

Meeting Agenda
Business Development Commission
April 11, 2018, 6:30 p.m.
Hampshire Village Hall
234 S. State Street

1. Call To Order
2. Public Comments
3. Review of the March 28, 2018 minutes for approval
4. Update on the website for the village
5. Update on unfinished defining the context
 - A. Please report progress on filling out the documentation (everyone but downtown and Rt 72)
6. Raoul Johnson's resignation
 - A. Search for his replacement
7. Downtown
 - A. Survey results
 - B. Façade Program
 - i. Timing
 - ii. Funding
 - C. Placing of a sign on 72 directing people downtown (better than the one we have now)
8. Formation of Business Owner's Commission
 - A. Visit in person as many businesses in town as possible
9. Rebranding consultant meeting
10. Update on RLF Closeout monies
11. Attracting Business
 - A. Incentives
 - B. Outreach
 - i. Identify businesses from other towns
 - ii. Invite them to Hampshire
12. Identify specific plots along 72
 - A. Process for identifying developers
 - B. Can we hook up developers with plot owners

13 Ugly properties

A. Does it matter

B. What can we do about it if it does (Code enforcement)

14. Motor Fuel Tax conversation

15. Update on things going on in the village

16. Adjourn

VILLAGE OF HAMPSHIRE
REGULAR MEETING OF THE BUSINESS DEVELOPMENT COMMISSION
March 28, 2018

The regular meeting of the Business Development Commission (BDC) was called to order by village trustee Ryan Krajecki at 6:34 pm in the village board room, 234 S. State St., on Wednesday March 28, 2018.

Present: Art Zwemke, Mike Armato, Ryan Krajecki, and David Pizzolato.

Absent: Raul Johnston, Michael Gazzola, Eileen Fleury

A quorum was established.

Public Comments

None

Review of the February 14, 2018 meeting minutes

Meeting Minutes from February 14th, 2018 motion to approve: Mike Armato, second by Dave Pizzolato.

- Ayes: Zwemke, Armato, Krajecki and Pizzolato
- Nays: None
- Absent: Johnston, Gazzola and Fleury

Update on the website for the village

Ryan Krajecki discussed that the website is scheduled for launch April/May

Update on unfinished documents for defining the context

Ryan Krajecki spoke about the importance of all commissioners to follow the process of the Smart Growth initiative and document their findings in the templates provided. Currently, the village's downtown and route 72 corridor are complete.

Housekeeping Issues

The commission discussed the term lengths for BDC commissioners and chairman. Mike Armato noted that even though the chairman does not need to be a trustee, a trustee must sit on the commission and is appointed by the mayor. After discussion of the pros and cons, the following motions to approve were made by the BDC:

- Chairman term length to be (1) 2-year term (with no limit on terms served)
 - A motion to approve: Mike Armato, second by Dave Pizzolato.
 - Motion carried by voice vote
 - Ayes: Zwemke, Armato, Krajecki and Pizzolato
 - Nays: None
 - Absent: Johnston, Gazzola and Fleury
- Sitting commissioner term length to be set as follows:

- (3) commissioners to serve a (1) 2-year term, which then would move to a (1) 3-year term for the position (with no limit on terms served). The three commissioners that will serve a 2-year term will be Art Zwemke, Eileen Fleury and Raoul Johnston. Their term will end on April 30th, 2019.
 - A motion to approve: Mike Armato, second by Dave Pizzolato.
 - Motion carried by voice vote
 - Ayes: Zwemke, Armato, Krajecki and Pizzolato
 - Nays: None
 - Absent: Johnston, Gazzola and Fleury
- (3) commissioners to serve a (1) 3-year term (with no limit on terms served). The three commissioners that will serve a 3-year term will be Dave Pizzolato, Mike Gazzola and Mike Armato. Their term will end on April 30th, 2020.
 - A motion to approve: Mike Armato, second by Dave Pizzolato.
 - Motion carried by voice vote
 - Ayes: Zwemke, Armato, Krajecki and Pizzolato
 - Nays: None
 - Absent: Johnston, Gazzola and Fleury

Ryan Krajecki will be putting together an annual report of the BDC and will share out our progress with the village board.

Discussion of the revolving loan closeout fund (RLCF)

Ryan Krajecki discussed that the village has the opportunity to use the funds that are currently slated to be given back to the state, but they need to meet certain specifications in order to use the funds. Two projects meet the state's criteria for use:

1. Connecting the north and south water system, which would connect the truck stop into the village's main water system.
2. Create a façade improvement program that would allow the village to provide funds to businesses that want to invest in the enhancement/update their facades.

The commission discussed that it would not need a large portion of the RLCF in order to fund a façade improvement program but believes that putting a program together to allow businesses to update their store fronts would do a lot for the village. Also, it would go a long way to showing new and existing businesses that the village is behind them. Ryan Krajecki will take this feedback back to the board for their next meeting.

Area of focus

The commission discussed what are the biggest elements that Ryan Krajecki can bring back to the village board as recommendations to enhance the village's downtown. The following elements were discussed (not in order of importance):

1. Secure a long-term solution to providing a facade improvement program that doesn't have a short shelf life.

2. Execute an ordinance enforcement program throughout the entire village (retail, industrial, etc.).
3. Develop new way finding signs throughout the village to drive people downtown to those not familiar with the village. In addition, signs would callout important markers, more general and larger to read.
4. The commission recommends that the BDC should develop feedback meetings from current business owners to come in and give us insight and feedback to our ideations/recommendations.
5. Consider clarifying what we consider "downtown" to be for current and future planning.

The commission discussed business plans along route 72. Mike Armato discussed that the village has limited land that is zoned for commercial; therefore, the village should discuss with current land owners what their long-term plans are for their properties in the event businesses want to build within the village. Also discussed were some businesses on route 72 have not kept their properties up-to-date and don't have any incentive to invest in their properties. This affects both surrounding businesses and consumer perception of the village.

BDC Survey

Dave Pizzolato discussed the importance of us to survey residents to gain insight what type of businesses the BDC should work to attract to Hampshire. The commission reviewed the survey and Ryan Krajecki entertained a motion to approve the survey.

- A motion to approve: Mike Armato, second by Dave Pizzolato.
 - Motion carried by voice vote
 - Ayes: Zwemke, Armato, Krajecki and Pizzolato
 - Nays: None
 - Absent: Johnston, Gazzola and Fleury

The survey would be open from April 1st until April 15th and posted on the village's website, sent out with the quarterly newsletter and posted on the village's Facebook community network. Dave Pizzolato will collect all results and will review them to gain insights. He will bring them back to the BDC and all survey results will be made available to the public through the posted the meeting minutes in May.

Marketing the Village

Mike Armato also tabled the idea of having an organization that specializes in town re-branding to come in and give the commission an overview of the services they provide. The BDC was open to the idea and Mike Armato will work to schedule it for a future meeting.

Update on things going on in the village

Ryan Krajecki spoke about new businesses updates, including:

- Copper Barrel – Slated to open in coming months and is looking great
- Former Palazzolo's Location – A new restaurant is very close to occupying that space (more to come)

- A developer has showed plans to break ground in June for a really nice strip mall to the west of Casey's gas station on route 72, with the potential to build another to the east of Heartland bank. There are also plans to incorporate a McDonald's as part of the property.

Adjournment

Ryan Krajecki moved to adjourn the BDC meeting at 8:30 pm.

- A motion to approve: Mike Armato, second by Dave Pizzolato.
 - Motion carried by voice vote
 - Ayes: Zwemke, Armato, Krajecki and Pizzolato
 - Nays: None
 - Absent: Johnston, Gazzola and Fleury

Next Meeting April 18th at 6:30pm.

Defining the Context

Name of Area

History/Background:

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What has been implemented in the past and worked?

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What has been implemented in the past and not worked?

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Today, what are the current challenges in the region prohibiting business development

Challenge	Suspected Root Cause	Obstacles

Defining the Context

Name of Area

Route 72 corridor

History/Background:

Route 72 has been the most traveled road in Hampshire and intersects with the second most traveled road, State Street. The largest percentage of development has been residential not retail or commercial. There are two strip malls that have been plagued with frequent tenant turnover and vacancies. The only new development that has occurred in the last ten years is one fuel station with a mini mart.

What has been implemented in the past and worked?

Fuel stations, mini marts, food establishments, banking & real estate services.

What has been implemented in the past and not worked?

Various retail and personal services.

Today, what are the current challenges in the region prohibiting business development

Challenge	Suspected Root Cause	Obstacles
Filling the vacancies in the "Hampshire Car Wash" strip mall.	Lack of visibility	Finding a tenant that does not rely on the need to be visible from the road.
Filling vacancies in "Hampshire Commons" strip mall	Poor appearance & difficult leasing terms.	Convincing the landlord to be more tenant friendly and provide incentives for current and future tenants.

<p>Improve street appearance of an icon "The Chick 'n Dip"</p>	<p>Lack of owner's desire to maintain the property beyond the need to functionally operate.</p>	<p>Convince the owner that it is a sore spot that is contributing to a negative opinion of Hampshire. Improving the street appearance will increase business. Currently there is an opinion that the appearance of a rundown building may be an indication of the lack of cleanliness of the food processing area.</p>
<p>Determine the availability and location of land for business expansion.</p>	<p>The vast amount of land bordering Route 72 is Farm land and does not lie with in the Village border.</p>	<p>Determining which parcels are owned by those willing to subdivide and sell. Annexing those parcels into the Village.</p>
<p>Increase commercial & retail development</p>	<p>Partially the lack of an robust expanding economy. The Village's lack of being proactive.</p>	<p>Determining what will attract business to Hampshire. What will not work whether the lack of need or surrounding</p>
<p>Create a Village image (Re-branding) that will convince businesses that they want to be part of Hampshire.</p>	<p>It has never been tried</p>	<p>Convincing the Village Trustees that it is a necessary tool and to provide the funds needed to reach that goal.</p>
<p>Connect with local, regional and national retailers</p>	<p>Not knowing how to get past the front door.</p>	<p>Centers (ICSC). Team with a professional company that can get us past the front door. \$100 for a Village President or Village Trustee and \$50 for any one else that represents the Village.</p>