

**VILLAGE OF FOX RIVER GROVE  
PLANNING & ECONOMIC DEVELOPMENT COMMISSION  
MEETING MINUTES  
SEPTEMBER 18, 2012**

**CALL TO ORDER & ROLL CALL**

Chairperson Melissa Schladt called the meeting of the Planning and Economic Development Commission to order at 7:00 p.m.

Present were Chairperson Melissa Schladt and Members Ron Hameetman, Kevin Lentz, Chris Mattran, John O'Meara and Patrick Wall. Also present was Trustee Mike Schiestel as staff to the PEDC, and Secretary Alison Dal Compo.

**REVIEW & APPROVAL OF THE AUGUST 21, 2012 PEDC MINUTES**

A MOTION was made by Wall and seconded by O'Meara to approve the August 21, 2012 minutes with changes as enumerated. All were in favor. Motion carried.

**RESIDENT'S COMMENTS--none**

Chairperson Schladt welcomed Village President Bob Nunamaker, Dr. Fritz Trybus and Mr. Mike Fath. Mr. Fath will be appointed to the PEDC later this week. He thanked Village President Nunamaker for the opportunity. He has lived in the Grove for five years. He has a wife and four children, and he looks forward to being able to give back to the community.

**BUSINESS RETENTION ACTIVITIES**

*BUSINESS LIASION/BUSINESS SPOTLIGHT:* Cary Grove Animal Hospital, Dr. Fritz Trybus—Trustee Schiestel gave some background on the PEDC for the benefit of Mr. Fath and Dr. Trybus. He explained that there are obviously two aspects to the PEDC, the first being the planning aspect. This includes the editing and composing of the comprehensive plan for Fox River Grove, and it is available for viewing on-line. It is a legal document which can be used in court. It is a set of guidelines and rules for things such as building heights, structural features and subdivisions.

A new Village Administrator has just been hired; he has much experience in Economic Development--the second aspect of the PEDC. This aspect involves both bringing in new businesses and business retention. The key projects in this regard have been 1) the FRG discount card 2) downtown murals 3) business liaisons and 4) website updating. The PEDC is an advisory board which makes recommendations to the Village Board for final approval.

Dr. Fritz Trybus introduced himself as the new vet in Foxmoor Crossings. He has been in practice for six years in McHenry County. He currently lives in Union. He has wanted to have his own practice for many years. The location in the Grove has given him a unique opportunity, because there was no other animal hospital here. Additionally, it allows him to continue to live in Union. He had a feasibility and sustainability study performed to help him select this location. He also practices at the Emergency Clinic in Crystal Lake. There is a small visibility issue with his current location. The clinic in the Grove is general practice with a special interest in surgery, dental and orthodontic restoration. Dr. Trybus works in conjunction with a human dentist for the latter services. His practice focuses on cats and dogs.

Dr. Trybus explained that he has put a lot of time, effort, and funding into his practice in this location. Ted Wagner contributed towards the build out. The practice has digital x-ray equipment and a full, in-house lab. It opened on June 4, 2012. There is some seasonality involved, for example: heartworm tests are primarily conducted in the spring.

Dr. Trybus used local support from Build a Comp to set up his computer system. He also used the UPS store in the Grove to put out two direct mailers. Member Lentz asked what type of response he received from the mailers. Dr. Trybus explained that the first mailer contained 2,800 pieces, and he received 12-15 responses. The second mailing was for a \$30 off new client exam, and he got six back. The mailer cost is about \$1,200. His website is [carygroveanimalhospital.com](http://carygroveanimalhospital.com).

Member Lentz further asked what the radius of clients was according to the feasibility study. Dr. Trybus said the radius was a five to ten minute drive time; however, he still has clients who drive from Harvard and Marengo. Cary, Fox River Grove and Barrington will likely provide the majority of his clients. The closest animal hospitals are currently located in Cary (Cary Animal Doctor) at two miles, and VCA Noyes at 1 ½ miles.

Trustee Schiestel asked if Dr. Trybus had thought of joining the Chamber of Commerce; Dr. Trybus said he had already done so. Trustee Schiestel further noted that personal relationships are very important to a business, and that maybe Dr. Trybus could do presentations at the local schools. Chairperson Schladt stated that the schools sometimes do an animal show; for example, the Wild Bird Center sponsors a "raptor day".

Trustee Schiestel said that he would like to see more opportunities for local kids to volunteer, and felt that perhaps a shelter dog program would provide such an opportunity. Dr. Trybus explained that he was already partnered with a shelter.

Dr. Trybus said that his biggest problem right now is the VCA Noyes "cloud" hanging over his head. He wondered why that practice had picked this particular time frame to move, and did not purchase the property they were already located on. Chairperson Schladt said that the rumblings were that a Thornton's might be put there in the future.

Village President Nunamaker reported that the PEDC had been aware of the Mattress Store moving out, and had tried to get a Family Video or a Chipotle to move in there. Family Video was very interested, but the owner of the property wished to sell it, not rent it. VCA Noyes was willing to purchase the property. The ZBA turned down VCA Noyes' request for the special use, but the Village Board is not sure this decision was legal. Different locations have been suggested to VCA Noyes, such as the old Café Salsa building. Dr. Trybus said that he feels the special use for VCA Noyes does not meet the requirement to not be injurious to surrounding properties. He hopes that the Village Board will see this also. Member O'Meara asked if the property had already been transferred to VCA Noyes; he was told no.

Trustee Schiestel asked if Dr. Trybus's counsel specialized in zoning; he was told yes. He further suggested getting newspapers involved. Member Hameetman suggested doing something through the Chamber; Dr. Trybus said that VCA Noyes is also a member.

Chairperson Schladt noted that since the animal hospital is a new tenant, perhaps the trick or treat walk could go by there. It is on October 21, and Dr. Trybus could do a bouncy house or something like it. Dr. Trybus said he would participate on some level.

Village President Nunamaker reported that at the fireworks display recently, the police dogs were shown. Maybe Dr. Trybus could do some sort of police dog demonstration.

Member Wall commented that if there is a free market, there is also free speech!

Chairperson Schladt commented that Dr. Trybus had done things the suggested way to make his business succeed.

*DOWNTOWN MURALS*—Member Mattran reported that Gina at Harris Bank had transferred to a branch in Arizona. Village President Nunamaker suggested contacting either Sandra or Eric Bowden. Member Mattran said that he pared down the power point presentation meant for Metra and put together an email for potential sponsors. Trustee Schiestel noted that El Sombrero recently painted their wall. Chairperson Schladt asked if the members should be approaching the Mir brothers regarding the Tobacco Store wall. Trustee Schiestel and Chairperson Schladt will do this on Friday September 28<sup>th</sup>.

*BUY FRG CARDS*—The members reported on their sales and turned in money. Member Wall said that he would follow up with the PTO as to any sales they had made. They are keeping \$2 for every card sold. Member Lentz said that Bipen at Subway noted seven new customers coming with the card. It was also agreed that Member Lentz will keep accounts of the card.

Chairperson Schladt suggested bundling the cards into another venue, such as was done with Ladies Day Out last year.

## PLANNING & ECONOMIC DEVELOPMENT SEPTEMBER 18, 2012

Trustee Schiestel recommended taking the new Village Administrator on retail liaison visits, as he was the assistant administrator in Lindenhurst.

Village President Nunamaker suggested selling cards at the Lionesses Pasta Dinner on October 14<sup>th</sup>. Jean Kandler is the head lioness; Member Hameetman will contact her in this regard.

Member Hameetman talked to New China; they reported “explosive” use of the FRG card!

Chairperson Schladt inquired about the Car Show. Member O’Meara reported that there were about fifty cars.

*RETAIL BUSINESS LIASIONS—CONT—*Member Wall has the month of October, he is hoping that A & D Specialty Sewing will attend.

Member Mattran has November; he hopes that Ross from Riverside Auto will attend.

Chairperson Schladt said she will try to contact Justin LeBrec from the Recording Studio.

*WEBSITE DESIGN UPDATE—*Trustee Schiestel reported that he, Member Lentz and Chief Lukasik had met together regarding the website. Member Lentz has put together the mock up site.

Member Lentz explained that he had started putting together a presentation for the Village Board. He gave a live presentation to the PEDC members:

--Website Overhaul Project

- Improve usefulness
- Add functionality
- Reduce administrative burden
- Update design

--Project Guidelines

- Accurately represent the Village Brand
- Ease of maintenance
- Cost effective solutions

Goal #1) Improve Usefulness

- Deepen Hierarchy and Improve Content Classification
- Add Search Functionality
- Timeliness and Accuracy of Content
- Add Content

There are currently six menu options. Much of the information on the site is outdated. We

need to help Barb Majkrzak with this, as it is too much work for one person. There should also be e-pay integration.

Goal #2) Add functionality

- Northeastern Illinois University has put out an RFP that might be useful.
- E-blast sign-up
- Commerce—vehicle stickers, FRG discount
- Acceptance of donations
- Social media integration
- On-line petition—up/down voting
- On-line “tip-line”

Member Lentz asked who takes care of unsubscribe functions, etc.

Trustee Schiestel said that one of the biggest thing residents complain about is communication; the updated website will be good for interaction. Member Mattran said that this will also be a good way to get feedback, like a mini focus group.

Goal #3) Reduce administrative burden

- Multiple content authors
- Provide an interface that allows for content creation, editing and deletion
- On-line permit submission
- On-line information requests
- On-line payments

Trustee Schiestel commented that many people just call Clerk Brouder if they don't know or understand something, so the website will help to reduce administrative burden.

Member O'Meara commented that he personally doesn't go to the website enough; would it be possible to have e-mail updates saying “new information” similar to Facebook updates?

Member Lentz said that taking permit applications on-line will require a higher level of work. Trustee Schiestel added that there should be a checklist for what information is needed for what types of permits.

Goal #4) Update Design

- Look and feel should be current
- Standard design language throughout via use of templating
- Fox River Grove “brand” should be apparent
- Search engine optimization

PEDC Recommendation: Implement site on Drupal

## PLANNING & ECONOMIC DEVELOPMENT SEPTEMBER 18, 2012

Adding new content will be easier for whoever takes on the responsibility. Member Lentz said to be sure to separate design from content.

### 5) Progress to date

- Development site built and hosted on staging server
- Basic template in place
- Menu structure
- FRG specific content types created
- Calendar implemented
- Several Additional modules implemented (PayPal, Superfish, Agenda, Web form, Views
- Started migrating content
- 75% of web-based content migrated

### 6) Next Steps

- Finish content migration
- Add PDF's
- Complete calendar of events
- Identify additional functionality desired
- Improve design
- Homepage landing page created
- Create users and roles
- Finalize functionality
- Migrate to live server

Chairperson Schladt recommended archiving old newsletters. Village President Nunamaker suggested having a fox on the website at menu sites that changes locations. There could be prizes for people who use the website and "find the fox".

Member Lentz said that the majority of designated funds should be used towards design.

Trustee Schiestel said that information for the site should be broken down into categories and menus. He further stated that Member Lentz's time and effort are greatly appreciated, but can some of the duties be delegated to take the pressure off Member Lentz?

Village President Nunamaker commented that creative work is best done by "one brain, one vision".

## **NEWS AND UPDATES**

*VILLAGE UPDATES:* B & Z REPORT: Monthly e-mail sent. Trustee Schiestel reported that the proposed Tattoo Parlor did not get approved by the ZBA for the zoning change from B-1 to B-5. It would have allowed for other "adult" uses. The ZBA strongly recommended a text amendment, which would keep the zoning as B-1, with a special use attached. There

## PLANNING & ECONOMIC DEVELOPMENT SEPTEMBER 18, 2012

will be another zoning hearing on October 1<sup>st</sup> regarding a room addition at 1106 Hillcrest.

Village President Nunamaker said that the Montessori School is not having a good turn-out. He went to personnel at Good Shepherd Hospital and let them know to see if some interest could be sparked there.

Village President Nunamaker reported that there will be a ribbon cutting ceremony for Advanced Auto Parts on Wednesday, September 19<sup>th</sup> at 10 a.m. Member O'Meara offered to be there.

Village President Nunamaker said that the family from Bettendorf Castle has been inquiring as to what he can do in a residential area. He claims to be giving free tours; the neighbors say that these tours are a distraction. Since the Village has told them they cannot run a business there, instead they have opened an LLC and have a website where people can give contributions.

Member O'Meara asked if the idea of a hot dog stand or the like at Picnic Grove Park could be discussed at the next meeting. Village President Nunamaker explained that it is an Illinois State Park; Trustee Schiestel added that is joint owned. Village President Nunamaker reported that the Parks Commission had suggested putting in a small skate park on the cement slab at PGP. There have also been suggestions of Frisbee Golf, a dog park, and in particular a larger shelter.

Member Mattran asked about the status of the TIF. Village President Nunamaker explained that businesses need to come to the Village Board with a plan. Trustee Schiestel added that the TIF is only tapped into after the initial investment is made. Member Mattran further inquired as to whether there has been any interest, because the past TIF's have helped grow businesses. He was told there is no interest at the moment.

Trustee Schiestel remarked that some Villages have a full time economic development team, and asked if there was any training that the members could get in this regard. Village President Nunamaker suggested contacting Terry Jenkins.

The new Village Administrator will be Karl Warwick.

*MCEDC and MCCVB—no updates*

*CGA CHAMBER: --*

### **OTHER BUSINESS**

#### **NEXT MEETING:**

The next meeting is scheduled for October 16, 2012 at 7:00 p.m.

**ADJOURNMENT**

**A Motion was made by O’Meara seconded by Hameetman to adjourn the meeting at 9:38 p.m. Motion carried.**

**APPROVAL**

\_\_\_\_\_  
Date

\_\_\_\_\_  
Melissa Schladt, Chairperson

\_\_\_\_\_  
Alison Dal Compo, Secretary