

MINUTES
GLEN ELLYN ECONOMIC DEVELOPMENT CORPORATION
February 18, 2010
Glen Ellyn Civic Center, Room 301
7:00 a.m.

Attendance:

Board Members:

- Neil Dishman, Vice President
- Chuck Thomas, Treasurer
- Doug Armantrout, Secretary
- Sandy Moore
- Gary Mayo
- Thom Martin
- Jodi Herbold
- Grant Kief

Ex-Officio Board Members:

- Mark Pfefferman, Village President
- Staci Hulseberg, Director Dept. Plng. & Devt.
- Rob Kelley, Chamber President

EDC Executive Director:

- Janie Patch

Village Manager:

- Steve Jones

Guests:

- Laura McGowan, EDC Publicist

1. Call to Order: Vice President Neil Dishman called the meeting to order at 7:03 a.m.
2. Approval of Minutes: Thom Martin moved and Jodi Herbold seconded the motion to approve the minutes for January 21, 2010. The motion passed with unanimous consent.
3. Treasurer's Report: The following balances existed as of January 31, 2010:

Total cash and bank accounts	\$ 100,300.30
Overall balance	\$ 65,477.74

Chuck Thomas reiterated earlier comments regarding cash flow in the opening months of the forthcoming fiscal year. Most of the current fiscal year budget is assigned for approved uses. Remaining funds are needed to support cash flow during the 1st quarter of the new fiscal year. New fiscal year revenue does not come until around the end of the 1st quarter. Doug Armantrout moved and Thom Martin seconded the motion to approve the monthly financial report for January 31, 2010. The motion passed with unanimous consent.

4. Updates:

a. Strategic Planning - Village staff notes from the January 18 Village Board workshop discussion on economic development were shared with the EDC Board. A follow up workshop is scheduled for February 22. Neil Dishman asked for discussion noting the need to reach a consensus on objective and fair indicators of success for economic development efforts. Mark Pfefferman noted that there is no one silver bullet for measuring success.

Chuck Thomas stated that vacancy is one good measure. The fact that Glen Ellyn completed 2009 with total commercial vacancy at 11% is great standing in the current market. Some commercial areas in the region have vacancy in the range of 60%. Chuck noted that commercial occupancy in Glen Ellyn is currently tracked only for street front commercial spaces.

Steve Jones commented that there are too many variables affecting economic development outcomes to make the evaluation simple. Other communities consulted generally agree. Care must be taken in making comparisons as well. For instance, Lombard has a regional market draw, so comparing sales tax per capita with Glen Ellyn will be skewed. Vacancy data from other communities can be incomplete or not available. It can be more appropriate to compare the direction of trends with other locations.

It needs to be recognized in developing measures of success that multiple factors affect the ability to fill commercial spaces. Key spaces may require substantial and extraordinary investment to prepare for occupancy. Asking rates can be high relative to the business sales potential and even the area market.

Mark Pfefferman indicated that the Village Board is interested in key parcels for economic development, but specific direction has not been identified yet. Streamlining the approval process is also critical.

Appropriate benchmarks need to be identified for comparison of success measures. Are we comparing against ourselves, with others, or likely with both? Thom Martin indicated that other areas used for comparison should be demographically similar and have a landlocked central business district like Glen Ellyn. Mark Pfefferman described the efforts of the Finance Commission in selecting and comparing ten communities.

Grant Kief noted that retention measures are also important and can be tracked by lease renewals. One benchmark is the average life of a business.

A dozen or so measures with explanations are indicated for economic development. The overall analysis should be subjective by the nature of the many variables involved and the fact that no one entity controls economic development outcomes.

b. Marketing Committee Report: EDC marketing efforts address both business retention and recruitment. The FY 10-11 budget maintains the current level of funding at \$50,000 for marketing contingent on Village Board funding approval. Highlights from the February 11 Marketing Committee meeting were presented. The role of the EDC publicist was shifted in early fall 2009 toward more emphasis on giving retailers better tools to reach out to their customers, particularly in the realm of social media networking. The success of these efforts is pointing to the value of continuing emphasis on both social media and

retailer marketing skills enhancement. Retailer marketing audits and monthly “easy action” tips are some of the ideas in development involving the publicist. The input from the Marketing Committee will continue to develop and is a resource for the next strategy planning session which will be scheduled for the EDC Board.

EDC Facebook and Twitter postings assist with making immediate connections with consumers for retail shopping. The campaign to grow the number of Facebook fans was successful in achieving its first goal of 100 fans by Valentine’s Day.

c. Village Commons Façade Grant: The EDC Board considered a proposal to simplify grant close out requirements made by the ownership of Village Commons. In discussion, EDC Board members observed that each submittal item serves a purpose. Jodi Herbold noted that a middle ground could be to accept an owner’s sworn statement rather than the canceled checks as is commonly required by a title company. Steve Jones commented that the canceled check requirement is in place to stop deals under the table between grant applicants and contractors. EDC program requirements relate to the same level of documentation needed by a title company when they are not directly administering a project themselves. The EDC Board reached general consensus that an exception for Village Commons would be extraordinary, and that a policy change would not better serve the need to properly manage public funds used for business assistance grants.

d. Grant Recipient Plaques: EDC grant recipients must display a plaque to draw attention to the business assistance for a period of one year. A cost estimate was prepared for the purchase of a small quantity of plaques which the EDC will own and loan out to grant recipients for display. The plaques will rotate to the next recipient after each use. Purchase of the plaques will be delayed till new fiscal year revenue arrives in the summer. Banners placed inside the windows of grant applicants during construction should also be implemented. A banner in the window for the new restaurant, Gratto Trattoria & Tapas Bar at 433 Main, should be displayed as soon as possible. Media relations support for the new restaurant is also high priority.

e. Business Activity:

-Recruitment Effort, Williams Sonoma:

The Town Square location closed for a variety of reasons including underperformance. The company is not in expansion mode and will continue to close certain locations. Williams Sonoma performs well in high density, large regional draw locations. Suburban locations do not perform well for the company.

-Now Open: Tirage Studio, 710 Roosevelt, Danby Crossing

-New Lease Signed: Dog-N-Scrubs, 432 Roosevelt, Glen Ellyn Plaza

-Property Sale: 487 Pennsylvania (former MB Financial Bank), to close on 3/19/10

-Lease in Negotiation: 449 Main (former pet boutique next to Einstein’s)

Sign Variation Requests:

- Qdoba, Market Plaza – ARC recommended denial; plans are being adjusted
- DuPage Neurology & Wellness Center, 578 Duane – in process
- Advanced Cosmetic Spa, 577 Pennsylvania – in process
- 479-483 Roosevelt, 3-unit commercial building – signage and façade – in process

5. Board Member Terms Rotation: The normal staggering of term end dates for EDC Board members should be reinstated so that annually the two appointing entities will each reappoint or replace one director. The pattern was disrupted a number of years ago when new directors joined the Board mid-term. As it is set up now, fifty percent of the EDC Board positions will require action by the appointing entities in 2013. A one-time adjustment by the Village Board to reinstate staggered term end dates for the recent Village appointees was recommended. However, Steve Jones indicated that this action must be consistent with the EDC bylaws regarding term length. Neil Dishman noted that the officer duties in the bylaws should also be restructured. The duties of the president per the bylaws inherently set this position up as a full time job, and there is the opportunity to involve the vice president in more of the day-to-day management activities. A bylaws review will be placed on the next agenda to address the areas of term length and officer duties.

6. History Center OPEN Banner Request: The Historical Society is requesting EDC Board permission for the use of an OPEN banner at the History Center retail store. The store will be able to meet the User Agreement requirements although it is not located in the downtown. Staci Hulseberg noted that a Sign Code amendment would be required as the current language limits common program signs to the downtown C5A and C5B Zoning Districts. The Historical Society would need to seek a Sign Code amendment from the Village before the EDC Board can consider the request.

7. Grant Funding and Recruitment Priorities: The EDC Board approved guidelines for setting business assistance priorities over time at the December 2009 meeting. An initial discussion took place to update the priorities list for the next period. The apparel category is covered by a number of downtown retailers and is not a high priority for direct recruitment. The men's store niche has been severely impacted by clothing trends, discounters, and the economy such that most independent stores in suburban downtowns have gone out of business. Opportunities to bring in new apparel retailers should not be discounted if they materialize. A kitchen store remains a high priority based on resident requests, input for EDC resident surveys, and the opportunity this use offers to combine with entertainment such as cooking classes to draw traffic. The independent retailer, restaurants and bars, and even pop up stores are niches which are consistent with the current downtown retail market. Jodi Herbold suggested inviting Village Board input and even representation at the EDC strategy planning session which will be scheduled in the future.

8. New Business – Participation in April Chicago Magazine Ad: Doug Armantrout moved and Thom Martin seconded the motion to approve the use of \$500 from the funds set aside for the 2010 shopping directory update to participate in a cooperative ad showcasing Glen Ellyn downtown events and retailers set to appear in the April issue of Chicago Magazine. The April issue will include Glen Ellyn in the feature on the ten best communities to live in. The motion passed with unanimous consent.

9. Adjournment: The meeting ended at 8:50 am.

10. Next Meeting Date: **March 18, 2010** **7:00 a.m.**

Attachments:

1. EDC Board of Directors Meeting Agenda dated 2/18/10
2. EDC Financial Report dated 1/31/10
3. Memo from Janie Patch to EDC Board re EDC Strategic Planning Input, 2/15/10
4. Memo from Janie Patch to EDC Board re FY 10-11 Marketing Plan Development, 2/12/10
5. Memo from Janie Patch to EDC Board re Board Member Terms Rotation, 2/11/10
6. Memo from Janie Patch to EDC Board re History Center OPEN Banner Request, 2/11/10
7. Memo from Janie Patch to EDC Board re Grant Funding and Recruitment Priorities, 2/11/10
8. Heartland Real Estate Business, "Suburban Chicago Retail Market," February 2010
9. Heartland Real Estate Business, "Suburban Chicago Office Market," February 2010

Doug Armantrout, Secretary