



## Business Development Commission Meeting Minutes

The regular meeting of the Business Development Commission of Hampshire was called to order by Trustee Ryan Krajecki in person and through a MS Teams video chat on October 14th, 2020

Call to order at 6:34 pm

In-person: Commissioners Bill Swalwell, David Pizzolato, Susie Kopacz, Karen Trzaska, Ian Lamp and Trustee Ryan Krajecki.

Absent: Commissioner Elaine Thomas

Also, in attendance was Village Administrator Hedges and Assistant to the Village Administrator Wray

### **Public Comments:**

- None

### **Meeting Minutes Approval From 9/9/20:**

- Commissioner Kopacz moved to make a motion to approve the 9/9/20 meeting minutes.
  - Second by Commissioner Pizzolato
  - Motion carried by voice vote:
    - Ayes: Swalwell, Pizzolato, Trzaska, Kopacz, Lamp and Krajecki
    - Nays: None
    - Absent: Thomas

### **A5 Branding Presentation**

- A5 provided an update to the branding campaign for the Village and asked feedback on village taglines and logo concepts that were developed based on the feedback they received in interviews amongst various parties, commissions and the Village Board.

### **Discussion on level setting the mission**

- Trustee Krajecki led the conversation and open discussion surrounding the next objective the BDC should tackle. Commissioner Pizzolato offered advice that the BDC should look to tackle elements within their control and focus on local cultivation of small business entrepreneurs. The BDC will be focused on brainstorming further ideas of fostering small business development within the town. There are many resources that the BDC will aim to tap into and future discussions will be had on the opportunity.

### **Marketing Brochure Update**

- Village Administrator Hedges provided an update that Trustee Reid has been working closely with the map designed to complete the map graphics. The brochure will be handed off to A5 once that is complete.

### **Main Street Program**

- Formation of Main Street Committee – As Commissioner Kopacz and Trustee Krajecki find time to discuss further, this topic was tabled until the pandemic eases

### **Beautification Committee Report**

- Commissioner Swalwell presented the following updates to the façade program.
  - Christina Michelle's façade project is 100% complete and the result looks great. She is now finishing the inside refurbishment, which is expected to be complete by Spring of 2021. Trustee Krajecki and the Commission thanks Commissioner Swalwell for all the work to shepherd this project along.
  - Commissioner Swalwell met with the owner of Chick n Dip, who is not quite ready to take on a façade project yet. IDOT is planning on redoing the intersection of Main St. and Rt. 72 and he would like to wait until that project is completed before he addresses the façade.
  - No other updates at this time.

### **Administrative Adjudication Update**

- Village Administrator Hedges and Wray advised that the Village will hold off on implementing a full administrative adjudication process until the workload deems it as being necessary. Moving forward, it will be referred to as Property Code Enforcement
- Assistant to the Village Administrator Wray identified the citations of buildings in downtown that are not compliant. Out of courtesy and before each are cited, Village Administrator Hedges will reach out to the property owners before the notifications are sent.

### **Hampshire's Very Own**

- The current schedule of Hampshire's Very Own articles will be as follows:
  1. Vintage Hammer (October)
  2. Stanley Machine and Tool (November)
  3. Hampshire Animal Hospital (December)
  4. Moffett Physical Therapy (January)
  5. Ross' Gaspump Garage (February)

### **New or Existing Business Update**

- Village Administrator Hedges presented that Midwest Companies purchased land off of Briar Hill Rd. to build a material recycling plant. Also, Jimmy's Sports Bar is now open in the strip mall west of Main St.
- Commissioner Trzaska moved to make a motion to adjourn at 8:33 pm.
  - Second by Commissioner Kopacz

- Motion carried by voice vote:
  - Ayes: Swalwell, Pizzolato, Trzaska, Kopacz and Krajecki
  - Nays: None
  - Absent: Thomas & Lamp (left prior to the meeting end)