

**VILLAGE OF FOX RIVER GROVE
PLANNING & ECONOMIC DEVELOPMENT COMMISSION
MEETING MINUTES
JULY 17, 2012**

CALL TO ORDER & ROLL CALL

Chairperson Melissa Schladt called the meeting of the Planning and Economic Development Commission to order at 7:01 p.m.

Present were Chairperson Melissa Schladt and Members, Kevin Lentz, Chris Mattran and Patrick Wall. Also present was Trustee Mike Schiestel as staff to the PEDC, and Secretary Alison Dal Compo (left at 7:45 p.m., Trustee Schiestel took over minute taking). Members Ron Hameetman and John O'Meara were absent.

REVIEW & APPROVAL OF THE JUNE 12, 2012 PEDC MINUTES

A MOTION was made by Wall and seconded by Lentz to approve the June 12, 2012 minutes with changes as enumerate. All were in favor. Motion carried with one abstention.

RESIDENT'S COMMENTS--none

Chairperson Schladt welcomed Village President Nunamaker, Chief Ron Lukasik, Andrew Gasser and Nick Orlandino.

BUSINESS RETENTION ACTIVITIES

RETAIL BUSINESS LIAISON PROGRAM—(Business Spotlight)

Mr. Gasser introduced himself and explained that he went to Algonquin Road School, FRG Middle School and to Cary Grove for part of high school. He was in the military and is a pilot.

Mr. Orlandino introduced himself and has just opened a barber shop on Route 22 near Brunch Café. He is open later on Tuesday and Thursday nights and on Saturday from 9-5. Member Lentz mentioned that he is also looking to do poker nights and other community type events.

Chairperson Schladt explained that the PEDC is doing Business Spotlights at the monthly meetings. The focus is on business retention. Each PEDC member acts as a liaison to approximately ten local businesses. She had personally invited nine of her business owners to attend. Some of the owners do not live in town so it's difficult for them to come back for meetings.

Trustee Schiestel said that the PEDC meetings are a forum where the business owners thoughts and concerns can be heard. The point is that individual businesses matter. Real estate taxes are high, but only about \$200-\$300 of each business's property taxes actually go to the Village.

Chairperson Schladt said that she had gotten positive feedback from the business owners she spoke with. Panera is currently down a manager, and they are continuing to restructure their management. She also had a productive conversation with Merle Norman's manager Kim and the owners at Dead End. Wholesale Carpet's owner was amenable to coming to tonight's meeting, but had to cancel at the last minute.

Member Lentz said that he appreciated being able to walk into new businesses like Nick's Barber Shop and having something useful to say, such as discussing the FRG discount card.

DOWNTOWN MURALS—Trustee Schiestel reported that he hadn't had any further discussions with Kristin Plansky since last month. Chairman Schladt reviewed the rationale behind the mural project. She explained that the murals are for the purpose of a cosmetic face lift. They may end up being modular and portable. Hardiboard is the intended medium. Mrs. Plansky seems to have the type of ideas that are well suited to this project. There has been discussion previously about target lists for sponsors and approaching property owners.

Trustee Schiestel added that the idea is to try to re-vitalize the downtown area. Currently, the infrastructure is poor and parking can be difficult. The desire is to improve the facades and eventually interiors as well. It is hoped that private sponsors can be found to pay for the project. At this point, the project's viability needs to be determined.

Member Mattran said that Gina at Harris Bank is still willing to discuss sponsorship. A power point presentation should be compiled, and Member Mattran said that he would do it. Chairperson Schladt said that the presentation that had been put together for Metra could be modified and used for this purpose.

Member Mattran said that the next steps in the process are to compile the artist's renderings, Kristin Plansky's proposal and find out approximately how much money can be expected from donors. It may be a good to approach Harris Bank at the end of the fiscal year as they may have money left in the budget. Chairperson Schladt reminded the group that the Mir brothers and Mr. Wurful should be contacted.

BUY FRG CARDS: Member Lentz reported that the window signs had not yet been laminated, but he showed the samples of the sign that he had made. Chairperson Schladt recommended making the header at the top smaller. Member Wall suggested putting the price at the top and where to purchase them. Chief Lukasik asked how many were needed;

he was told 35.

Chairperson Schladt noted that since the fireworks had been postponed, other opportunities to sell the cards in the near future should be looked into. Member Wall asked if it would be in the next newsletter; he was told yes but that will not come out until the fall. Chairperson Schladt suggested selling the cards outside Dominick's like the Boy Scouts and Girl Scouts do with their fundraisers.

Trustee Schiestel thought that the full page ad for \$40 in the PTO directory would be a good advertising tool for the card. Member Wall added that perhaps just the individual businesses should be mentioned, but then direct people to the card/website for the individual deal and discounts. Member Wall will follow up on this. Chairperson Schladt thought it would be beneficial to have some sort of graphic with the ad.

Village President Nunamaker suggested trying to sell the cards at the Rotary's American English night at Norge on August 4th. Chief Lukasik said that Jim Kelly and Steve Moore would be the contact people for the Rotary event.

SCHEDULE FOR SELLING CARDS:

- August 4th Rotary Club at Norge—(Kevin, Chris and Patrick)
- ARS Open House in the evening
- September 8th fireworks
- September 15th Fox Fest
- September 29th & 30th Norge ski jump
- September 5th Final Cruise night

Chairperson Schladt will get in touch with Dunkin Donuts, Ace, CarX, Armanetti's, Brunch Café, Nick's Barber Shop, Jimmy John's and Subway to ask them attend the August PEDC meeting to discuss Cruise Night. (This will be in lieu of the business spotlight.)

NEWS AND UPDATES

VILLAGE UPDATES: B & Z REPORT: Trustee Schiestel reported that the number of permits has doubled this year to 48. Only one or two were for larger construction projects.

The following businesses and activity were discussed:

- Sprint Store: received certificate of occupancy
- Café Salsa: possible Indian restaurant to go in
- Mattress Store: possible pet grooming
- Advanced Auto Parts: received certificate of occupancy

MCEDC and MCCVB—no updates

CGA CHAMBER:--no updates

NEW METRA STATION: Village President Nunamaker explained that the construction of the new platforms is underway, and the new train station buildings will follow. The platform area is being extended. A hand out of specifics was provided for the PEDC members to review. In the warming shelter, there will be some sort of provision for a coffee/donut cart. There will be air conditioning, time locks and a commode. There will also be video cameras for security.

OTHER BUSINESS:

VILLAGE WEB SITE DESIGN: Chief Lukasik is going to coordinate the Village website, but would like the PEDC to help. Contractors that can do the work should be looked into. An e-blast person will also be needed.

Member Lentz said that it must be determined what the basic wants are. Then, it should be put on a platform that is scalable and flexible. Chief Lukasik stated that an e-mail should be sent to the Board members, department heads, Parks Commission, Zoning Board members and the PEDC to ask for their vision. About three weeks should be the time frame for response. Member Lentz suggested using DRUPAL for a development platform (content management system). Member Lentz and Chief Lukasik will get together to discuss the specifics.

Member Mattran suggested that Member Lentz put together three possibilities. Member Lentz said that functionality, content and structure are the major needs. Chairperson Schladt recommends “casting the net wide” so that a lot of feedback is obtained.

NEXT MEETING:

The next meeting is scheduled for August 21, 2012 at 7:00 p.m.

ADJOURNMENT

**A Motion was made by Wall and seconded by Lentz to adjourn the meeting at p.m.
Motion carried.**

APPROVAL

Date

Melissa Schladt, Chairperson

Alison Dal Compo, Secretary