



Business Development Commission
Meeting Minutes
April 10, 2019
Hampshire Village Hall

Call to order at 6:31 pm

Present: Commissioners Susie Kopacz, Eileen Fleury, David Pizzolato, Mike Armato. Trustee Mike Reid

Public Comments:

- Cassandra Austin from the Hampshire Area Chamber of Commerce explained that community members would like survey on a paper form as well as social media. The BDC discussed that all future surveys will have paper copies left at the Village Hall for pick up and submission.
- Cassandra also discussed feedback that there have been complaints of people U-turning into spots on Main St. are against the law. "U" turn signs need to be more prominent for parking purposes on Main St. downtown. Mike Reid will talk with Police Chief to get more clarification on what we can do to post and enforce if laws are in place against such a turn.
 - In addition, direction was made for the Beautification Committee to look for into the overall wayfinding sign program that David Pizzolato created for review. The Beautification Committee will look into it at their next meeting and provide a proposal to the BDC at May's meeting.

Meeting Minutes Approval From 3/13/19:

Susie Kopacz made a motion to approve minutes with a second by Mike Armato.

Catalyst Strategies for Main Street Program:

- The committee discussed the importance of the different catalyst strategies. It was also referenced that these strategies are geared for overall vision direction beyond the BDC. Restaurants and entertainment was a high priority that will drive people into town.
- Susie Kopacz chose Food, Family-Friendly Family-Serving, Convenience Good and Services, and Elder Friendly and Aging-in-Place.
- Mike Armato suggested a good specialty bakery would be a great addition to the village as well as authentic ethnic restaurants.
- Eileen liked Food and Entertainment, Sports and Recreation, and Millennials. Bringing major events in to place Hampshire on the map. This ties in with Millennials which will travel for events and tour the village while here. Even a large event one or two times a year would be beneficial for recognition of village name.
- David Pizzolato liked Convenience goods and services, but higher quality and unique. Dining and entertainment would be a benefit; however, if noise is an issue there would need to be consideration of the impact on the community. Manufacturing-small business manufacturing, or a "maker environment", such as a brewery, woodworking, etc. This may help to take the old buildings and restore to bring life and make it appealing for village visitors.

- Easy to hard-Family friendly, then eating, sports events might be an easy way to bring recognition to the village.
- Next Steps - Recommended that the BDC level set our focus and vision with all new commissioners and then address how both the Smart Growth and Mainstreet Programs will impact us moving forward.

Business Survey:

- David Pizzolato walked the BDC through the goal of the survey, which is to invite the businesses that hold a Hampshire address to give their 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.
- The survey was approved by all members and will be placed on the Village website. The BDC will send to local business through existing communication channels and look for support by the Chamber.

BDC Commission Updates:

- Eileen Fleury explained that she will be stepping down from the BDC. She has recommended that Bill Swalwell take over as BDC Committee member and she would like to stay on the beautification committee, so in essence they would switch positions. Recommendation will be made to appoint Bill in Eileen's position to the Village Board.
- With the commissioner Fleury shifting, Mike Armato wants to define term limits for all the new all commissioners as we have had changes since last defining it. This will be addressed at the next meeting.

Hampshire's Very Own:

Trustee Reid suggested that the BDC move around the order of articles written due to agreed commitments, which were approved. The new schedule is as follows: Company Profiles to be showcased:

- Hampshire Pharmacy (April)
- List of remaining companies
 - March Industries (May)
 - Tuscan Wine (June)
 - Blocks (July)
 - Hampshire Cleaners (August)
 - Additional Companies: Century 21

Shop C'Ville Review:

- This has been tabled to the meeting in May

Marketing Materials of Hampshire

- Mike Armato suggested that in anticipation of our visit to the ISIC this fall, he suggested that we have a leave behind brochure we can provide businesses. David Pizzolato will research types and approach the BDC with options at May's meeting.

- Mike Armato said that the video company he presented never got back to him, so the BDC should take a vote to proceed with contracting out for a feature video of the Village and which company we should go with. The BDC will vote in May.

New Businesses:

- Arby's and Loves hoping to be open by June
- Citgo has approached village to acquire property by Truck Stop

Motion was made to adjourn at 8:25 pm by Susie Kopacz second by David Pizzolato