

**VILLAGE OF FOX RIVER GROVE
PLANNING & ECONOMIC DEVELOPMENT COMMISSION
MEETING MINUTES
JUNE 12, 2012**

CALL TO ORDER & ROLL CALL

Chairperson Melissa Schladt called the meeting of the Planning and Economic Development Commission to order at 7:07 p.m.

Present were Chairperson Melissa Schladt and Members Ron Hameetman, Kevin Lentz, John O'Meara and Patrick Wall (came at 7:35) Also present was Trustee Mike Schiestel as staff to the PEDC, and Secretary Alison Dal Compo. Member Chris Mattran was absent.

REVIEW & APPROVAL OF THE APRIL 17 AND MAY 22, 2012 PEDC MINUTES

A MOTION was made by Hameetman and seconded by O'Meara to approve the April 17, 2012 minutes as presented. All were in favor. Motion Carried.

A MOTION was made by Lentz and seconded by O'Meara to approve the May 22, 2012 minutes with changes as enumerated. All were in favor. Motion Carried.

RESIDENT'S COMMENTS--none

Chairperson Schladt welcomed Village President Nunamaker.

BUSINESS RETENTION ACTIVITIES

RETAIL BUSINESS LIAISON PROGRAM—Business Spotlight/Member Hameetman:

Member Hameetman said that he had invited Rafi Mir from the Dollar Party Store to the meeting. Mr. Mir may be interested in doing a coffee service, and is considering applying for a liquor license to sell beer. He put in a county approved kitchen so as to run a coffee cart. Village President Nunamaker commented that Mr. Mir has a business license which would allow him to sell coffee at the train station for now. He discouraged Mr. Mir from selling beer since there are already several neighboring businesses that do. Trustee Schiestel said that Mr. Mir might want to put in a bid to provide coffee service at the new train station when it goes in. Village President Nunamaker added that bids for this will not be taken until after the station is actually built. He further explained that Metra may take a small percentage of the proceeds from the coffee service for a period of time.

Village President Nunamaker said that Union Pacific contacted Superintendent Huizinga regarding setting aside two parking spaces for their equipment during the construction. Also, bids will be taken for the parking lot LED lights.

DOWNTOWN MURALS—Trustee Schiestel reported that Kristen Plansky sent an e-mail with some ideas and collage pictures. Chairperson Schladt said that she liked the abstractness of the pictures. Member Lentz appreciated the different sizes of the pictures/panels. Trustee Schiestel liked the concept overall, but observed that the mural project's success boils down to sponsorship viability. Member O'Meara asked if the side of the tobacco shop is the wall where the mural is to go; he was told yes.

Member Hameetman asked what the sizes of the panels would be; he was told 4' x 8' and 2' x 3', etc. Chairperson Schladt explained that they will be used to create a puzzle/modular approach to the mural.

Trustee Schiestel asked what the next steps will be. Member Lentz suggested getting a price on each different piece/size of the hardi board, then different groups could sponsor individual pieces rather than the entire mural. This could make the idea more palatable to individuals. Chairperson Schladt said that Mrs. Plansky's bids had ranged from \$3,500 up to \$10,000 depending on the size of the murals. Trustee Schiestel said that the Village can put in up to \$3,000, but the more outside sponsorship is received the better.

Village President Nunamaker explained that the Parks Commission is trying to buy equipment for Stanger Park. They asked for \$3,000 from the Village, that they raised through their St. Patty's Day fundraiser earlier this year. They also approached the School Board for \$3,000 and the PTO for the remaining \$3,000.

Chairperson Schladt asked if the \$3,000 from the Village for the murals could be considered allocated; she was told yes. Trustee Schiestel suggested that the \$3,000 could be put towards wall preparation, then the sponsors could pay for the individual panels. Member Lentz thought it was feasible to get \$1,500 to \$2,000 donations from individual sponsors. He felt a potential sponsor list should be drawn up and then have the members divvy up the list. The following sponsors were put forth:

- Chase Bank
- Harris Bank
- Sage Products
- Jaycees
- Lions
- the Mir brothers (owners of the Dollar Store and Tobacco Shop buildings)
- Mr. Wurfel (owner of several buildings on Lincoln Ave.)
- Owner of El Sombrero

Trustee Schiestel observed that although funds may be down amongst some of the charitable groups, they have said to approach them once the project details were more concrete.

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Village President Nunamaker had spoken to Mr. Wurfel. He intends to dig up a buried septic tank on the piece of land directly in front of El Sombrero and had procured a permit for the work. Subsequently, the owner of El Sombrero may apply for a variance for outdoor seating on that land. Member O'Meara asked if a Mexican scene may then be wanted for the wall of the restaurant facing Rt. 14.

Member Lentz asked who specifically would approach Mr. Wurfel and the owner of El Sombrero regarding possible sponsorships. Chairperson Schladt and Member Lentz mentioned that only two members should approach any of the potential sponsors.

The next steps in the process were outlined as follows:

- Get price breakdown for individual panels from Mrs. Plansky, compile into Power Point presentation
- Develop potential target sponsor list
- Approach Mir/Wurfel first

Trustee Schiestel said that it could be mentioned to potential sponsors that the Village is allocating \$3,000 towards the project. Chairperson Schladt asked if the TIF could be tapped into for funding. Trustee Schiestel explained that if that were the case, there has to be a "sync" (bidding) for the work with prevailing rates being used.

Trustee Schiestel commented that there had probably been a large sign on the side of the Tobacco Shop building at one time. It could be asked of the Mir brothers how much money they have put into the exterior of the buildings over the past 30 years, and how the murals would be a great improvement to the façade.

Chairperson Schladt reiterated the idea of approaching local school students for design ideas. Member Lentz commented that it may be best to go straight to the art teachers in the fall rather than approaching the principals again, at least initially. Village President Nunamaker suggested perhaps choosing the best idea from an ARS student and a Middle School student, then having an incentive for the winner such as Six Flags tickets. Chairperson Schladt also thought that a suggestion box could be provided at Fox Fest, along with crayons and markers so that children could create designs there. Trustee Schiestel suggested asking the Lionesses to help also.

BUY FRG CARDS: Member Lentz reported that the 2012/2013 cards have been received. He has also agreed to be the point person for the cards this year rather than Clerk Brouder. Trustee Schiestel asked if there will be a provision to purchase them on-line; Member Lentz will also see to this and the oversight of the PayPal account. A few cards have already been sold through Clerk Brouder at the Village office.

Trustee Schiestel stated that the new card looked great. Chairperson Schladt liked the

alphabetical set-up. She asked if the laminated window clings were ready; Member Lentz said that they would be next week. Additionally, the cards will be mentioned on the website as of June 19th.

CALENDAR OF EVENTS: Chairperson Schladt said that she hadn't heard back from Pat Riley of the Rec Council about selling the cards at the fireworks on July 7th. Trustee Schiestel said the best time to sell at that event is about 8:30 p.m. or just before dark. Chairperson Schladt asked if the Lionesses would be willing to sell them at their fundraisers; Village President Nunamaker didn't think they would because so few were sold at their event last year. Chairperson Schladt said she could work at the event from 7:00 p.m. until 8:30 p.m.; Members Lentz, O'Meara and Wall will also help at the event.

There was a question as to whether or not the Cary Grove Chamber would be a good choice to partner with on the card distribution. Village President Nunamaker observed that this would actually be in competition with the Chamber.

Trustee Schiestel said he would order more business cards for the members to distribute.

*RETAIL BUSINESS LIASIONS—CONTINUED—*Member Hameetman had asked Mr. Mir to come to the meeting this evening, but Mr. Mir was not able. Member Hameetman's liaisons have also come to other meetings, such as Mr. Jim Lund of Lund Automotive.

Chairperson Schladt said she had visited the owner of Wholesale Carpets. She is planning to give her liaisons a copy of next month's agenda to whet their appetite. She will try to bring one of her liaisons next month. Trustee Schiestel had asked the owner of Wholesale Carpets what he had done to turn around his reputation on the Yelp site. He found out that most of the negative feedback was actually meant for another store with the same name and was able to have the feedback removed.

NEWS AND UPDATES

VILLAGE UPDATES: B & Z REPORT:

MCEDC and MCCVB—no updates

CGA CHAMBER:--no updates

OTHER BUSINESS:

PTO BUSINESS ADVERTISING: The PTO reps had promised to send an e-mail copy of their directory, but thus far it has not been received. Member O'Meara will follow up.

*NEW BUSINESS TARGETING—*Member Wall spoke to reps from the Mattress Store; they indicated that they are moving because they could only get a one year lease.

Member O'Meara called corporate headquarters for Family Video and e-mailed them some

photos of the potential store location. The owner expressed some interest. Member Schladt said she is concerned about “leap-frogging” technology because videos may become obsolete at some point. Member O’Meara noted that Family Video has 760 store locations throughout the U.S.

Trustee Schiestel said that Trustee Ireland suggested a Pet Supplies Plus.

Member Wall suggested a Chipotle. Village President Nunamaker said that the only type of businesses not allowable in that building would be coffee or burger type places.

Member Lentz suggested Pot Belly’s, Fazoli’s or a seafood place.

Chairperson Schladt said that her family would enjoy a type of refreshment place they could walk to, like a Jamba Juice.

Trustee Schiestel said that certain businesses require a particular size/shape of building, for example: Tropical Smoothie Café. Member Lentz observed that the old Blockbuster/Mattress Store building could probably be split to accommodate more than one tenant.

Member O’Meara said that the way to market businesses is to hire a person specifically to do that. Additionally, he suggested possibly advertising in trade magazines.

Trustee Schiestel said that now that the T.I.F. is enacted, an implementation plan is needed. Chairperson Schladt commented that the new Village Administrator or Manager should probably have a Facebook page. She further stated that she would like to see a data base with a demographic analysis of the town.

Member Lentz said that he believed it was Bruce Kaplan’s job to recruit new businesses, and wondered how the PEDC could fit into the picture.

Trustee Schiestel reported that an Auto Zone has received permits to go in next to the Sherwin Williams store. Member Wall commented that the type of business must be somewhat dictated by the sheer number of cars that go by on Rt. 14. Member Hameetman noted that it was quite a surprise that a Pep Boys went into the Grove right on Rt. 14.

Member Lentz felt it was imperative to improve the Village website. Trustee Schiestel reported that the matter was brought up at the last Village Board meeting. It was recommended that everyone on the PEDC and the Village Board look at other villages’ websites and submit what they like or dislike about them. Member Lentz said that a “lean start up” approach would be best, so that the website is a growing, living product.

Chairperson Schladt and Member O’Meara asked why there was no “budget” for the PEDC

to act in a marketing capacity. Trustee Schiestel explained that there is an operating budget for the website itself. Websites can act as either an advertisement or a tool. In the past the Village website has acted as an advertisement; now it is time for it to become more of a useful tool. Further, he explained that while the PEDC can facilitate conversations, ultimately the land owner must be the one to market their piece of property.

Chairperson Schladt recommended that the PEDC navigate and facilitate bid proposals for upgrading the website. Trustee Schiestel explained that this would need to be brought in front of the Village Trustees for guidance on the matter and that this project will be a major undertaking for the PEDC. Member Lentz reiterated that the website is essential. Chairperson Schladt, Members Lentz and O'Meara expressed their desire to work on this project.

NEXT MEETING

The next meeting is scheduled for July 17, 2012 at 7:00 p.m.

ADJOURNMENT

A Motion was made by Wall and seconded by O'Meara to adjourn the meeting at 9:25 p.m. Motion carried.

APPROVAL

Date

Melissa Schladt, Chairperson

Alison Dal Compo, Secretary