



## **Economic Development Commission**

**Wednesday, September 28, 2016  
Council Chambers Room**

### **Minutes**

#### **Commissioners Present**

James Persino, Chair  
Patrick Kaniff  
Paul Levine  
Pat McCoy  
Terrence Strauch

#### **Commissioners Absent**

James Berger  
Myles D. Berman  
Genelle Iocca  
James Kucienski, Vice Chair

#### **Staff Present**

Steve McNellis, Community Development Director  
Aaron N. Cook, Development Manager

#### **Others Present**

Trustee Craig Klatzco

#### **1. Call to Order/ Quorum Declaration**

Noting that a quorum of seven members was present, the meeting was called by Chairman Persino at 8:03 a.m.

#### **2. Minutes Approval**

Chairman Persino asked the Commission if any edits were to be made for the July 27, 2016 meeting minutes. Hearing no discussion, he then asked for a motion to approve. Commissioner Kaniff moved to approve the minutes as written. Commissioner McCoy seconded. Minutes approved by voice vote 5-0.

#### **3. Economic Development Work Plan - Update**

Community Development Director McNellis then began his presentation updating the Economic Development Commission on the status of the various sections of the Economic Development Work Plan, which was discussed in April of this year.

Commissioner Levine recommended the Village look into professional marketing rather than staff doing marketing, as this is not their area of expertise. He also raised social media as a tool to be utilized more.

Commissioner Kaniff asked the purpose of the marketing brochure, presented by Staff, and the intended use.

Trustee Klatzco described his experience at the Illinois Municipal League conference, regarding municipalities utilizing various marketing tools. He specifically pointed out Oak Forest as a community utilizing different marketing techniques.

Commissioner McCoy stated that marketing firms may be able to develop several ideas and Staff can take over at that point. McCoy asked if there is a budget for marketing. Steve indicated a limited budget but that a budget to engage a firm is not available.

The EDC expressed general support for establishing a marketing budget.

Director McNellis detailed all fourteen areas of the Economic Development Work Plan, focusing on the following: implementing a Business Website, updating business resource tab on the Village's website, creating a Shop & Dine Guide, attendance at ICSC Chicagoland Retail Connection, ICSC Dealmaking events, conducting a Business Roundtable Meeting in collaboration with the Chamber of Commerce, and business-friendly Zoning Code changes.

Director McNellis further reviewed branding which had been discussed briefly as part of the marketing discussion, the implementation of a Monthly business e-newsletter, Village identification signage, and a "targeted businesses" list from which over 40 businesses have already been contacted.

Finally, Director McNellis updated the EDC on the special events goal, specifically referencing the Village Campus 25<sup>th</sup> Anniversary event which included two food trucks. He noted staff will continue to consider possible future events. The goal would be to hold two events in 2017. Commissioner McCoy indicated that Oberweis has a food cart and they may attend special events. Director McNellis stated he would contact them for any food truck events next year.

Chairman Persino recommended that with regard to the Business Site Visits program, Staff contact office tenants to determine what if any issues they experience rather than limiting those visits to retail users.

**4. Reports**

**A. Development Update/Building Permits**

Development Manager Cook provided a development update for September 2016 as well as a review of building permit activity for September 2016.

**B. New Business Licenses/Building Permits**

Commissioners viewed the list of new business licenses for July and August 2016.

**5. Other Business**

There was no discussion regarding other business.

**6. Public Forum**

No member of the public desired to address the Commission.

**7. Adjournment**

By consensus, the meeting was adjourned at 9:45a.m.

Respectfully Submitted,



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Aaron N. Cook, AICP  
Development Manager