Ginny Mindo, Recording Secretary