



## Business Development Commission Meeting Minutes

The regular meeting of the Business Development Commission of Hampshire was called to order by Trustee Ryan Krajecki through a MS Teams video chat on July 13th, 2020

Call to order at 6:30 pm

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

Also, in attendance was Village Intern Wray; Village Administrator Hedges was attending electronically

### **Public Comments:**

- None

### **Meeting Minutes Approval From 6/10/20:**

- Commissioner Pizzolato moved to make a motion to approve the 6/10/20 meeting minutes.
  - Second by Commissioner Thomas
  - Motion carried by voice vote:
    - Ayes: Swalwell, Pizzolato, Thomas, Kopacz and Krajecki
    - Nays: None
    - Present: Lamp

### **Vote on new commissioner – Karen Trzaska:**

- Commissioner Lamp moved to make a motion to appoint Karen Trzaska to take the open commissioner position on the BDC
  - Second by Commissioner Pizzolato
  - Motion carried by voice vote:
    - Ayes: Swalwell, Pizzolato, Thomas, Kopacz, Lamp and Krajecki
    - Nays: None

### **Streetscape Review**

- Village Administrator Hedges advised that the budget had been reduced since the meeting on July 8<sup>th</sup> and the BDC had to appropriate the balance to what was deemed as important. The Commission agreed that the balance be put towards expanded street lighting.
- Village Administrator Hedges also presented an agency for the preparation of rebranding Hampshire. The commission reviewed a brief proposal and agreed that they should be considered as more insight was gained on their experience.

### **Marketing Brochure Update**

- Trustee Reid conveyed to Trustee Krajecki that the brochure remains delayed, but a 1<sup>st</sup> draft will be ready for review by August's BDC meeting. The BDC felt that the look and

feel of the brochure should have a consistent feel of other marketing materials.

### **Hampshire Area Chamber of Commerce Update**

- The BDC reviewed the concepts of the banners provided by the Chamber. The Commission feels that due to the changing streetscape and revised branding, the Chamber should wait until we have a direction before creating them.

### **Main Street Program**

- Commissioner Kopacz presented the fifth set of the Main Street training and presented her findings. Most Main Street committees are a paid position that are outside of the government and are formed as LLC's, which remain committed to the community, not businesses.
- Formation of Main Street Committee – The BDC agreed that a specific Main Street committee remains important. It needs to start small, band together already established clubs within the Village and find someone who can lead. Over the coming months, Commissioner Kopacz and Trustee Krajecki will be on the search for the right person to lead.
- Trustee Krajecki confirmed that all seminar documents have been collected and placed within SharePoint for Village access.

### **Beautification Committee Report**

- Commissioner Swalwell presented the following updates to the façade program.
  - Christina Michelle proposal for façade improvement work to include new brick, windows, siding and doors that fit in with the historic Village look.
  - Due to the comprehensive improvement, Commissioner Pizzolato moved to make a motion to approve Christina Michelle's façade improvement application for \$35,715.07 (75% reimbursement of the total cost provided on the application).
    - Second by Commissioner Kopacz
    - Motion carried by voice vote:
      - Ayes: Swalwell, Pizzolato, Thomas, Kopacz, Lamp, Trzaska and Krajecki
      - Nays: None
  - The Vintage Hammer's proposal for façade improvement work included two sides of tuckpointing and a new awning. The BDC was concerned about the awning being separated from the property that is shared today, the longevity of the materials used, and the impact made to downtown. The BDC rejected the Beautification Committee's proposal and pushed it back down to them for further review.
  - The Kave had further discussions with Commissioner Swalwell and want to update their entire façade. They have a very comprehensive plan and want to get it quoted for a project scope prior to application.
- Commissioner Swalwell shared the wayfinding signage and the BDC liked the look and overall concept. It was recommended that the Beautification Committee hold for now and outline where each signage should be placed so it is accounted in the streetscape project.

### **BDC COVID-19 Resident Impact Survey**

- Commissioner Pizzolato reviewed the survey results on how the pandemic has affected resident business needs within the Village. The were great learnings and the results will be shared with the Village Board and existing businesses via the Chamber of Commerce.
- The BDC agreed that key individuals will support Chamber of Commerce trainings where applicable.

### **Administrative Adjudication Update**

- Village Intern Wray presented that the Village currently has all codes recommended by the BDC as part of the current Village ordinances. They will be ready to move forward in the coming months as the attain tracking software.

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

- The current schedule of Hampshire's Very Own articles will be as follows:
  1. Rose Garden (July)
  2. Moffett Physical Therapy (August)
  3. Vintage Hammer (September)
  4. Stanley Machine and Tool (October)
  5. Hampshire Animal Hospital (November)

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

- Village Intern Wray has been working to load more available properties on the Illinois database and began streamlining the zoning process.

### **Adjourn**

- Commissioner Lamp moved to make a motion to adjourn at 8:46
  - Second by Commissioner Pizzolato
    - Motion carried by voice vote:
      - Ayes: Swalwell, Pizzolato, Thomas, Kopacz, Lamp, Trzaska and Krajecki
      - Nays: None