

**VILLAGE OF FOX RIVER GROVE
PLANNING & ECONOMIC DEVELOPMENT COMMISSION
MEETING MINUTES
AUGUST 21, 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 JULY 17, 2012 PEDC MINUTES

A MOTION was made by Mattran and seconded by Hameetman to approve the July 17, 2012 minutes with changes as enumerated. All were in favor. Motion carried.

RESIDENT'S COMMENTS--none

Chairperson Schladt welcomed Village President Bob Nunamaker, Chief Ron Lukasik and Jim Burke from CarX.

Village President Nunamaker reported that the groundbreaking ceremony for a new train station building was yesterday.

The property owner for the Mattress Store location needed to cash out and found someone to purchase his store. It turns out it is another animal hospital, VCA Noyes. Of course, there is already a new animal hospital nearby, Cary Grove Animal Hospital. The areas are not currently zoned for observing and treating animals so the Zoning Board of Appeals will be reviewing their cases in September. Chairperson Schladt asked who the liaison is for the Cary Grove Animal Hospital; Member Mattran offered to take it.

OTHER BUSINESS:

Cruise Night/Car Show—September 5—Chairperson Schladt commented that she had hoped last year's event would have been bigger. Many of the local businesses had been invited to get involved, but few did. Mr. Burke reported that about 45 cars participated last year. The event is run by the Chamber. This year, Advanced Auto Parts will have a table. Brunch Café will be open late. Armanetti's will be holding a wine tasting. CarX will give away free soft drinks. Nick's Barber Shop will stay open late as well and will have a popcorn machine.

Chairperson Schladt asked how many people attended last year; she was told approximately 100. Mr. Burke said that there will be room for about four or five businesses to have a table out in front of the stores. There is plenty of overflow parking behind the businesses there. Trustee Schiestel asked where the classic cars would be displayed; he was told in the front parking lot. Mr. Burke also said that there will be a D.J. providing music and making any needed announcements. Chairperson Schladt asked if the theme would be the same as last year; she was told yes—Cruise across the River.

The following advertising suggestions were made:

- More signs placed nearer to Foxmoor and Walgreens
- A banner
- Contacting Volo Auto Museum
- Stone Hill sign
- E-mail blast
- Contacting liaisons

Mr. Burke explained that Car Show “season” officially ends on Labor Day, but the owners are making an exception. He also said he would like to see more than one show per season. If businesses would like a table, they should talk to Suzanne Corr. Trustee Schiestel noted that the businesses who participate should be Chamber members. Member Mattran suggested that Member Wall talk to the owner of Armanetti’s about not using his parking spaces that night to free them up for the event. Member Hameetman said that advertising should begin at least a week in advance. Trustee Schiestel noted that resident’s attendance is the key to success.

Member Wall suggested that information could be given out at ARS’s Parents’ Night September 4th. Village President Nunamaker commented that Sumish from Dunkin Donuts has expressed wanting to do more for the children in the community. If he would be willing, he could give out coupons for free ice cream scoops to be distributed at Parent’s Night. They could be validated on Cruise Night and turned in.

BUSINESS RETENTION ACTIVITIES

DOWNTOWN MURALS—Member Mattran said that he had gone through the murals presentation that was originally intended for Metra and made some notes. He asked if any decision had been made to definitely go with Kristin Plansky for the murals. Trustee Schiestel noted that no contracts had yet been signed, and Chairperson Schladt said that Mrs. Plansky seemed to understand the PEDC’s vision for the murals. Member Mattran stated that the placement of the murals should be solidified. Trustee Schiestel said that the Tobacco Shop wall seemed the most likely. The idea is to give train riders and others something nice to look at.

Member Mattran said that he would like to be able to ask sponsors for a specific dollar

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amount. Member Lentz noted that one of the reasons for going modular with the murals was so that the pieces could be offered to individual donors. Member Mattran further said that there should be specifics as to timelines and sponsorships.

Trustee Schiestel said that there will be six different panels in six different categories. Chairperson Schladt reiterated the idea of tiers or levels of sponsors. The cost of the panels and background came to a total of \$10,500. The panels come in various sizes: 8' x 12', 4' x 8', and 4' x 4'. There was discussion as to whether or not sponsors should purchase individual panels.

Member O'Meara noted that since the PEDC has already used Mrs. Plansky's concepts, she should definitely be given the right of first refusal. He further inquired as to whether the Mir brothers had been approached with reference to being sponsors. Trustee Schiestel said yes, and that he too felt they definitely should contribute money towards the project since it will benefit a building that they own.

BUY FRG CARDS: Member O'Meara reported that he had sold nine, and Chairperson Schladt said she had sold roughly the same amount. The Rotary Picnic didn't pan out as a selling opportunity in part due to the weather.

The fireworks display on September 8th will be another selling opportunity. Chairperson Schladt, Member O'Meara, and Member Wall agreed to be there. Village President Nunamaker said that the park will open at 4:45 p.m., and the fireworks will begin about 8:00 p.m. Chairperson Schladt said that it would be good to set up the table near where the tickets will be sold.

There was discussion regarding having a hot dog stand at Picnic Grove Park. It should be added to the agenda for the next PEDC meeting. There was also mention of a possible ice skating rink in the winter. Member Wall mentioned the need to check into insurance liability for these ideas.

Lion's Fest will be held on September 15th. Members O'Meara and Hameetman will attend.

Member Wall reported that the Buy FRG card is now advertised in the PTO directory. He further asked if the PEDC wanted a table at Parent's Night on September 4th for selling cards. Member Lentz asked if it might be possible for Christine from the PTO to sell the cards. Member Wall will look into it. Chairperson Schladt added that the PTO could sell the cards for \$5 each and keep \$2 towards their organization.

The Car Show/Cruise Night will be held on September 5th as previously discussed. Members O'Meara and Hameetman will attend.

Member Lentz had the completed, laminated signs advertising the Buy FRG cards, and

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passed them around for the members to review. Additionally, since Member Lentz made a sign with each individual business's offer, the members took the signs for each of their liaison businesses. He reported that the Village website cannot currently support on-line purchases of the cards. The hosting password is not known at this time.

RETAIL BUSINESS LIAISON PROGRAM—(Business Spotlight) September 18th is the next PEDC meeting, and Member Lentz will try to have one of his business liaisons attend. Member Wall will take October, and Member Mattran will take November.

No one was currently assigned to the Recording Studio; Chairperson Schladt will take it.

NEWS AND UPDATES

VILLAGE UPDATES: B & Z REPORT: Monthly e-mail sent

MCEDC and MCCVB—no updates

CGA CHAMBER: -- Wool Street restaurant in Cary has closed.

OTHER BUSINESS (cont):

VILLAGE WEB SITE DESIGN: Chief Lukasik distributed a packet of information pertinent to website re-design. It included a 10 point transparency checklist from the Illinois Policy Institute. FRG Treasurer Penny Toppel had e-mailed a suggestion to have an open government section. ZBA member Tom Anderson had also sent an e-mail, as well as Member Mattran.

The following suggestions were made for the website:

- Departmental listing/breakdown
- PEDC should have its own page
- "Tab" for new businesses outlining steps for them to take
- Community section with local businesses listed

Member Mattran asked what the next step would be for the website. Chief Lukasik said that since the password is unknown, this must be addressed first.

Member Lentz asked if the documents are backed up on Barb Majrzak's computer. He was told yes. He said he can then set up a "ghost" site for development. Chief Lukasik asked if this work can be done in-house. He was told that most of it probably can. Member Lentz suggested that he and Chief Lukasik have a meeting in the next week or so to brainstorm. Member Lentz will set up the "ghost" site and use DRUPAL to get started. A designer may not be needed since DRUPAL may be able to provide something for about \$150. Trustee Schiestel asked what the rest of the members can do to help. Member Lentz asked for suggestions as to links. Member Mattran said that he had looked at some Village websites

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from North Shore towns, and many of them had moving pictures of various sites throughout their towns.

NEXT MEETING:

The next meeting is scheduled for September 18, 2012 at 7:00 p.m.

ADJOURNMENT

A Motion was made by Wall and seconded by O'Meara to adjourn the meeting at 8:56 p.m. Motion carried.

APPROVAL

Date

Melissa Schladt, Chairperson

Alison Dal Compo, Secretary