

Meeting Agenda
Business Development Commission
August 29, 2017, 6:00 p.m.
Hampshire Village Hall
234 S. State Street

1. Call To Order
2. Roll Call for Attendance
3. Public Comments
4. Review of the July 19, 2017 minutes for approval
5. Review of BDC Mission Statement for approval
6. Presentation of Raoul Johnston's promotional letter
7. Development of Microsite
 - A. Presentation of what can be transferred from current website and what's missing from our Must Have List
 - B. Company for source material
 - i. ESRI presentation tabled to next month
 - ii. Costar came back with a new offer (possible presentation next month)
 - C. Development of subcommittee to complete work for site
 - D. Vote on vanity URL
 - E. Which town's site do we like the best?
8. Hampshire Promotional video
 - A. Presentation regarding volunteer work (Brittany/Tony)
 - B. Vote to decide which path to take
9. Continued discussion on Smart Growth Economic Development
 - A. Assignment of key Areas
 - i. Truck Stop
 - ii. Downtown
 - iii. Route 72
 - iv. Route 47
 - v. Industrial Park

vi. Route 20

B. Objective for next meeting for each site

10. Announcement and intended distribution of CMAP
11. Discussion of Resident Survey
12. Identify Action Items to worked on before next meeting
13. Public closing comments or questions
14. Adjourn

vi. Route 20

B. Objective for next meeting for each site

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Business Development Commission
Elements that are needed for the website

Do these elements exist on the website? If they exist on the website, can it be migrated to the new site?

	Yes	No	Notes
Why Hampshire Statement	No	No	Just needs to be refreshed
Vision & Mission	No	No	
Direct Contact - Listed	No	No	
Property Search	No	No	
Demographics	Yes	No	Needs to be updated
-Disposable & Household Income	No		
-Demographic & Income Potential	No		
-Retail Market Potential & Profile	No		
-Traffic Counts	No		
-Business Summary	No		
-Comprehensive Plan	Yes	No	13 years old. Suggest to remove it and post it once ours is done
-Availability of Jobs & Workforce Stats	No		
Starting A Business			
-Steps to take	No		
-Contact Economic Dev. Director	No		
-Prepare a business plan	No		
-Find a location	No		
-Need a location	No		
-Have a location	No		
-Inspections & Permits	No		
-Helpful Information	No		
-Business registration	No		
-Special Licensing	No		
-Tax Rates	No		
-Zoning	No		
Business Infrastructure			
-Water/Gas/Telecomm, etc. Maps	Yes	No	Basic, could be updated with maps, etc.
-Capacity and rates	No		
Transportation	Yes	No	Basic, could be updated with maps, etc.
Zoning & Planning			
-Building Codes & Ordinances	Yes	No	Better interface?
-Building and Code Enforcement	Yes	No	Needs to be re-done with more insight
-Planning and Zoning Maps	Yes	No	Needs to be updated or can we use the latest?
-Building Permits	Yes	No	
Incentive Programs			
-Enterprise Zone	No		
-Facade Improvement Plan	No		
-Revolving Loan Fund	No		
-Sales Tax Rebate	No		
-Tax Increment Financing District	No		
-State Incentives	No		
Business Licensing/Registration	No		
Business Activity License & Permits			
-What's required, what's available	No		
-Liquor	No		
-Special Use	No		
-Permits	No		
Community & Membership Resources			
-Community Guide	Yes	No	Basic, could be updated with maps, etc.
-Membership Organizations	Yes	No	Basic, could be updated with maps, etc.
-Existing elements from other parts of the	TBD		
Existing Businesses (Brag List)	Yes	No	Have all or make it into the unique ones and then push everyone to the Chamber?
Doing Business In Hampshire	No		
Profiles of Key Government Officials (New Business Facing)	No		

Resources to use for the new site:
 Illinois Incentives: <https://www.illinois.gov/dceo/ServicesGuide/SitePages/Search.aspx>
 Illinois Dept. of Commerce - NE Region: <https://www.illinois.gov/dceo/ServicesGuide/RegionSpecificAssistance/RegionSpecificAssistance/Pages/NortheastRegion.aspx>
 Harper College SBDC: <http://goforward.harpercollege.edu/business/sbdc/index.php>

Intro:

The Village of Hampshire invites you to give your opinions and preferences for future business development efforts in the village. Our newly formed Business Development Commission is reaching out to residents and would love to have your feedback on what types of businesses and services you would like to see in Hampshire. Please take a moment to complete our resident survey to share your needs, opinions, and preferences for our community.

We are seeking to have input from the broadest possible range of residents, to be sure that all community voices are represented and heard. This even includes those that may not live in Hampshire, but visit on a frequent basis. Share this with as many people as you can so we can get a good understanding of your needs. This is your chance to help us to shape the future of all parts of the village to best meet your needs!

This survey is completely anonymous and should take about 10-20 minutes to complete. The more specific you can be, the better it can help guide the commission to attract what you want. If you have questions about this survey, feel free to reach out to the Business Development Commission through the following email address: hampshiresurvey@hampshireil.org

1. Over the course of a month, where do you purchase goods/services today (this will be a % out of 100%)?
 - A. % shop within Hampshire
 - B. % within 5-10 miles of Hampshire (i.e. Huntley)
 - C. % within 10-20 miles of Hampshire (i.e. Elgin, Sycamore)
 - D. % +20 miles of Hampshire (i.e. Schaumburg, Rockford)
 - E. % online and shipped to your house

2. What kinds of businesses would you like to see or more of? (check all that apply)
 - A. Auto Service
 - B. Bar/Tavern/Pub
 - C. Clothing Store
 - D. Coffee Shop
 - E. Dance/Sports
 - F. Entertainment/Recreation (explain)
 - G. Grocery Store (big – I can buy everything I need)
 - H. Grocery Store (small – I can buy the staples I need in a pinch)
 - I. Hardware Store
 - J. Lawyers
 - K. Manufacturing/Warehousing
 - L. Office/Medical/Commercial
 - M. Package Shipment (i.e. UPS, FedEx)
 - N. Restaurants (explain)
 - O. Salon/Beauty
 - P. Other (please be specific) – open ended to allow responses

3. If Hampshire was to attract these kinds of businesses, how much more of your monthly purchases would be done in Hampshire (only the increase in % from question 1)?
 - A. %
4. From the businesses you indicated you want to see in Question 2, do these businesses exist in Hampshire today but don't meet your needs? If so, please explain
 - A. No
 - B. Yes (open-ended)
5. Are there types of businesses that you would like to keep out of Hampshire?
 - A. No
 - B. If so, please list (open-ended)
6. Some businesses are a better fit in certain areas within the village (i.e. downtown vs. the truck stop), where and what would you like to see more of? If so, please explain
 - A. Downtown – Explain
 - B. Rt. 72 – Explain
 - C. I-90 Truck Stop – Explain
 - D. Rt. 20 – Explain
 - E. Rt. 47 - Explain
7. What do you see are the roadblocks or obstacles that stop the types of businesses that you want from coming to Hampshire?
 - A. None
 - B. If so, please explain (open-ended)
8. What would you like to preserve in the town? This could be the general feel of a small town or more specific such as building preservation.
 - A. Nothing
 - B. If so, please explain (open-ended)
9. Would you be in favor of Hampshire developing aesthetic parameters that guide new and existing businesses regarding the appearance and upkeep of their storefronts, signage, and overall presence? (check all that apply)
 - A. Yes, for new businesses
 - B. Yes, for existing businesses
 - C. No, for new businesses
 - D. No, for existing businesses
10. Where do you live within Hampshire?
 - A. West side of main street, but still considered in town
 - B. East side of main street, but still considered in town
 - C. Outside of town, but not in a subdivision
 - D. Outside of town, but in a subdivision (i.e. Lakewood Crossing)
 - E. I don't live in Hampshire
11. Do you own or rent your place of residence?
 - A. Own
 - B. Rent
12. How old are you?
 - A. 18-20

- B. 21-34
 - C. 35-44
 - D. 45-54
 - E. 55-64
 - F. 65 and older
13. Do you have kids?
- A. Yes
 - B. No
14. How long have you lived in Hampshire?
- A. 0-5 years
 - B. 5-10 years
 - C. 10-20 years
 - D. More than 20 years
 - E. I do not live in Hampshire (please note the location of your residence)
15. Do you currently own a business?
- A. Yes
 - B. No
16. Are you interested in owning/creating a business?
- A. Yes (if yes, explain the type of business your interested in starting)
 - B. No
17. If you have any additional thoughts regarding future direction of business growth within our community, please let us know.
- A. (open-ended)

Thank you for your input taking the time to share your thoughts, which will help us shape the future of all parts of the village to best meet your needs. A recap of the responses of this survey will be posted under the business development commission's meeting notes in the coming months. We will try and let everyone know once they are up.