

MINUTES
GLEN ELLYN ECONOMIC DEVELOPMENT CORPORATION
July 16, 2009
Glen Ellyn Civic Center, Room 306
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.
- Paul Sivak, Chamber President

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: Bill Pihos moved and Neil Dishman seconded the motion to approve the minutes of June 18, 2009. The motion passed with unanimous consent.
3. Treasurer's Report: The following balances existed as of June 30, 2009:

Total cash and bank accounts	\$ 91,817.20
Overall balance	\$ 80,533.42

The Village budget line item of \$24,000 for EDC business assistance needs to be shown as a receivable in the EDC balance statement. Doug Armantrout moved and Gary Mayo seconded the motion to approve the monthly financial report for June 18, 2009. The motion passed with unanimous consent.

Bill Pihos moved and Neil Dishman seconded the motion to approve up to \$1,500 for replacement office furniture to achieve a more ergonomic work station. The motion passed with unanimous consent.

4. Updates:

- a. Sales Tax Sharing Request: Janie Patch met with a company president who is interested in relocating his business office from Cook County to DuPage County which has lower sales tax in order to improve the company's competitive advantage. The company has high sales volume on the order of a major grocery store. The company president asked whether a sales tax sharing arrangement would be possible with a commitment to move the headquarters into Glen Ellyn. Steve Jones will check with the Village attorney on the status of any related court decisions.

b. Special Service Areas (SSAs) Renewal Process: A timeline for the SSA renewal process that funds economic development has been established. Village staff is updating the SSA boundary maps for consideration. Funding for additional boutique services which many business owners have requested for the downtown core can come from a separate overlay tax district. The appropriate time for raising this separate funding topic related to the downtown plan was discussed. The EDC can help the Village to gauge interest through its connection with business and property owners.

5. Storefront "OPEN" Banners: This EDC initiative responds to feedback from downtown retailers. The EDC office conducted research to identify least cost design options. A request for a required sign code amendment was sent to Village staff on May 21. A façade mounted bracket is preferred by Village staff with Village attorney input. In preparation for Village Board consideration, the Architectural Review Commission provided input at their meeting on June 3. Banner colors were selected by an ad hoc committee which included retailer input. Retailers on the Downtown Alliance Board also provided valuable feedback on July 8.

The goals of the "OPEN" banners program are to:

- Provide shoppers and visitors with an easy to identify, attractive, and consistent reference which indicates that stores are open;
- Demonstrate that the stores are working together for the benefit of consumers; and,
- Create a visual impact which communicates "shopping destination" to residents and visitors.

The EDC has supported stores which offer customer friendly "core hours" on a consistent basis for over a year and a half (since November 2007). About 15 to 17 stores have participated each time the EDC has offered a collective marketing effort. There may be broad interest from retailers beyond those stores which commit to "core hours" to display the "OPEN" banner based on the discussion with the Downtown Alliance Board. If use of the banners is limited to "core hours" stores, then a store which is open on Sunday but is closed on Monday would not be able to benefit. Visitors to the downtown would see fewer banners on Sundays relative to the number of stores which are actually open. Similarly, a store which is participating in late Friday hours but is closed on Sunday would not be able to display the banner. Nineteen (19) stores are currently participating in the "Shop Fridays till 8 pm" campaign, but not all offer "core hours." Other businesses which may show interest in the banners are salons, restaurants, and stores in locations which are peripheral to Main Street. There are currently 102 retailers in the downtown including 62 merchants, 20 restaurants/eateries, and 20 salons.

A volume discount is available with an order of at least 30 custom banners and mounting brackets. The estimated cost of an order of 30 banners and brackets is about \$1,140 plus tax and delivery. About \$4,800 in the Marketing budget is available for new activities.

EDC Board members reviewed options for managing a program for "OPEN" banners subject to approval by the Village Board for a sign code amendment. Neil Dishman moved and Doug Armantrout seconded the motion to create a storefront "OPEN" banners program through which "core hours" stores are given a banner and bracket to use for free as long as they sign an agreement to maintain "core hours," and return the banner and bracket to the EDC if they no longer observe "core hours." All other interested "retail merchant" stores must reimburse the EDC for a banner and bracket at cost. Salons and restaurants are not considered "retail merchants" for the purpose of this program and are not eligible to receive or purchase a banner and bracket. Any requirements for sales tax reporting to the State needs to be checked with the accountant. Up to \$1,140 plus tax and delivery from the Marketing budget is approved for an order of 30 custom banners and mounting brackets to initiate the program. The motion passed with unanimous consent.

Customer friendly "core hours" are observed on a year round basis and include at least the following hours:

10 am to 6 pm	Monday, Tuesday, Wednesday, and Friday
10 am to 8 pm	Thursday
9 am to 5 pm	Saturday
12 pm to 4 pm	Sunday

6. Retail Grant Assistance for Run Today, 476 Main Street: The business owner for Run Today contacted the EDC office to request supplemental assistance to help cover additional itemized expenses incurred during the build out of 476 Main Street. Board members discussed some concerns which include setting precedence for assisting change orders and having to revisit grant project requests. If the change order items for Run Today had been truly unforeseeable, then it could be an appropriate consideration for the Board. EDC Board members unanimously agreed to deny the requested assistance to cover change order items related to the interior build out for Run Today because the additional cost did not involve unanticipated work based on the presentation by the business owner.

7. Façade Grant Assistance for Glen Oak Restaurant, 479 Pennsylvania Avenue: The property owner plans to modify the landscaping scheme proposed in the application but overall has identified other ways to save on the total project cost. The change in the landscaping plan is necessitated in order to avoid having to install an expensive irrigation system. The property owner can include these changes with the submittal for grant reimbursement because it does not involve a request for additional support and may actually involve less matching assistance.

8. Business Assistance Programs: Board members unanimously approved refinements to the descriptions for the two business assistance programs as detailed in the minutes for the June 18 Board meeting and offered by Board members over the past month. Additionally, foreseeable change orders will not be assisted after the EDC has given approval for a grant. Unanticipated changes will be handled on a case by case basis. A maximum limit on additional funding for unanticipated changes will not be set in order to maintain flexibility to address special situations. New outside dining areas can be accommodated by either the retail grant program or the façade program.

9. Retail Grant Application for dessertz, inc., 546 Crescent Boulevard: The EDC office has been working with a new specialty dessert retailer since August 2008. A three year lease has been signed for 546 Crescent Boulevard and a complete application for retail assistance has been received. The new business, dessertz, inc., plans to open about mid-September. The application includes a number of planned expenditures which may not qualify as permanent improvements. Funding would come from the balance of \$23,942 in the EDC Retail Grant budget.

Detailed financial information was not required under the program description adopted in February. All future applications will be incomplete without more in depth financial disclosure with the retail program refinements approved today. The Board reviewed the financials and forecasted business income. Neil Dishman commented that the Board should avoid making a detailed critique of the business plan and trying to forecast business success. The Board reviewed the project improvement list and agreed to deny all non-permanent items which would not be built in and could be easily moved out of the space should the business close. Doug Armantrout moved and Neil Dishman seconded the motion to approve a 50% matching retail grant for items deemed to be permanent improvements in the project scope which total about \$11,000. The motion passed with unanimous consent.

10. Adjournment: The meeting ended at 9:00 am.

11. Next Meeting Date: **August 20, 2009** **7:00 a.m.**

Attachments:

1. EDC Board of Directors Meeting Agenda dated 7/16/09
2. EDC Financial Report dated 6/30/09
3. Key Dates for Proposal of Economic Development SSAs
4. EDC Funding and SSAs Fact Sheet
5. Memo from Janie Patch to EDC Board re Retail Grant Assistance for Run Today, 476 Main, 7/10/09
6. Email from Glen Oak Restaurant property owner re cost update for façade improvements, 7/11/09

7. Memo from Janie Patch to EDC Board re Retail Grant Application from dessertz, inc.,
546 Crescent Boulevard, 7/6/09
8. Memo from Janie Patch to EDC Board re Refinements to Business Assistance
Programs, 7/8/09
9. Memo from Janie Patch to EDC Board re Storefront "OPEN" Banners, 7/9/09
10. Memo from Janie Patch to Village Board re EDC Initiatives to Support Local Shopping,
7/10/09
11. June 2009 Media Status Report, 7/10/09
12. Letter from Janie Patch to property owner of Glen Oak Restaurant re EDC Approved
Façade Assistance for 479 Pennsylvania, 6/29/09
13. West Suburban Living Magazine, New Store Openings, July/August issue featuring
Pink Hippo and Teas and Toes as result of EDC eNews and EDC media relations
14. Glen News, "Wheaton Council to Hear Public Input on Theater Funding Plan," 7/9/09

Doug Armantrout, Secretary