



Business Development Commission
Meeting Minutes
January 8, 2020 6:30 p.m.
Hampshire Village Hall

Call to order at 6:31 pm

Present: Commissioners Bill Swalwell, David Pizzolato, Elaine Thomas, Susie Kopacz and Trustee Ryan Krajecki
Absent: Ian Lamp

Also, in attendance was Village Administrator Hedges

Public Comments:

- None

Meeting Minutes Approval From 12/11/19:

- Commissioner Pizzolato moved to make a motion to approve the 12/11/20 meeting minutes.
 - Second by Commissioner Thomas
 - Motion carried by voice vote:
 - Ayes: Swalwell, Pizzolato, Thomas, Kopacz and Krajecki
 - Nays: None
 - Absent: Lamp

Main Street Program

- The BDC discussed the potential to send a delegate to the upcoming national conference that is hosted in Dallas. After much discussion, it was determined that it would be better to take the online presentations/tutorials for \$1,100 to gain more applicable insights/knowledge which can be applied immediately. Trustee Krajecki and Village Administrator Hodges will review with Mayor Magnussen to confirm approval.
- Commissioner Kopacz moved to make a motion to approved to tabling attendance at the national conference and taking the online presentations/tutorials instead
 - Second by Commissioner Pizzolato
 - Motion carried by voice vote:
 - Ayes: Swalwell, Pizzolato, Thomas, Kopacz and Krajecki
 - Nays: None
 - Absent: Lamp
- The BDC feels like there is tremendous value in being part of the national Main Street program and recommended renewing for 2020. Village Administrator Hodges approved the renewal of the Village's Main Street Program membership at a cost of \$295.

Marketing Brochure Update

- Commissioner Pizzolato reviewed the progress and updates made with Jeanie Mayer and the proposed layout with recommended content and images has been sent to the PR Commission for review.

- Trustee Krajecki will review and follow up the recommendation at the next PR meeting.
- The BDC agrees that both the PR Commission and BDC should present the brochure once completed to the Village Board.

LOIS Update

- Trustee Krajecki reviewed the updates from Trustee Reid after his review. Trustee Reid feels we will be able to overcome some of the technological and logistical hurdles to get our content on the site and will have more to report at the next BDC meeting. Commissioner Thomas offered to support the project where possible.

Beautification Committee Report

- Commissioner Swalwell presented the following updates to the façade program.
 - Speckled Fawn – Commissioner Swalwell continues to help bring progress to the project, but work remains at a standstill and the Committee is still awaiting a formal application to be submitted. Trustee Krajecki will reach out to the building owners.
 - Former Laundromat – The building has been purchased and gutted, as the new owners will be operating a dog rescue. The current building owner has submitted rendering of the new building and the BDC is very impressed with the updates.
- Commissioner Swalwell shared that the Committee has discussed re-purposing the current wayfinding signs but needs to get more details for an overall proposal. He also shared that the wayfinding sign proposal will be reviewed at an upcoming meeting.

Communication Schedule for BDC Activities through the PR Committee

- The group discussed how frequently BDC would have news that is relevant and that can be shared through the PR Committee's communication vehicles. The group agreed that all new business openings along with relevant BDC news will be tabled at a BDC meeting, created and then shared with the PR Committee for distribution.

Hampshire's Very Own

- The new schedule is as follows of the company profiles to be showcased:
 - Luxor Nails (January)
 - Incredible Builders (February)
 - Rose Garden (March)
 - Moffett Chiropractor (April)
 - Chick n Dip (May)
 - Vintage Hammer (June)
 - Florist (July)

New or Existing Business Update

- Updates to the following areas were provided by Village Administrator Hedges:
 - Bassett Hound Rescue
 - Continued activity at the truck stop
 - Stanley projects and industrial park development
 - Strip malls on Rt. 72

Adjourn

- Commissioner Pizzolato moved to make a motion to adjourn at 8:13
 - Second by Commissioner Thomas
 - Motion carried by voice vote:
 - Ayes: Swalwell, Pizzolato, Thomas, Kopacz and Krajecki
 - Nays: None
 - Absent: Lamp