



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
April 12, 6:30 p.m.
234 S. State St. Hampshire, IL 60140

1. Call to Order
2. Public Comments
3. Review of meeting minutes from March 8, 2023
4. Beautification Committee Report
5. Discussion of Village Board Presentation
6. Hampshire's Very Own
 - A. List of remaining companies
 1. RK Services
 2. Krueger Accounting
 3. Iron Wok
 4. Hampshire Social
 5. Garden Berry
 6. Alfano's
7. Update on new or existing businesses in the Village
8. New Business
9. Adjournment

VILLAGE OF HAMPSHIRE

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

hampshireil.org

Attendance: By Public Act 101-0640, all public meetings and public hearings for essential governmental services may be held by video or tele conference during a public health disaster, provided there is an accommodation for the public to participate, and submit questions and comments prior to meeting. If you would like to attend this meeting by Video or Tele Conference, you must e-mail the Village Clerk with your request no later than noon (12 PM) the day of the meeting. A link to participate will be sent to your e-mail address, including all exhibits and other documents (the packet) to be considered at the meeting.

Recording: Please note that all meetings held by videoconference will be recorded, and the recordings will be made public. While State Law does not required consent, by requesting an invitation, joining the meeting by link or streaming, all participants acknowledge and consent to their image and voice being recorded and made available for public viewing.

Accommodations: The Village of Hampshire, in compliance with the Americans with Disabilities Act, requests that persons with disabilities, who require certain accommodations to allow them to observe and/or participate in the meeting(s) or have questions about the accessibility of the meeting(s) or facilities, contact the Village at 847-683-2181 to allow the Village to make reasonable accommodations for these persons.



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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 Pizzolato in person and through a MS Teams video chat on March 8, 2023.

1. Call to order at 6:35 pm

In-person: Commissioners Liz Martin, Meagan Rago, Ryan Krajecki, David Pizzolato, Trustee Aaron Kelly and Assistant to the Village Manager Josh Wray.

Absent: Commissioners Karen Trzaska and Bill Swalwell

Roll call confirmed - (quorum established)

2. Public Comments:

- None

3. Meeting Minutes Approval From 1/11/23:

- Commissioner Pizzolato moved to make a motion to approve the meeting minutes from 1/11/23.
 - Second by Commissioner Martin
 - Motion carried by voice vote:
 - Ayes: Kelly, Rago, Martin, Krajecki and Pizzolato
 - Nays: None
 - Absent: Trzaska, Swalwell

4. Beautification Committee Report

- Commissioner Krajecki discussed the Committee has reviewed the way finding signs and a final meeting is being planned to formulate a recommendation (signage type, locations, etc.). Once complete, it will be presented to the BDC.

5. Develop a long-term strategy for Economic Development in the Village

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- The Commission reviewed the top 8 strategies and assigned recommended departments to be assigned with each strategy, along with key stakeholders who would serve as an advisor.
- Trustee Kelly and Commissioner Krajecki will develop and present an overview of the approach and recommendation to the Village Board on April 20th.

6. Ryan's Retirement

- Commissioner Krajecki announced that after serving on both the Village Board and Chairman of the BDC, he will be stepping down in May. That will leave a vacancy in both the commissioner role and for chairperson of the BDC. He offered to stay on for a short while once a chairperson has been named to take the keep the transition smooth. The Commission appreciates all the leadership he has provided over the years and wishes him the best in his future endeavors.

7. Hampshire's Very Own

- The current schedule of Hampshire's Very Own articles will be as follows:
 - RK Services
 - Krueger Accounting
 - Iron Wok
 - Hampshire Social
 - Garden Berry
 - Alfano's

8. Update on New or Existing Business Update

- The request for zoning two parcels at the former Shireland property has been withdrawn from the developer and is posted on the Village website.
- One half of the former dollar store building on State St. has been purchased. One half will be bringing and bar/gaming center to Hampshire, as the other half will be available to lease.
- The planned strip mall on Rt. 72, east of State St. is waiting on one approval from IDOT before construction begins.
- Midwest Companies continues construction on one of two buildings on Brier Hill Rd.
- Interest in development around the truck stop continues.

9. New Business

- Trustee Kelly brought to the attention of the BDC that during the preliminary budget talks, there were projects in the budget that the Village is looking to finance. He mentioned that if the financing proposal is turned down, that he suggested to the Budget Committee to look at projects such as the Façade Improvement Program as a discretionary item that could be repurposed for such projects. The BDC was unanimous that any cuts to the Façade Improvement Program would be detrimental to the ongoing work of the BDC and urged him to represent the BDC in working to keep it in the budget during budget approval.

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10. Adjourn

- Trustee Kelly moved to make a motion to adjourn at 8:43 pm.
 - Second by Commissioner Rago
 - Motion carried by voice vote:
 - Ayes: Krajecki, Kelly, Rago, Martin and Pizzolato
 - Nays: None
 - Absent: Trzaska and Swalwell

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The background of the page is a solid blue color. Overlaid on this is an abstract graphic consisting of numerous thin, white, curved lines that flow from the top left towards the bottom right, creating a sense of movement and depth. The lines are more densely packed in some areas, creating a gradient of white to light blue.

ECONOMIC DEVELOPMENT
STRATEGY – BDC PROPOSAL

THE DIRECTIVE



At the beginning of 2022 we sought direction from Jay Hedges as to something his team felt the village needed worked on by the BDC, now that the Streetscape was coming to a close.

Jay suggested we work on developing an Economic Development Strategy for the village to provide insights to the Administration as to what the long term goals they should focus on when considering development.



THE PROCESS



- Josh Wray assisted us tremendously in helping us understand what an Economic Development Strategy (EDS) looks like.
- Furthermore, Josh helped us come with some suggestions and finally he gave us the idea of utilizing Goals and Lenses in our strategy.
- The Commission then spent a considerable amount of time discussing these goals and lenses to uncover Strategies.



THE MATRIX



Goals	Lenses	Sustainability	Land use	Communication	Village Participation	Infrastructure
Attract/Retain Business	Beautification Façade Program	Incentives for using sustainable materials	Enterprise Zones	Continue Hampshire's Very Own program	Maintain streamlined permit approvals	Analyze opportunities for state & federal funding for big infrastructure projects
	Streetscape Project	Tax Credits for upgrading to Solar/green energy	Create Comprehensive Plan	Keep Website current. Communicate programs incentives clearly	Update/modify code to modernize and make it simpler to comply	Continually expand infrastructure like roads/high speed internet/water & sewer
	Develop Standards for future building North along State	Create an award for most sustainable business			Maintain some budget allocation for incentives that attract and retain businesses	Work with Engineering Enterprises to be sure their recommendations align with common sense
Diversify Local Economy	Survey residents as to what businesses they would like to see. Make this a regular habit (yearly)	Create Programs for incentivizing online companies to create brick & mortar. Market to them	Work with state economic development to attract international companies	Coordinate with Chamber to be sure we push out workshops they are holding	Communicate with newer types of businesses to see what they need from the village (non-restaurant/bar)	Stay on top of trends to understand what new style companies need in terms of infrastructure. Start working towards providing
	Help Foster/incentivize entrepreneurship.	Market to alternative energy installation companies	Focus Comprehensive Plan on creating target areas for a diversified economic development	Communicate through various mediums types of companies that our residents want (Coordinate with Chamber)	Start preparing for an extension of the TIF district before time runs out	
	Grow Festival activities		Set a goal of an entrepreneurial incubator		Ensure diversification of housing options to promote a diverse customer base and workforce	
Enhance the Community's Image	Façade Program	Include Sustainability goals into Comprehensive Plan	Focus on Parks and Green space	Push out communication regarding Façade Program participants	Focus on code enforcement where it makes sense	Develop infrastructure standards in the code that focus on quality. Enforce
	Streetscape	Incorporate sustainability into Village Code	Focus heavily on walkability/bikeability. Push developers on this issue	Highlight companies that make investments into their building	Be easy to work with when organizations want to hold events, close streets, etc.	Focus on walkability and invest alongside developers in this respect
	Code Enforcement			Creating an "Always On" approach for both access to critical information as well as being present in social media space.	Maintain positive two-way communication with all stakeholders within the community	Work towards development of a community center - coordinate with Park Dist.
Provide Additional Resources				Highlight accomplishments of local citizens or organizations in the community.		Ensure appropriate signage and signalization to prevent accidents
	Create a robust volunteer system whereby our residents can be help beautify the community	Collaborate with High School/community college for training in new energy	Creating Conservation Objectives and Opportunities	Offer a non-pay internship for marketing/communication in the village	Offer Village services to events where possible	
				New Business Mentorship with the chamber including a handoff from Village to Chamber	Create internships with Hampshire High & local colleges/universities	Encourage internet companies to bring their storefront to Hampshire

A LIST OF STRATEGIES

- As you can see from the matrix we uncovered over 20 different strategies that wanted incorporated into the EDS.
- The next step for us was then to prioritize each of them relative to each other
- Thanks to Commissioner David Pizzolato we used a survey construction to allow all of the board members to vote on the these strategies in order of importance.
- On the next slide you will see that list.



A LIST OF STRATEGIES



BDC - Final Economic Strategy Ranking (December 2022)

Ranking	Topic	Results	Lens
1	Develop a comprehensive plan which includes sustainability and diversified economic development through targeted areas (sustainability & land use)	17.7	sustainability & land use
2	Continually expand infrastructure (i.e., roads, high speed internet, cellular, water& sewer) (infrastructure)	13.7	infrastructure
3	Facade Program (beautification)	13.3	beautification
4	Keep website current (communication)	12.5	communication
5	Analyze opportunities for state & federal funding for big projects (infrastructure)	12.0	infrastructure
6	Code Enforcement (beautification)	11.2	beautification
7	Keep incentives in the budget (village participation)	10.5	village participation
8	Ensure diversification of housing options to promote a diverse customer base and workforce (village participation)	10.0	village participation
9	Develop infrastructure standards in the code that focuses on quality and enforce them (infrastructure)	9.7	infrastructure
10	Communicate programs clearly (communication)	9.5	communication
11	Update/Modify codes to modernize; make it simpler to comply (village participation)	8.8	village participation
12	Maintain a positive two-way communication with all stakeholders within the community (village participation)	8.3	village participation
13	Focus on walkability & bike ability through investment and alongside developers (land use and infrastructure)	8.2	land use and infrastructure
14	Communicate through various channels for the types of companies that our residents want (communication)	6.5	communication
15	Develop standards for future buildings (beautification)	6.3	beautification
16	Incorporate sustainability into the Village code (sustainability)	5.5	sustainability
17	Tax credits for upgrading to solar/green energy (sustainability)	4.5	sustainability
18	Incentives for using sustainable materials (sustainability)	2.8	sustainability

THE NARROWING

- At this point, we had developed a great list of strategies that we felt that Village Board and Administration should be pursuing in order what we felt was the most important.
- We then felt that focusing on every strategy would likely yield less progress
- So we wanted to share the whole list with you, but then to limit that list to the Essential Eight that we think should be focused on first



ESSENTIAL EIGHT

- These are the 8 strategies we think should be focused on first.
- 1. Develop the Comprehensive Plan
- 2. Continually Expand Infrastructure
- 3. Continue the Façade Program
- 4. Continually keep the website up to date
- 5. Stay focused on identifying state and federal funding programs
- 6. Keep the pressure on Code Enforcement
- 7. Keep incentives for business in the budget
- 8. Ensure the development of diverse housing products.



STAKEHOLDERS YOU NEED

- We then went on to understand that these strategies require more than just the Village Board
- We wanted to help identify stakeholders that we think the Board and Administration should enlist in the support of these strategies
- We listed those for your benefit as well



THE BROADER TEAM!



- 1. Develop Comprehensive Plan –
 - Owner – Planning and Zoning Commission
 - All Taxing bodies
 - Community Organizations
 - Unincorporated Community Organization

- 2. Continually Expand Infrastructure
 - Owner – Village Staff
 - Public Works Committee
 - Village Board
 - Business Development Commission

- 3. Façade Program
 - Owner – Beautification Committee
 - BDC
 - Village Board

- 4. Keep website current
 - Owner – Village Staff
 - PR Committee
 - Village Board
 - BDC

- 5. Analyze opportunities for state and federal funding
 - Owner – Village Staff



THE BROADER TEAM!

- 6. Code Enforcement
 - Owner – Village Staff
 - Fire Department
 - BDC
 - Village Board
- 7. Keep incentives in the Budget
 - Owner – Budget Committee
 - Village Board
 - BDC
 - Chamber of Commerce
- 8. Ensure diversification of housing to promote a diverse customer base and workforce
 - Owner – Village Board
 - Planning and Zoning



ELEMENTS FOR ABSOLUTE SUCCESS

- Here are some other elements that we believe the Village Board and Administration should consider.
- Develop Key Metrics that will indicate your progress towards the stated goals
- Set a schedule and develop an oversight plan to check in on the progress towards those metrics
- Build a plan working backwards from the goal until today that ensures your success.

