

**VILLAGE OF FOX RIVER GROVE  
PLANNING & ECONOMIC DEVELOPMENT COMMISSION  
MEETING MINUTES  
OCTOBER 16, 2012**

**CALL TO ORDER & ROLL CALL**

Village President Nunamaker and Acting Chairman John O'Meara called the meeting of the Planning and Economic Development Commission to order at 7:08 p.m.

Present were Acting Chairman John O'Meara and Members Ron Hameetman, Kevin Lentz and Chris Mattran. Also present were Village Administrator Karl Warwick and Trustee Mike Schiestel as staff to the PEDC, and Secretary Alison Dal Compo. Members Mike Fath, Melissa Schladt and Patrick Wall were absent.

**REVIEW & APPROVAL OF THE SEPTEMBER 18, 2012 PEDC MINUTES**

A MOTION was made by Mattran and seconded by Lentz to approve the September 18, 2012 minutes as presented. All were in favor. Motion carried.

**RESIDENT'S COMMENTS--none**

Trustee Schiestel said that Member O'Meara is running for a position on the Village Board. He then introduced Karl Warwick, the new Village Administrator. He has much experience in Economic Development. Administrator Warwick explained that he had been the Economic Development Director in Grayslake; subsequently he was the assistant to the Village Administrator in Lindenhurst. He also worked in Economic Development there. They also had a business retention program that he was involved with. He had been involved in signage issues and ordinance changes. Village President Nunamaker added that Village Administrator Warwick had also streamlined the process for businesses to obtain permits.

Member Hameetman noted that paving is underway throughout the community, and that he was impressed with the work of the paving contractor. Administrator Warwick noted that curbs will be put in along a section of Route 14 tomorrow.

**BUSINESS RETENTION ACTIVITIES**

**DOWNTOWN MURALS**—Member Mattran reported that he had not received any response yet from the new manager at Harris Bank regarding possible sponsorship. Village President Nunamaker said that he would follow up. Acting Chairman O'Meara explained that the mural project came about from the desire to make the downtown area look better. The

PEDC has been communicating with a local artist (Kristin Plansky), and is looking to put the mural on the Tobacco Shop side wall. The members had decided that it should be moveable. Since Chairperson Schladt spoke with the Mir brothers regarding their willingness to contribute financially to the project, she can report on how this went at next month's meeting.

Trustee Schiestel explained that there have been many complaints, especially from train commuters, as to how the downtown area looks. Initially, the question was, do we just want a picture or do we want actual artwork? Mrs. Plansky supplied some basic concepts. At this point, the PEDC is looking for sponsors for the murals. The current thought is to have large hardi board panels that can be mounted on the wall, but could even be moved inside at some point if needed. The suggested sizes of the pieces would be 2'x 2', 4' x 4', 4 x 12', etc.

Village President Nunamaker reiterated that Harris Bank is a potential sponsor. Member Hameetman asked about Chase Bank; Member Mattran reported that they already said no.

Village President Nunamaker said that the Montessori School has been struggling to recruit students. He had come up with the idea of approaching employees at Good Shepherd Hospital. He had spoken to the Outreach Director at the hospital, and a posting has been put on the GSH website with a special deal for hospital employees' children.

*BUY FRG CARDS*—Acting Chairman O'Meara said it seems the FRG discount cards have just about reached a saturation point. A decision should be made as to how many cards will be needed next year. Member Lentz reported that 120 cards have been sold so far. Village President Nunamaker suggested the December 1<sup>st</sup> Tree Lighting ceremony as a possible opportunity for another push.

*RETAIL BUSINESS LIASIONS*—Trustee Schiestel reported that Member Wall (absent this evening) had invited his liaisons to attend tonight and in particular thought that Adele from A & W Specialty Sewing might attend this meeting.

*WEBSITE DESIGN UPDATE*—Member Lentz reported that structurally, the website is ready to have content added.

Administrator Warwick said that it would be important to find a company that specializes in municipal websites. A service request function will be needed, as well as minutes, agendas, and lost/found forms. Trustee Schiestel suggested that a couple of the companies have a representative come in and give a presentation.

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The three companies mentioned were as follows:

- 1) Civic Plus
- 2) E-Gov Strategies
- 3) Vision Internet

Acting Chairman O'Meara asked if the Village is required to always go with the lowest bidder; Administrator Warwick said no.

Village President Nunamaker said that Member Lentz had previously spoke about modules available on-line. How would this compare? Member Lentz said that frameworks are available, but he has already put the framework together. He further clarified with Administrator Warwick that the companies do not write the content, so someone associated with the Village would still have to do that.

Administrator Warwick reported that Fox Lake, Libertyville and Hoffman Estates use Vision Internet. Most sites cost in the \$12,000 to \$14,000 range. The company also provides the hosting for a yearly fee. Village President Nunamaker asked what the business model is. Administrator Warwick said that the company puts in all the pages, does importing and builds custom forms. Acting Chairman O'Meara asked if Member Lentz's website could serve as an end product. Member Lentz said that there would be need for a proprietary control management system.

Administrator Warwick said that hosting costs about \$2,000 to \$3,000 a year. Member Lentz said that on DRUPAL it might be possible to find developers. Acting Chairman O'Meara pointed out that it doesn't cost anything to hear the companies' presentation. Administrator Warwick will get in touch with at least one of the companies to potentially do a presentation at the next meeting. It may be via Go To Meeting.

Trustee Schiestel suggested putting out an e-mail to the Trustees so that they could possibly attend the meeting. Member Lentz stated that his website could theoretically go live immediately. It is currently hosted on Go Daddy. Acting Chairman O'Meara said that the company would have to show what they can do for us above and beyond what Member Lentz has already put together. Member Lentz said that the main question will be if the service provided by the outside company would be propriety or open source. Administrator Warwick said that it seems to be an all or nothing proposition, probably proprietary. Lindenhurst uses E-Gov Strategies, which cost \$13,000 to design and \$2,400 a year to host.

Member Mattran observed that everyone agrees that the website needs a full overhaul, but the question remains how to move ahead professionally. He further expressed appreciation for the hard work Member Lentz has put in thus far, and acknowledged that his advice will be important. Acting Chairman O'Meara noted that we need to project the website ten years into the future.

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Trustee Schiestel said he would like to see what a smaller, independent company might have to offer. Member Lentz said that the fact still remains that someone has to decide and create content.

There was discussion regarding a special meeting just for the purpose of the website re-design. It was agreed that this could be done after the next PEDC meeting.

Village President Nunamaker pointed out that there is already \$15,000 budgeted for website re-design. Someone will have to put in and arrange content; perhaps two part time clerks could be hired for this purpose.

### **NEWS AND UPDATES**

*VILLAGE UPDATES: B & Z REPORT:* Monthly e-mail sent. Advanced Auto Parts had their ribbon cutting ceremony.

Village President Nunamaker said that the Mattress Store is now gone, and VCA Noyes Animal Hospital will likely follow in that location. The preponderance of legal opinion is that the Village cannot stop this from happening. We like Dr. Fritz, but of course it is possible that his business may suffer because of the VCA Noyes move.

*MCEDC and MCCVB—no updates*

*CGA CHAMBER: -- no updates*

### **OTHER BUSINESS**

*International Council of Shopping Centers—*Administrator Warwick attended this meeting on October 3<sup>rd</sup>. There are a number of businesses who possibly may want to move into the Grove, including Starbucks, Sonic, CVS, Dollar Store, Panda Express and TJ Maxx.

Trustee Schiestel said that he personally wished for a Goodwill Store to move into town. All agreed they are very well run stores. In the future, PEDC members may want to attend the ICSC. Acting Chairman O'Meara also said that the Franchise Show and Restaurant Shows would be good ones to attend.

*Open Meetings Course—*Trustee Schiestel reminded everyone that they must take and pass this on-line course. Member Hameetman will need to take it.

Member Mattran noted that it would be best to forego the business spotlight next month in view of the concentration on the website.

### **NEXT MEETING:**

The next meeting is scheduled for November 20, 2012 at 7:00 p.m.

**ADJOURNMENT**

**A Motion was made by Lentz and seconded by Hameetman to adjourn the meeting at 8:40 p.m. Motion carried.**

**APPROVAL**

\_\_\_\_\_  
Date

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John O'Meara, Acting Chairperson

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Alison Dal Compo, Secretary