

**PLANNING AND ECONOMIC DEVELOPMENT COMMISSION
PUBLIC MEETING MINUTES
JANUARY 15, 2013**

CALL TO ORDER

Acting Chairman Chris Mattran called the meeting of the Planning and Economic Development Commission to order at 7:05 p.m.

ROLL CALL

Present were Acting Chairman Chris Mattran, Members Ron Hameetman, Kevin Lentz, John O'Meara and Patrick Wall (came at 7:12 p.m.). Also in attendance were Village Administrator Karl Warwick and Trustee Mike Schiestel as staff to the PEDC, and Secretary Alison Dal Compo. Melissa Schladt and Mike Fath were absent.

RESIDENT'S COMMENTS--none

Acting Chairman Mattran welcomed Village President Nunamaker.

Member O'Meara said Pete Vernon mentioned there is a business owner looking for a building in which to provide doggie day care. Trustee Schiestel said that there are already a couple in town; one is in a private home that went before the zoning board for review. A new one would require a special use. Administrator Warwick said that doggy day care may technically not be allowed at all and the ordinance would have to be examined.

Member O'Meara asked what the extent of the damage to New China was due to the recent fire. Village President Nunamaker reported that it will likely be closed for about four months. An estimated \$150,000 worth of damage was done. The insurance company wants to know why so much damage was done by such a small fire, since the sprinkler system should have quickly doused the fire. .

VILLAGE WEBSITE UPDATE—Administrator Warwick reported that the down payment has been paid, and the time frame has been laid out. May or June is projected for the launch. The next step is to provide good design ideas to the designers.

Trustee Schiestel explained that the commission members were given “homework” to assist in the website’s development. The following are the main points:

- 1) What is the character of the community—what is it known for—what are its long term themes—what makes it unique? *The river, the ski jump, Metra station*
- 2) Design preferences—colors/official logo/pictures of buildings to be featured/items from the existing website to be included on the new one

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- 3) Template strategy
- 4) Special design items

Under #1, the following ideas were put forth:

Lentz: known for being a family oriented, tight knit community—Schiestels' noted this the first day they drove through town

O'Meara: Lions Park and Picnic Grove Park

Mattran: historical ties, older architecture in downtown,

Schiestel: first came through town on "All Star" day, felt like it was "Mayberry"

Wall: its like "Cheers", anywhere you go you see someone that you know

Mattran: likes the small town feel, wouldn't enjoy being on the PEDC in a larger town

Administrator Warwick said that an e-blast will be sent out requesting pictures to possibly be used on the website. Member Mattran suggested that the individual members also do a "blast" through their own Facebook pages. Administrator Warwick suggested that the historic meets modern aspect should be highlighted. Village President Nunamaker said to think pictures of vistas rather than of individual homes. Member O'Meara said that he had several pictures of the Ski Hill and Picnic Grove Park taken from his boat on the river. Administrator Warwick said to send them to village@foxrivergrove.org.

Trustee Schiestel noted that the Village logo needs updating. Administrator Warwick said that the designers can possibly update the logo. Member Mattran said that he might know of some free-lancers who might update the design for a reasonable cost. Trustee Schiestel said that his vision for the logo was a fox denning with his tail appearing to become the Fox River. Member Mattran noted that the Middle School colors are blue and white. Member Lentz said that the designers may have a color palette that they routinely use.

Trustee Schiestel said that the Fox River Grove sign should be taken off the website. The following picture ideas were put forth:

- Grove Plating building
- Village Hall
- Ski Jump
- Lion from Lion's Park
- Venetian Night
- Fireworks
- Google Fox River Grove images
- Bike race
- Windy City hot air balloons
- Pictures from the front of the hand out
- Quintessential Barrington

OTHER BUSINESS

90 day Review: Trustee Schiestel explained that Administrator Warwick had put together a review of items that he feels are of concern since he took over as administrator. He gave the members a document outlining 49 items. He had also presented this to the Village Board. There are six main points to the report, they are as follows:

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- 1) Downtown second location search
- 2) Strengths, Weakness, Opportunities and Threats (SWOT) review
Infrastructure needs, facades
- 3) Business Retention Plan
60% to 70% business retention
- 4) Downtown Economic Development
Success story/multi family development/village investments
- 5) Marketing Plan
Attract businesses that could go either way
- 6) Review Chamber/Village Events
Approach chamber about holding more events in the Grove

Member Mattran said he liked the review points. Member O’Meara commented that the marketing plan will have to be specific enough, especially after the experience the PEDC has already had with trying to recruit a Family Video into the Grove.

Member Wall asked if there is any chance of exercising eminent domain power over any of the downtown buildings. He feels that the Moretti’s owners are waiting for change/movement in the downtown area before committing here. Member Mattran asked what the “Escape” building is estimated to be worth. He was told about \$300,000.

Village President Nunamaker pointed out that adequate off street parking is a necessity. He mentioned that a good location for a parking lot would be on the property next to the police station at Lincoln and Opatrny. There, exercising eminent domain may be possible. That lot could park up to 75 cars.

Trustee Schiestel reiterated the need to do the “SWOT” review and to formulate a structural approach to attracting new businesses. Administrator Warwick suggested a “SWOT” brainstorm session. Potential new businesses need to have the strengths of the community stressed to them.

BUSINESS RETENTION ACTIVITIES

FRG Cards—Trustee Schiestel said that the members need to start thinking about the new discount card. The new simplified format is very good. A question will be if this is a program worth continuing. Member O’Meara suggested going to the business owners who have been participating and ask if they feel it has been helpful to their business. Member Lentz added that it should be decided if the card is serving its original purpose. Trustee Schiestel noted that the card program was started as a local campaign for business retention. Village President Nunamaker stated that the downside to the program is that organizations like the Boy Scouts use a similar program for fundraising.

Administrator Warwick said that some communities participate in a “Shop Local” campaign. Trustee Schiestel also mentioned the 3/50 project. Also, it may be helpful to continue to direct owners to the Shah Center for assistance.

NEWS AND UPDATES

Chamber of Commerce

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Trustee Schiestel said that some residents complained that the Village did not do any decorating for Christmas. He further stated that it would be better if the individual business owners put up their own decorations to attract customers. Village President Nunamaker said he felt it would be beneficial to hold a carnival or some such event to attract customers, but owners were concerned that carnival rides would damage the parking lot surface. Member O'Meara noted that usually the Chamber hosts those types of events.

Trustee Schiestel asked if it would be beneficial for a PEDC member to attend the Chamber's business roundtable. Village President Nunamaker said that he and Administrator Warwick attend the roundtable ex officia. He said that he would bring the question to Suzanne Corr at the next meeting.

Village President Nunamaker said that at the February business roundtable he gives out a business of the year award. Past winners have been Riverside Auto, Dead End and CarX. He asked the members for ideas for this year. The following businesses were suggested:

Jimmy Johns
Doc Woods
King Pin
Build A Comp

Member Mattran asked if there are any businesses looking into taking over the storefront where the L.A. Tan used to be. Administrator Warwick said that Bamboo Garden King is also gone, but a sushi place will be coming in that location.

Member Mattran asked if anything could be done about the "Dog Trax" signs in the building where that business was supposed to go in but never did. Member Lentz cited his own experience with the city of Elgin when he had to close businesses there. He said they were very particular about details such as removing signage, etc. He wondered why the same things could not be enforced here. Administrator Warwick said that codes and ordinances would need to be established for this.

APPROVAL OF THE NOVEMBER 20, 2012 MINUTES

Member O'Meara made a motion to approve the November 20, 2012 minutes as presented. Member Mattran seconded. Motion carried with one abstention. .

NEXT MEETING

The next meeting is scheduled for Tuesday, February 19, 2013 at 7:00 p.m.

ADJOURNMENT

A motion was made by Member Wall and seconded by Member O'Meara to adjourn the meeting at 8:49 p.m. All were in favor.

Chris Mattran, Acting Chairman

Alison Dal Compo, Secretary

Date Approved