

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 1<sup>st</sup> 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 Hampshire 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.