



## 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 June 10th, 2020

Call to order at 6:30 pm

In-person: Commissioners Bill Swalwell, David Pizzolato, Susie Kopacz and Trustee Ryan Krajecki

Electronic: Commissioner Thomas

Absent: Commissioner Lamp

Also, in attendance was Village Administrator Hedges, Village Intern Wray, Jeanie Mayer from the Hampshire Area Chamber of Commerce and guest Karen Trzaska

### **Public Comments:**

- None

### **Introduction – Karen Trzaska:**

- Trustee Krajecki introduced Karen Trzaska from Stanley Machining and Tool to the BDC

### **Meeting Minutes Approval From 5/13/20:**

- Commissioner Pizzolato moved to make a motion to approve the 5/13/20 meeting minutes.
  - Second by Commissioner Swalwell
  - Motion carried by voice vote:
    - Ayes: Swalwell, Pizzolato, Thomas, Kopacz and Krajecki
    - Nays: None
    - Absent: Lamp

### **Presentation of Concept for Industrial Park - Entre Solutions**

- Entre Solutions presented their vision for the land use of their property along I-90 on the north end of town. The BDC gained insight into the expansion of warehousing and thoughts of what the property may become. They are at the initial stages of their project and the BDC was appreciative of the insight and collaboration.

### **Marketing Brochure Update**

- The brochure remains delayed and is waiting on additional images before a proof can be provided. Trustee Krajecki will reach out to the PR committee to inquire on the progress.

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

- Jeanie Mayer provided the following Chamber updates:
  - The Chamber is putting together coupons to promote local businesses and drive people to the upcoming Farmer's Market.
  - Business inventory project is to be tabled until a later date once the future of local

- businesses makes it through the current business downturn due to the pandemic.
- The Chamber has reached out to local businesses to reinforce their support during these times and mentioned it would go a long way if the BDC could do the same.

### **Main Street Program**

- Commissioner Pizzolato presented a review of the course: Effective Promotion. The following seminar topics were discussed as a group and importance of Hampshire establishing a brand:
  - Strategic insights and the importance of establishing a brand
  - Defining online/offline marketing for the Village
  - On-brand community events
- The BDC recognizes all the improvements that Village Administrator Hedges and Village Intern Wray have made to make all Village documentation current.
- Formation of Main Street Committee – The BDC agreed that a specific Main Street committee remains important and Commissioner Kopacz to lead the conversation during July's meeting.

### **Update on the Revolving Loan Fund**

- Trustee Krajecki presented the Village Board's approval of proceeding with Planning Resources Inc. (PRI) to put together the (2) main street proposals for Hampshire. Village Administrator Hedges expects to receive the proposals at the end of June to share out with the BDC during July's meeting.
- The goal is to have our CDBG application into the State of Illinois in August, prior to the deadline of September.

### **Beautification Committee Report**

- Commissioner Swalwell updated the BDC that there currently are bids out for updating the wayfinding signage throughout the Village. At their next meeting, they will be reviewing print examples and then will bring a proposal to the BDC.
- Commissioner Swalwell presented the following updates to the façade program.
  - Commissioner Pizzolato moved to make a motion to approve the update Façade improvement forms.
    - Second by Commissioner Swalwell
    - Motion carried by voice vote:
      - Ayes: Swalwell, Pizzolato, Thomas, Kopacz and Krajecki
      - Nays: None
      - Absent: Lamp
  - GABR proposal for landscaping improvements has been rescinded
  - New applications:

- Two Façade Improvement applications have been submitted and will be reviewed by the Beautification Committee during June's meeting.
- Update on wayfinding refinement progress
- The BDC recognizes all the hard work Commissioner Swalwell has made to drive the Façade Improvement program within the Village.

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

- Commissioner Pizzolato presented and reviewed the proposed survey to be shared with residents to provide insight on how the pandemic has affected their business needs within the Village. This will be sent out within the coming days and results will be shared in July.

#### **BDC/Chamber of Commerce Seminars**

- The BDC agreed that though we will support seminars where appropriate, this is better suited the Chamber of Commerce.

#### **Administrative Adjudication Update**

- Village Administrator Hedges and 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 by the end of June.

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

- The BDC decided due to time constraints, the current schedule of Hampshire's Very Own articles be pushed back by one month as follows:
  1. Rose Garden
  2. Moffett Physical Therapy
  3. Vintage Hammer
  4. Stanley Machine and Tool

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

- None

#### **Adjourn**

- Commissioner Pizzolato moved to make a motion to adjourn at 8:41
  - Second by Commissioner Swalwell
    - Motion carried by voice vote:
      - Ayes: Swalwell, Pizzolato, Thomas, Kopacz and Krajecki
      - Nays: None
      - Absent: Lamp