

Meeting Agenda
Business Development Commission
December 11, 2019 6:30 p.m.
Village Hall

1. Call to Order
2. Public Comments
3. Review of the November 13, 2019 minutes for approval
4. Main Street Program
 - A. Review of Community Meeting
 - B. Feedback from community
5. Brochure Discussion
 - A. Layout timeline
 - B. Discuss content
 - C. Create Action items for team
6. LOIS
 - A. How can we participate in this without Mroch.
7. Beautification Committee Report
 - A. Façade updates (Swalwell)
 - B. Plan for wayfinding refinement (Swalwell)
 - C. Results of conversations with other businesses
8. Hampshire's Very Own
 - A. List of remaining companies
 1. Stitching on State (January)
 2. Luxor Nails (February)
 3. Incredible Builders (March)
 4. (Should we include volunteer organizations as well?)
9. Update on new or existing businesses in the village
 - A. To be shared on day of meeting
10. Adjourn



Business Development Commission
Meeting Minutes
November 13, 2019 7:00 p.m.
Hampshire Village Hall

Call to order at 7:05 pm

Present: Commissioners Bill Swalwell, David Pizzolato, Susie Kopacz, Ian Lamp and Trustee Ryan Krajecki
Absent: None

Public Comments:

- None

Meeting Minutes Approval From 10/9/19:

- The commission reviewed and had some changes to be made and Commissioner Lamp moved to make a motion to approve with corrections.
 - Second by Commissioner Kopacz
 - Motion carried by voice vote:
 - Ayes: Swalwell, Kopacz, Pizzolato, Krajecki, Lamp
 - Nays: None
 - Absent: None

Vote on appointing Elaine Thomas

- Elaine Thomas was presented by Trustee Krajecki as a candidate to replace Commissioner Armato's vacant seat. Elaine has a very impressive resume and is a current business owner of Stitching on State.
- Commissioner Lamp moved to make a motion to approve our recommendation to the Village Board.
 - Second by Commissioner Swalwell
 - Motion carried by voice vote:
 - Ayes: Swalwell, Kopacz, Pizzolato, Krajecki, Lamp
 - Nays: None
 - Absent: None

Main Street Program

- Building Inventory Program (LOIS & Support): The Village now has access to the LOIS system, but unfortunately Bryan Mroch is no longer able to support the development of the platform. He is still willing to collaborate on the development and maintenance of the site, so Trustee Reid and Trustee Krajecki will collaborate on ways to develop the platform and put a process in place to update it.
- The BDC spoke at length and walked through the presentation for the Main Street meeting on Saturday November 16th at Resource Bank (10:00-12:00)

Marketing Discussion – Hampshire BDC Brochure

- Trustee Krajecki presented that the Village Board approved the funds to develop a

brochure for the Village to potential new businesses. The approved amount is not to exceed the quote presented and the board would like to have a hand in the development. The BDC will discuss at December's meeting.

Beautification Committee Report

- Commissioner Swalwell presented the following updates to the façade program.
 - Petersen Fuels – Has begun the work on his façade and expects the update to be complete in the coming weeks.
 - Speckled Fawn – Is working with contractors to line up the enhancements; the Committee is still awaiting a formal application to be submitted.
- Commissioner Swalwell also shared that the wayfinding sign proposal is being tabled until the next Beautification Committee meeting.

Hampshire's Very Own

- The new schedule is as follows of the company profiles to be showcased:
 - Century 21 (December)
 - Stitching on State (January)
 - Luxor Nails (February)
 - Incredible Builders (March)

New or Existing Business Update

- There are no updates

Adjourn

- Commissioner Kopacz moved to make a motion to adjourn at 8:42
 - Second by Commissioner Lamp
 - Motion carried by voice vote:
 - Ayes: Swalwell, Kopacz, Lamp, Pizzolato, Krajecki
 - Nays: None
 - Absent: None



Business Development Commission
Main Street Introduction
Meeting Minutes
November 16, 2019 10:00 a.m.
Resource Bank

Call to order at 10:05 am

Present: Commissioners Bill Swalwell, Susie Kopacz, David Pizzolato, and Trustee Ryan Krajecki

Absent: Ian Lamp and Eileen Thomas

Welcome & Introduction

- Trustee Krajecki welcomed everyone and reviewed the Business Development Commission's mission, history and the overall objectives of the meeting.

Main Street Overview

- Commissioner Kopacz presented the background and history of the Main Street Organization, along with why the BDC had become a member. She laid out the resources that the organization provides and reviewed the process that the BDC has embraced to form our approach and focus. Trustee Krajecki and Commissioner Pizzolato provided insight into both the dining and small business manufacturing strategies and how they aligned with what makes Hampshire historically unique.

Current BDC Accomplishments

- Commissioner Pizzolato presented an overview of the BDC's accomplishments thus far, which includes:
 - Streamlining new business engagement
 - Re-development of the business section on the Village website
 - Celebration of existing businesses with the Hampshire's Very Own articles
 - Current development of a commercial brochure & LOIS programs
 - Implementation of resident and small business surveys
 - The formation of the Beautification Committee

Beautification Committee

- Commissioner Swalwell reviewed the formation, direction and engagement of the committee. He showcased the current work including the Façade Improvement Program, along with the support of local banks to revitalize Hampshire. Also reviewed were current projects, which included the wayfinding signs project that would draw and bring awareness to our historic downtown.

Q&A

- Trustee Krajecki asked the attendees for feedback on the following questions, in which responses were collected and discussed with the audience (with audience responses:
 1. Question - What word comes to mind when you think of Hampshire?
 - Responses: Quaint, Needs help/dilapidation, Potential, Invested
 2. Question – What is one thing that could improve downtown Hampshire?

- Responses: Parking (safety, marked/increase lots), eliminate commercial truck traffic through downtown, addition of art (murals, past/future) and the addition of greenery
3. Question - What is the one type of business you would like to see in downtown?
- Responses: Coffee Shop (numerous), Breweries, Bakery and Computer Security

Adjourn

- Trustee Krajecki thanked everyone for their time and adjourned the meeting at 11:55 am