

**MINUTES**  
**GLEN ELLYN ECONOMIC DEVELOPMENT CORPORATION**  
**November 19, 2009**  
**Glen Ellyn Civic Center, Room 301**  
**7:00 a.m.**

Attendance:

**Board Members:**

- Jim Meyers, President
- Neil Dishman, Vice President
- Chuck Thomas, Treasurer
- Doug Armantrout, Secretary
- Bill Pihos
- Sandy Moore
- Gary Mayo

**Ex-Officio Board Members:**

- Mark Pfefferman, Village President
- Staci Hulseberg, Director Dept. Plng. & Devt.
- Bill Fairbank, Chamber Secretary

**EDC Executive Director:**

- Janie Patch

**Village Manager:**

- Steve Jones

1. Call to Order: President Jim Meyers called the meeting to order at 7:02 a.m.
2. Approval of Minutes: Neil Dishman moved and Gary Mayo seconded the motion to approve the minutes of October 20, 2009. The motion passed with unanimous consent.
3. Treasurer's Report: The following balances existed as of October 31, 2009:

Total cash and bank accounts	\$ 126,994.85
Overall balance	\$ 109,295.57

Neil Dishman moved and Bill Pihos seconded the motion to approve the monthly financial report for October 31, 2009. The motion passed with unanimous consent.

4. Updates:

- a. 4<sup>th</sup> Quarter Marketing Plan: The first in a series of retail brand awareness ads is in circulation in the holiday issue of West Suburban Living Magazine. The direct mail postcard is ready for delivery after Thanksgiving with 12 restaurants participating in the dining incentive. The steps taken to develop the ad concept were described.
- b. Business Retention Issue ~ Parking: Janie Patch is working with several business owners along south Main Street to mitigate issues related to the use of privately-owned parking by downtown customers.

5. 2009 Tax Levy Request: It is time for the EDC Board to consider and make its request to the Village regarding the 2009 Special Service Areas (SSAs) tax levy. At this very early stage, a draft budget for FY 10-11 has been prepared which relies on a continuation of the existing SSAs and Village Special Programs funding support.

A projection of SSA revenue provided by the Village Finance Director uses a 5% growth assumption for the equalized assessed value of commercial property. Current SSA taxes for a commercial property owner amount to about 2% of the total property tax bill. No residential property taxes are involved in funding the EDC.

The draft budget sets aside \$50,000 for Business Assistance grants. In comparison, \$73,000 has been available for grants in the current fiscal year. This greater amount in the current fiscal year was made possible because the Village was able to supplement funding available for EDC grants by setting aside an additional \$48,000. Other major activities including retail marketing services, which impact both business recruitment and business retention, and the light pole banner program are also supported in the draft budget. It is assumed that the Village will fund the retail special event planning function of the Downtown Alliance separately without involvement of the EDC budget.

In discussion, Mark Pfefferman indicated that the Downtown Alliance has requested that the Village consider their funding status in the near term in order to know if event planning can extend beyond early summer next year. The Village Board will be authorizing an advisory committee to provide recommendations on downtown support functions by the end of March.

Neil Dishman moved and Bill Pihos seconded the motion to request that the SSA tax levy for collection in FY 10-11 be kept consistent with the current tax rate of 12.5 cents per \$100 assessed valuation to generate about \$188,100. The motion passed with unanimous consent.

6. Business Assistance ~ Priorities for Grant Approvals: At this halfway point in the current fiscal year, 85% of the \$73,000 budgeted for EDC Business Assistance grants has been set aside or disbursed for approved projects. The remaining \$11,703 in unassigned funds are all that is available in the current fiscal year to continue to attract new downtown retailers, assist expanding downtown retailers, or serve as an incentive for commercial façade improvements through two separate grant programs administered by the EDC. Based on an earlier request of the EDC Board, draft guidance suggesting how to prioritize applications for limited business assistance funds was presented.

In discussion, Board members indicated that a more strategic approach in the guidelines would be preferable so that funds are ultimately used for commercial improvements that bring the greatest return for economic development. One way to become more strategic with a limited budget would be to set aside a portion of funding for significant locations for a certain period of time and use this approach to help leverage lease negotiations. Another approach would be to set aside funds for anticipated projects that are consistent with higher economic returns. However, flexibility needs to be maintained in the decision-making process for funding projects, and there is no fail-safe method for identifying

projects that will ultimately come to fruition. Yet another approach is to consider refocusing program eligibility parameters. The draft guidance will be revisited with these ideas in mind for consideration at the December meeting.

7. Business Assistance ~ Program Descriptions Update: At the October meeting, the EDC Board discussed making a policy change which would better streamline the process for applicants. Simple revisions to the program descriptions to implement this policy change were reviewed and slightly modified by the Board.

Doug Armantrout moved and Bill Pihos seconded the motion to accept the new policy and associated language changes to the Business Assistance grant program descriptions which will allow applicants to proceed with construction once they have submitted an application for business assistance rather than wait for EDC approval. The motion passed with unanimous consent. All requirements to obtain any required Village approval before starting construction are maintained.

8. Business Assistance ~ Eligibility: An overview of planned improvements by several existing operators on commercially zoned properties was provided for direction on their eligibility to apply for business assistance. As part of the consideration, the EDC Board reconfirmed the requirement that existing businesses must expand their retail square footage, not simply their retail sales, to be eligible for interior improvements assistance. The façade improvements planned for The History Center may be eligible because it is located on commercially zoned property. Operational details and projected retail sales related to the new retail store planned for The History Center should be submitted along with the application if the Historical Society wishes to pursue EDC consideration for assistance.

9. Light Pole Banner Replacement: This item will be discussed at the December meeting.

10. Adjournment: The meeting ended at 8:17 am followed by an executive session.

11. Next Meeting Date: **December 17, 2009** **7:00 a.m.**

Attachments:

1. EDC Board of Directors Meeting Agenda dated 11/19/09
2. EDC Financial Report dated 10/31/09
3. Memo from Janie Patch to EDC Board re 2009 Tax Levy Request and Initial FY 10-11 Budget Planning, 11/12/09

4. Memo from Janie Patch to EDC Board re Priorities for Business Assistance, 11/11/09
5. Memo from Janie Patch to EDC Board re Program Descriptions Update for Business Assistance, 11/13/09
6. Memo from Janie Patch to EDC Board re Replacement Banners for Summer Season, 11/13/09
7. October 2009 Media Status Report, 11/11/09

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Doug Armantrout, Secretary