

Meeting Agenda
Business Development Commission
April 10, 2019 6:30 p.m.
Hampshire Village Hall
234 S. State Street

1. Call to Order
2. Public Comments
3. Review of the March 13, 2019 minutes for approval
4. Main Street Program – Catalyst Strategies
 - A. Round-table discussion of the 3-4 applicable strategies the Commission should proceed with in scoping our business development efforts.
 - B. Report back if any of the boards (Chamber of Commerce, Village Commissions or the Beautification Committee) the possibility as serving as one of the 4 committees recommended under the Main Street Program
5. Business Survey
 - A. Commission to give feedback to the next BDC survey and discuss changes and ways to submit.
6. Local Business Section on the Village website
 - A. Discuss “Shop C’ville” and if applicable adding to the village website
7. Company Profile
 - A. Hampshire Pharmacy (April)
 - B. List of remaining companies
 1. Luxor Nails (May)
 2. Tuscan Wine (June)
 3. Blocks (July)
 4. Hampshire Cleaners (August)
 5. Additional Companies: Century 21, Ooga and March Industries
8. Update on new or existing businesses in the village

Meeting Minutes
Business Development Commission
February 13, 2019
Hampshire Village Hall

Call to order at 6:34pm

Present: Commissioners Susie Kopacz, Mike Armato, Ian Lamp, Joe Lazar and David Pizzolato, Trustee Ryan Krajecki, Trustee Mike Reid.
Citizen attendant: Cassandra Austin

Meeting minutes from 2/13/19- Susie K noted a change to the minutes clarifying she did not receive \$350 in funds for the Main street Program. David Pizzolato made a motion to approve minutes with a second by Mike Armato.

The board discussed the business portion of the website expressing satisfaction with the quality and content. Dave P and Mike R mentioned they were still trying to work with Location 1 to get them to have the available properties map to show up inside our website as opposed to a link to the LoopNet website. Additionally, the board agreed that we should update the ESRI reports every 2 years. Dave P mentioned that ESRI updates their reports in July, and since our reports on the website are from 2017 we should consider purchasing the reports again this July. Susie K also mentioned as part of the Main Street program we should keep the demographic information up to date.

Ryan K informed the group that the façade program applicants were approved by the Village Board unanimously 6-0. The board agreed that the beautification committee should work along side the applicants for new work to usher them through the process of completing the work according to our standards. Ryan K will communicate that to the beautification committee.

The board had a long discussion regarding the Places for Eating Tax that is proposed for vote at the next village board meeting. Mike Reid said he had personally called some of the businesses in town to get their perspective. He indicated that some said it would be inconvenient, but noted no significant push back. The board recommends that the Village Board approve this new tax.

Ryan K mentioned a meeting with Resource Bank regarding the potential of partnering with future applicants to the façade program to help finance their projects. The board agreed that if Resource could come up with a plan to make it easier to obtain financing potentially using the approval from the board to help facilitate funds we should pursue this. Ryan to report back at the May meeting on feedback from Resource.

Susie K gave a thorough and extensive report on the Main Street Program including it's history, it's mission, and the value that it offers the village. Susie is registered as the point person for the program. She laid out the recommendations of the program in terms of their key 4 points: Economic Vitality, Organization, Design, and Promotion. She also indicated they recommend we form committees to that effect. The board discussed ways that we might accomplish that

utilizing existing boards in the community including the Chamber of Commerce, Economic Development, Beautification, and the BDC. The leaders of those boards including Cassandra Austin, Mike Reid, and Ryan K. They will report back during next meeting. Furthermore, Susie K indicated that we need to select our focus and transformation strategy prior to moving forward. The board agreed to review material that Susie promised to send and discuss further next meeting.

The board discussed the desire to continue with the business articles. Mike R requested that we slot March Industries for the August article since they had asked early on to be included. Additionally, the group would like to include the article for Hampshire Pharmacy in the April 1st newsletter. Ryan K stated that he would try to coordinate with Jeannie Mayer.

Mike Armato introduced a company that says they will make our village video commercial for free. He took us to their website where we saw an example. The board was impressed and agreed a representative should come and present their proposal. Mike A. agreed to arrange that for next meeting.

The board confirmed again the commitment to attending the annual conference for the ICSC event at Navy Pier. Ian Lamp shared some knowledge of Elgin's participation in this event in the past and was curious how it has changed considering the changes to the market place.

Mike A introduced to the board the Shop C-ville concept that Carpentersville has on their website. Mike R noticed that they use the same web provider that we use and agreed to reach out to the company to see what it would cost for us to do it. Dave P expressed doubts as to the value of such a thing. We agreed to discuss it again next meeting after gathering more information.

We briefly discussed survey's again. Dave P expressed his desire to get the temperature from the businesses in town. He agreed to put together a survey and coordinate with Cassandra A to get that out to the businesses the chamber has on their e-mail list.

The group began the discussion of making recommendations to the Village Board for actions that will help facilitate attracting manufacturing to the village. This is a conversation that will be ongoing over the next meetings. Ian Lamp indicated that there are things that the village can do to make it more attractive to outside companies. The boards goal will be to identify those specific actions over the coming months and recommend those to the Village Board.

Ryan K and Mike R shared a couple of new developments going on in the village including new restaurant going into the former Shine location in the strip mall on Rt 72 next to the Remax as well as the new 55 and older housing development proposed along Rt 20.

Action Items for Next Meeting:

- Mike R/Dave P to link IDOT traffic counts to our business portion of the website
- Mike R to add façade program application to the website
- Ryan K to state the BDC endorsed the places for eating tax to the Village Board
- Susie K to send information regarding the Main Street Program to the board for review prior to next meeting

- Everyone to consider 3 to 4 most appropriate strategies for us under the Main Street Program
- Cassandra Austin, Mike R, Eileen Fleury to discuss with their boards the possibility as serving as one of the 4 committees recommended under the Main Street Program
- Mike A to arrange for the NLC representative to visit our next meeting
- Everyone visit the Shop C-Ville site and evaluate
- Mike R to have a conversation with MuniWeb regarding adding this feature to our website and it's costs
- Dave P to create business survey and coordinate with Cassandra A to get it to Hanpshire businesses
- Brainstorm and think about ideas for attracting commercial development including manufacturing to the village.

Dave P motioned to adjourn the meeting seconded by Mike A. Unanimous vote to adjourn.
Meeting adjourned at 8:43 pm.



Hampshire Business Development Commission

Spring 2019 Business Survey

The Village of Hampshire invites the businesses that hold a Hampshire address to give your opinions and feedback in order to provide insight into the temperature of the businesses within the Village. As the Business Development Commission works to attract new businesses and put things in place to create a thriving and bustling downtown, more important is insuring that we are doing everything we can to drive demand for our existing businesses. Please take a moment to complete our survey on this topic to share your needs, opinions, and preferences.

This survey is completely anonymous and should take about 5 minutes to complete. The more specific you can be, the better it can help guide the commission and Village. 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

- What year was your business originally established in Hampshire?
 - If not established in Hampshire, what year did you locate to Hampshire?

- What is the product or service your business provides?
 - Automotive
 - Contractor
 - Food / Restaurant
 - Banking / Financial Services
 - Fitness Recreation
 - Health Care / Physician
 - Insurance
 - Professional Services
 - Real Estate
 - Retail
 - Salon / Spa
 - Dry Cleaner
 - Manufacturing
 - Other:

Business Climate

- What is your overall opinion of Hampshire as a place of doing business?
 - Excellent - Poor

- How satisfied are you with Hampshire as a business location in respect to the following factors (1 - Satisfied; 3 - Unsatisfied; 4 - Not Applicable) :
 - Cost of doing business
 - Access to customers
 - Quality of life
 - Enforcement of Village codes & ordinances
 - Proximity to metro areas/amenities
 - Proximity to transportation/ expressways
 - Safety services
 - New residential development
 - Access to a workforce / employees
 - City permit process
 - Local officials
- What are the main reasons for locating in Hampshire; what do you see as its greatest strengths?
- What challenges do you encounter, if any, specifically to your location in Hampshire?

Employment

- How many people, including owner(s), does your business currently employ?
 - Full time
 - Part time year round
 - Seasonal
- Has the number of employees changed in the last 24 months? If so, how:
 - No change
 - Increased employees
 - Decreased employees
- In the next 24 months, do you expect the number of employees to change? If so, how:
 - No change
 - Increased employees
 - Decreased employees

Future Business Plan

- What in the near future are you most optimistic about?
- How do you foresee your business performance over the next two years?
 - A positive outlook with growth
 - No change
 - A possible downsize, relocation or closure

- The future is uncertain
- In the next 12 months, is your business considering any of the following?
 - Expanding your business in Hampshire
 - Building another location in addition to the one you have in Hampshire
 - Renovating your business in Hampshire
 - Relocating to another location outside of Hampshire
 - Downsizing
 - Closing
 - None of these

Needs and Opportunities

- What obstacles are affecting your business? (check all that apply)
 - Recruiting or retaining employees
 - Restrictive business regulations
 - E-Commerce / Internet competition
 - Expensive or unavailable utilities
 - Business location
 - Current building/property
 - Village roads and parking?
 - Greatest challenge (explain)
- The Chamber of Commerce organizes business workshops. Please select the topics that would be of interest or benefit you or your employees: (check all that apply)
 - Business Planning
 - Marketing Strategies
 - Selling Techniques
 - Starting a Small Business
 - Employee Benefit Plans
 - Website Design and SEO
 - Internet Marketing
 - Hiring and Recruiting
 - Labor Laws
 - Legal/Reg. Requirements
 - Retirement Planning
 - Social Media Marketing
- What tools, resources or action do you think local government (staff or officials) can provide in order to produce a positive effect on your business or prevent downsize, relocation or closure?
- Are there any other Village services you feel need to be added or improved on to help your business?

- How would you rate the physical appearance of the area where your business is located? (excellent to poor)
- Does your business own or rent/lease the facility where your business is located?
 - If so, do you feel your Landlord/Owner hinders your ability to succeed?
- **Concluding Questions**
- Are there any other comments you would like to pass on to the Village that you haven't been able to express in prior questions?
- Are you interested in being contacted by Village staff to further discuss any questions or concerns you may have?
 - If so, please contact me at the following email address:

Main Street Catalyst Strategies					
		Catalyst Strategy 1	Catalyst Strategy 2	Catalyst Strategy 3	Catalyst Strategy 4
Hard	Easy				
Starting a New Market	Builds on Existing Markets	Hard or Easy?	Hard or Easy?	Hard or Easy?	Hard or Easy?
Small Potential Market	Large Potential Market	Hard or Easy?	Hard or Easy?	Hard or Easy?	Hard or Easy?
Many Competitors	Few Competitors	Hard or Easy?	Hard or Easy?	Hard or Easy?	Hard or Easy?
Needs Buildings & Infrastructure	Uses Existing Buildings & Infrastructure	Hard or Easy?	Hard or Easy?	Hard or Easy?	Hard or Easy?