



EMBRACE OPPORTUNITY
HONOR TRADITION

Village President
Mike Reid, Jr.

Village Trustees
Heather Fodor
Aaron Kelly
Toby Koth
Lionel Mott
Laura Pollastrini
Erik Robinson

Meeting Agenda
Business Development Commission
February 9, 2022 6:30 p.m.
234 S. State St. Hampshire, IL 60140

1. Call to Order
2. Public Comments
3. Review of minutes from January 13, 2021 meeting
4. Developing a long term strategy for the Business Development Commission
 - A. Presentation of Economic Development Strategy Concepts (Josh Wray)
 - B. Evaluation of Hampshire current BDC mission statement
 - i. Affirmation that this is still what we want it to be
 - ii. This is different than EDS Strategy
 - C. What should Hampshire's EDS include?
5. Update on Streetscape
6. Discussion about Main Street Program (Delayed this month in Susie's absence)
7. Beautification Committee Report
 - A. Update – Bill Swalwell
 - B. Brandon Roberts purchase of Witaske office space on Main Street
8. Hampshire's Very Own
 - A. List of remaining companies
 1. Christina Michelle Salon
 2. O'Reilly Family Dental
 3. Chick n'Dip
 4. RK Services
 5. Krueger Accounting

VILLAGE OF HAMPSHIRE

234 S. State Street, P.O. Box 457, Hampshire, IL 60140-0457
847-683-2181 phone / 847-683-4915 fax

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9. Update on new or existing businesses in the village

10. New Business

11. Adjourn

Attendance: If you would like to attend by Video or Tele Conference, you must e-mail the Village Clerk with your request no later than 24 hours prior to the meeting and a link to participate will be sent to your e-mail address the day of the meeting, including all exhibits and other documents (the packet) to be considered at the meeting. Public Comment: Comments or questions may be submitted to the Village Clerk no later than 4:00 PM on the day prior to the meeting, by email to Lvasquez@hampshireil.org. Any written comments so received shall be noted in the minutes of the meeting.



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Business Development Commission
Meeting Minutes
234 S. State St, Hampshire, IL 60140
(Virtual Meeting Optional)

The regular meeting of the Business Development Commission of Hampshire was called to order by Commissioner Krajecki in person and through a MS Teams video chat on January 13, 2022.

Call to order at 6:32 pm

Virtual: Commissioners Karen Trzaska, David Pizzolato, Susie Kopacz, Ian Lamp, Jeanie Meyer (Chamber of Commerce) and Assistant to the Village Manager Josh Wray

In-person: Commissioners Ryan Krajecki, Trustee Aaron Kelly, Village Administrator Jay Hedges

Roll call confirmed - (quorum established)

Absent: Commissioners Bill Swalwell

Public Comments:

- None

Meeting Minutes Approval From 11/10/21:

- Commissioner Pizzolato moved to make a motion to approve with noted changes to the 11/10/21 meeting minutes.
 - Second by Commissioner Kopacz
 - Motion carried by voice vote:
 - Ayes: Kopacz, Trzaska, Pizzolato and Krajecki
 - Nays: None
 - Absent: Swalwell
 - Abstain: Kelly & Lamp

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Developing a long-term strategy for the Business Development Commission

- Based on discussions with Village Administrator Hedges, Commissioner Krajecki discussed that as we move forward there is a need for a longer-term strategy for the economic development of Hampshire.
- After much discussion, the BDC agreed to begin working on developing a 5-year plan, leveraging the work the commission has already completed.

Update of the Downtown Streetscape Grant

- Village Administrator Hedges presented that EEI is currently re-scoping the project due to supply chain and increased product costs. They are also looking at where costs can be reduced, and the bid will be requoted later this month. Commissioner Krajecki recommends that we don't want to increase costs due to speeding up the timetable for completion.

Discussion on the Main Street Program

- Commissioner Kopacz reviewed the current Main Street Program (MSP) and identifies a need for a Main Street Program coordinator. The membership dues are coming up for renewal and the BDC reviewed the pros/cons of renewing. The BDC agreed to renew the annual membership fees of \$300.
- Village Administrator Hedges discussed the current challenges with the downtown TIF district and the importance for investment to be continued on the TIF district moving forward.
- Commissioner Kopacz proposed that the Village should have people dedicated to staying on top of the MSP and provide more diligence to the services and insights offered. She will come back during March's meeting to present the ideation around the expansion of ownership of the MSP within the Village.

Registration Fee Increase for Video Gaming Terminals

- Trustee Kelly presented the new House bill in the change of non-home rule for the registration fees for all gaming machines within the Village. The fee is currently set at \$25 per machine and is possible now to increase it up to \$250 per machine. This is revenue that the Village would collect in addition to the current collection of 5% from all machines.
- The Chamber's opinion was to be conscious of the impact a raise in fees would do to businesses within the Village that are still reeling from the decrease in business over the last two years.
- The BDC discussed and recommended that the Village should increase the registration fee to \$250.

Beautification Committee Report

- Commissioner Krajecki discussed through the report provided by Commissioner Swalwell:
 - FORMER DOCTOR'S OFFICE on East side of State Street: Façade replacement currently underway and making significant process.
 - FORMER DOLLAR STORE on East side of State Street: New siding and trim related material has been painted and installed. The building is currently for sale, with a prospective owner for 1/3 of the property.
 - WASHINGTON STREET PROPERTY next to Basset Rescue: Materials have arrived, and work will be started within January.

Hampshire's Very Own

- The current schedule of Hampshire's Very Own articles will be as follows:
 1. Christina Michelle Salon
 2. O'Reilly Family Dental
 3. Chick n' Dip
 4. RK Services
 5. Krueger Accounting
 6. Iron Wok

New or Existing Business Update

- Village Administrator Hedges provided an update on the following projects:
 - The prospective buyer for the dollar store property would be looking to put a pizza restaurant in the front and commercial space in the back.
 - There are currently several looking to build on different properties on the north end of the Village (near the truck stop), including transportation, logistics and biofuel companies and they are progressing.
 - There has been recent interest for commercial development around the intersection of Rt. 20 and Big Timber Rd. and has recently been sold.
 - Building interest remains high throughout Hampshire at this time.

Adjourn

- Trustee Kelly moved to make a motion to adjourn at 8:33 pm.
 - Second by Commissioner Pizzolato
 - Motion carried by voice vote:
 - Ayes: Kopacz, Krajecki, Lamp, Kelly, Trzaska and Pizzolato
 - Nays: None
 - Absent: Swalwell

Charting the Course:

Aaron Kelly, Josh Wray, and myself got together for a meeting last week where we were able to lean on Aaron's expertise in developing strategies in the corporate world as well as Josh's expertise from his Master's in Public Administration studies. Together we laid out a road map for the development of our Economic Development Strategy. Please find those steps below.

Agenda Items

Step 0

Discussion of Josh's synopsis to facilitate understanding. This should be driven less by board members additional ideas and more about filling in gaps and misunderstandings

Step 1

Review of the Hampshire BDC Mission Statement. This should be an open discussion as to whether or not it is complete or includes things that should be omitted. We are not rewriting this statement at all, but rather affirming that there are no major errors in the statement.

Step 2

Using Josh's synopsis and our understanding of Hampshire what our should EDS plan include.

Step 3

Define those items that get included into the EDS in terms of goals

Step 4

Identify key stakeholders in the community that will be effected as well as contribute to the mission

Step 5

Identify key metrics that the village can track to assess progress towards the goal

Step 6

Set a schedule for when achieving those goals

Step 7

Build a plan working backwards from the schedule with specific actions along the way

Step 8

Use Metrics to measure progress and modify the plan as we move forward



EMBRACE OPPORTUNITY

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ECONOMIC DEVELOPMENT STRATEGIES & TOOLS

Prepared for BDC Meeting
on February 9, 2022

WHAT PEOPLE USUALLY THINK OF...



- Incentive programs
- Site selection help
- Marketing
- Job training



LARGER CONTEXT



- Governmental Environment

Government programs and processes



- Physical Environment

Location, aesthetics, and infrastructure



- Human Environment

Attracting and developing the workforce





GOVERNMENTAL ENVIRONMENT

Government Processes and Programs

- Incentive Programs
 - TIF District
 - Façade Improvement Program
 - Enterprise Zone
 - Foreign Trade Zone
- Marketing
- Entitlement Process
- Zoning Regulations
- Building Codes
- Permitting Processes
- Sustainability Requirements
- Shopsteading



PHYSICAL ENVIRONMENT

Location, Aesthetics, and Infrastructure

- Site Selection
- Land Use Planning
- Zoning Regulations
- Design Code
- Capital Improvement Planning
- Transportation
- Flooding Mitigation
- Streetscaping
- Green Space



HUMAN ENVIRONMENT

Attracting and Developing the
Workforce

- Job Training
- Workshops
- Incubators
- Streetscaping
- Walkability
- Green Space
- Housing Diversity
- Amenities
 - Parks, Schools, Libraries
 - Community Centers
 - Community Events
 - High-Speed Internet

REVIEW AND DISCUSSION



Governmental Environment

Incentive Programs
Marketing
Entitlement Process
Zoning Regulations
Building Codes
Permitting Processes
Sustainability Requirements
Shopsteading
Feedback Opportunities

Physical Environment

Site Selection
Land Use Planning
Zoning Regulations
Design Code
Capital Improvement
Planning
Transportation
Flooding Mitigation
Streetscaping
Green Space

Human Environment

Job Training
Workshops
Incubators
Streetscaping
Walkability
Green Space
Housing Diversity
Amenities