

**VILLAGE OF FOX RIVER GROVE
PLANNING & ECONOMIC DEVELOPMENT COMMISSION
MEETING MINUTES
MAY 22, 2012**

CALL TO ORDER & ROLL CALL

Chairperson Melissa Schladt called the meeting of the Planning and Economic Development Commission to order at 7:02 p.m.

Present were Chairperson Melissa Schladt and Members Ron Hameetman, Kevin Lentz, Chris Mattran (left at 8:55), John O'Meara and Patrick Wall (came at 7:14, left at 8:56) Also present was Trustee Mike Schiestel as staff to the PEDC, and Secretary Alison Dal Compo.

REVIEW & APPROVAL OF THE APRIL 17, 2012 PEDC MINUTES--tabled

RESIDENT'S COMMENTS--none

Chairperson Schladt welcomed Village President Nunamaker and PTO members Kristie Janka and Michelle Tumminaro.

PTO BUSINESS ADVERTISING: Mrs. Janka explained that the PTO puts together a publication called PTO Directory, which includes phone numbers and other contact information for families of ARS/Middle School students. The PTO is looking to sell ad space and or coupons to help drive the distribution and defray costs. It is open to small businesses as well as large.

Member Mattran asked what the cost is to cover expenses. Mrs. Tumminaro said that they don't have the exact cost at this time. If the advertising did take off, however, there could potentially be some "profit" to put towards school projects. The cost of the directory is \$6, and there are about 540 kids. Some of those children are part of families with multiple kids in one or both of the schools. Thus, the expected need would be about 300-400 directories.

Several businesses were suggested as potential ones to approach. They were: El Sombrero, Jimmy Johns, Bike Stop, Brunch Café, Panera, Ringers, McDonald's, New China and Dr. Woods.

Member O'Meara noted that many local businesses were anxious to participate in the Buy FRG card since the advertising is free.

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Trustee Schiestel stated that a full page ad in the PTO directory is \$40. Mrs. Janka said that this is a small, contained audience that the advertising would be reaching.

Chairperson Schladt said that the PEDC members could possibly partner with the PTO members and visit the local businesses that the members act as liaisons for. She further explained how businesses appear on both sides of the Buy FRG card this year, and about 30 businesses participated. Member Lentz is updating the Village website with regard to participating businesses. Chairperson Schladt suggested that the PTO could have gold sponsors.

Mrs. Tumminaro said that sometimes sponsors will give back a percentage of their proceeds to be used by the PTO. Chairperson Schladt pointed out that the PTO directory is a good niche because the advertising can target home based businesses whereas the Buy FRG card is primarily directed towards brick and mortar businesses.

Member Hameetman commented that his children have been out of the schools for more than 10 years, but that he and his family still use the directory they purchased back then.

Mrs. Janka said it would be beneficial if there could be more communication between the organizations. The PTO just launched a Facebook page. Additionally, they are putting together a line of sportswear/spirit wear, which was inspired by Village President Nunamaker. Chairperson Schladt asked if there will be a differentiation between ARS and the Middle School. Mrs. Tumminaro said that some items will say Eagles; some will say ARS or Middle School. Some items have a Fox on it and some say Fox River Grove. Mrs. Janka said that base t-shirts cost \$10, Capri pants are \$28. Also, the PTO is applying to become a 501 (C) 3 organization.

Chairperson Schladt suggested that new features be added to the directory each year so that people would want to purchase it each year.

Resident Diane Barry asked for updates related to downtown re-development and the new Metra station. Village President Nunamaker explained that Metra reps as well as Union Pacific reps stopped in about two weeks ago to hold a mandatory bidders meeting. The reps requested that any fees related to needed permits for the train station be waived; they were told this would be done. They wanted to charge about \$3,000 per light pole for LED lights. The Trustees primarily felt this was a warranted expense. Additionally, they requested that Superintendent Huizinga designate two parking spaces at the train station for equipment storage.

Chairperson Schladt asked if the train station would still be functional during construction; she was told yes. She further inquired what would happen to the flowers in the construction area. Village President Nunamaker said that the flowers were to be saved and re-planted. Trustee Schiestel suggested having Ringer's Landscape take care of the re-planting.

Mrs. Barry asked about the proposed parking garage. Village President Nunamaker explained that a large part of the funding for the new station will come from the state. The Federal Transportation bill didn't pass yet, but in that bill funding would be cut by 30-40%. Mrs. Barry further said that she had heard rumors of a Cary to Arlington Heights shuttle. Village President Nunamaker clarified that what is actually being proposed is a train run that goes from Arlington Heights to Harvard and from Arlington Heights to Chicago rather than have all the runs go from one end of the line to the other. Mrs. Barry thanked everyone for the information.

DOWNTOWN DEVELOPMENT—Trustee Schiestel explained that a proactive approach to attracting developers will be needed. Village President Nunamaker said that the Village of Cary just hired an Economic Development person, and other Villages have empowered their PEDC to work with developers. As an example, the Mattress Store in town is moving. A challenge could be put forth to get a new business in that building. Member O'Meara said that he has experience with this, and that a "target" is needed.

Village President Nunamaker said that he had tried to get an O'Reilly Auto Parts into the Grove, but he was told that we don't repair enough cars on location here. However, Advanced Auto Parts has recently been showing interest and may move in next to Jimmy John's.

Chairperson Schladt said that a "destination" business is needed. There was discussion about Moretti's bringing in an ala carte business with a phase in approach. Village President Nunamaker noted that the owner had been buying quite a bit of kitchen equipment so he appears to be serious. Village President Nunamaker further stated that there should be focus on getting businesses into Five O'clock Steakhouse and the Antique Store.

Trustee Schiestel suggested that some type of video store would be useful, since Red Boxes are primarily for new movies. It can be difficult to get older movies. Member Mattran asked him why he thought that would work, since the Blockbuster formerly at that site failed. Trustee Schiestel said because the Cary Blockbuster was a big competitor at the time, and Red Boxes were brand new. Village President Nunamaker suggested a Game Stop type of business. Member Wall added that it can be difficult to get older movies without purchasing an entire set.

Trustee Schiestel further stated that the Mattress Store location has limited parking, so it would be good for something like an auto parts store.

Chairperson Schladt suggested a free-standing Starbucks. Member O'Meara observed that when the new train station comes in, a Starbucks might be placed there. Village President Nunamaker explained that the Mattress Store building is actually part of an agreement with McDonald's, which precludes it from being a coffee shop or a hamburger type restaurant.

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He suggested possibly an ice cream store.

Member Wall mentioned that there is a lot of excitement over the new Chick Fil-A going into the Cary/Crystal Lake area. Member Mattran suggested that something like a mini golf course could go in by the former Five O'clock Steakhouse location.

Village President Nunamaker said that a land owner from Talon came to him to ask for brainstorming regarding some new buildings in the Fox Glen. Those present came up with the following suggestions:

- Scooter Store
- Med Spa
- Dialysis Center
- Life Source/Blood Bank
- Quest Diagnostics

DOWNTOWN MURALS—Trustee Schiestel reported that he had sent mural specifics to Kristen Plansky, and she said that she would send over more ideas. She said that the murals could be done using hardi board. Village President Nunamaker added that when he met with Metra, the reps expressed the fact that they hoped the murals would not be going on the new buildings!

Trustee Schiestel stated that he had talked to an artist who said that sometimes architecture is needed on a building such as El Sombrero. They suggested something like two windows surrounded by stucco for the wall facing Route 14.

Village President Nunamaker reported that Mr. Warhol, a landlord for some of the buildings on Lincoln, has already signed a right of first refusal for the T.I.F. area. Dr. Woods is also in because they are likely going to move out of the buildings they are currently occupying. El Sombrero is the only building in that strip that is not on board yet.

BUY FRG CARDS: Member Lentz reported that he had ordered the 2012/2013 cards. Chairperson Schladt thanked him for all his hard work on the cards. Member Lentz said that he had decided to go with All Time Print again. Also, last year's card had looked somewhat gray, and there was a request for this year's to be bright white.

Chairperson Schladt asked when the first point of sale would be for the new card. Trustee Schiestel wondered if it would be possible to have some young people sell them from door to door, or if there would be liability. Member Wall asked about the Rec Council, Boy Scouts or Girl Scouts. Trustee Schiestel said that the Scouts organizations had been looked into before, but they have too many regulations with regard to selling activity.

The following ideas were put forth for selling and distributing cards:

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- Concession stand at sports activities
- Rec Council coaches assisting kids in selling
- Busy intersections

Trustee Schiestel asked about a Paypal account so that people could buy on-line. Member Lentz said that it was possible.

Member Mattran asked if the laminated window signs would be available again this year. Member Lentz had them printed up last year, and will have it laid out vertically rather than horizontally. Trustee Schiestel asked if it could be available by next meeting; he was told yes. Member Mattran asked who would come up with a calendar of upcoming events where the cards could be sold; Trustee Schiestel volunteered. Chairperson Schladt agreed to talk with the Rec Council about their possible participation. She also said that a PTO directory page could be looked in to.

NEWS AND UPDATES

VILLAGE UPDATES: B & Z REPORT: Member Mattran noted that he had seen the vehicle sticker statements, and that there was an offer for one free sticker per family. Village President Nunamaker said that the consumer price index went up by 1.5%, so this was a way of giving back to the community.

Member Hameetman will contact his business liaisons and invite some for the business spotlight next meeting.

MCEDC and MCCVB—no updates

CGA CHAMBER:--no updates

OTHER BUSINESS:

UPDATES TO WEBSITE—Member Lentz made some updates to the website, and the members looked at them on-line. Member O’Meara said he would like to see a streamer type advertisement when you first open the website saying “Buy FRG cards.”

Village President Nunamaker said that \$15,000 was put into the budget for website re-design. Trustee Schiestel said that Cary’s and Arlington Heights’ websites had good features. Member Lentz said he would look at them. Member Lentz also said that there should be a disclaimer on the website saying that the FRG card must be present in order to receive the advertised discounts.

NEXT MEETING

A MOTION was made by Schladt to change the meeting date of next month’s meeting to June 12. Lentz seconded. A roll call vote was taken. Hameetman-yes, Schladt-yes, Lentz-yes,-O’Meara-yes. Motion Carried.

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The next meeting is scheduled for June 12, 2012 at 7:00 p.m.

ADJOURNMENT

A Motion was made by Schladt and seconded by Lentz to adjourn the meeting at 9:20 p.m. Motion carried.

APPROVAL

Date

Melissa Schladt, Chairperson

Alison Dal Compo, Secretary