

Meeting Agenda
Business Development Commission
August 14, 2019 6:30 p.m.
Hampshire Village Hall
234 S. State Street

1. Call to Order
2. Public Comments
3. Review of the July 10, 2019 minutes for approval
4. Main Street Program
 - A. Building Inventory Program –
 - i. Other stakeholders to include
 1. Realtors?
 2. Chamber?
 - ii. How to keep it a living list?
 - iii. Inclusion of Potential Use Component – Zoning, etc...
 - B. How do we get other stakeholders involved?
 - i. Chamber?
 - ii. Township?
 - iii. Lions Club?
 - iv. VFW, American Legion, and others?
 - v. Schools?
 - C. Next Steps?
 - i. Development of Outreach Program (Pizzolato)
 1. How can we improve
 2. Should we have a separate committee for outreach
5. Marketing Discussion
 - A. Update from Jeff M on brochure for marketing the village (8 page or so)
6. Update on Façade Financing from Resource Bank (Krajecki)
 - A. They would like to present at the next BDC meeting
 - B. They requested shifting the meeting to Resource Hampshire location and including Beautification
7. Beautification Committee Report
 - A. Façade updates (Swalwell)
 - B. Plan for wayfinding refinement (Swalwell)
 - i. Feedback from Village Board (Krajecki)
8. Update on meeting with Michell Michals (Krajecki)
9. Plan for recommending to Village Board that we review all projects with a significant impact on the Village economically
 - A. Krajecki to present idea to board at August 22nd meeting
 - B. BDC members to show up and support

10. Hampshire's Very Own
 - A. List of remaining companies
 1. Tuscan Wine (August)
 2. Blocks (September)
 3. Hampshire Cleaners (October)
 4. Century 21 (November)
 5. Luxor Nails (December)
11. Update on new or existing businesses in the village
 - A. To be shared on day of meeting
12. Adjourn



Business Development Commission
Meeting Minutes
July 10, 2019
The Copper Barrel (moved from the Village Hall)

Call to order at 6:40 pm

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

Absent: Ian Lamp and Mike Armato

Public Comments:

- The Hampshire Area Chamber of Commerce distributed their New Area Guide to the group. The booklet is impressive and showcases Hampshire well.

Meeting Minutes Approval From 6/12/19:

- The commission reviewed and Commissioner Kopacz moved to make a motion to approve.
 - Second by Commissioner Swalwell

Main Street Program:

- Commissioner Kopacz provided the following updates regarding the Main Street Program:
 - The organization suggests that every town have accessible records of all commercial properties in the Village. Commissioner Kopacz was able to attain records from the Assessor's office to take inventory and establish contacts of all such properties.
 - Other steps suggested to have in place as we begin attracting businesses is to make sure all potential and available properties have building codes up to date and that a Village administrator should be in place. Trustee Krajecki indicated that a position is to be posted soon.
 - Walked through the 8 point brochure that the Main Street Community shared as a business brochure idea for the Village. Commissioner Pizzolato mentioned that the template was available from the creator for \$350, which would then need to be customized.
 - The recommendation was made that outreach should occur to get more local businesses to participate within Coon Creek Days
- First American Bank has supported the Village of Hampshire's Façade Improvement program and has made \$1 million dollars available at a special rate of 0.50% below its standard small business rates to business owners who take advantage of it. To apply, businesses should contact First American Bank's Branch Manager, Debbie Donohue, to complete an application in person or call her at (847) 586-2485 for more information. The Commission will also identify incentive packages from other banks and include them in our incentive program.

- Commissioner Pizzolato reached out and received a lot of great resources to facilitate a small business manufacturing initiative from the Main Street organization. He shared elements from a presentation made to groups around the US, which put into scope the opportunity. Next steps are for Commissioner Pizzolato and Trustee Krajecki to consolidate ideas and present a plan to the BDC at August's meeting.

Marketing Discussion

1. Trustee Krajecki advised that there was a delay in getting a first draft of the brochure and that Mayor Magnussen will provide an update in at August's meeting.
2. Commissioner Pizzolato proposed that the Village should identify a process when marketing needs to be created (agency of record, ownership, etc.)

Façade Program

- Commissioner Swalwell presented the following updates to the façade program.
 - Committee reviewed the paperwork for 5 grant applications: Petersen Fuels, Harvest Real Estate, ChiroPlus, Attorney Nils Von Keudell and Roy's Place.

Of the apps, Roy's Place had Board approval but needed review of final bills, Petersen Fuels had an updated work estimate and ChiroPlus had prior Board approval and was already paid out- no further action required.
 - The committee reviewed Petersen Fuels app with changes based on the recommendations made by the BDC to incorporate masonry to match existing brick and remove old siding. The app also included work to replace shake roofing with copper-like roof, and construct columns. Previous approval was for \$4500. Current bid is for \$8,200.00
 - Harvest Real Estate: The committee reviewed the proposal for new Feldco windows in the amount of \$3,579 and painting of the front exterior in the amount of \$2,100 for a total amount of \$5,679. The owner will await Village final approval before beginning work.
 - Nils & Connie Von Keudell: Application was submitted in March, but a formal review was not completed by the Beautification Committee prior to work being completed as is a requirement of the grant process. Roofing repairs in the amount of \$2,862.41 were submitted, but were determined to not be in the scope of the ordinance Guidelines under Section 3. Eligible Improvements, "Roofs when visible from a public right of way." The Von Keudells also submitted qualified improvements to the exterior of their building in the amount of \$7,250.
 - Motion to accept the exterior work based on the criteria set forth by the ordinance was made by the Beautification Committee and unanimously approved. The committee further recommended a payout of 25 percent based on the rubric approved by the BDC. The committee is further recommending that stronger language be emphasized on the website directing applicants to follow protocol and meet with a member of the Beautification Committee prior to completing their applications.
 - Roy's Place: Prior approval was given by the Village Board for the work submitted in the application for 75% of the proposed \$90,000. However final bills came in under projection at \$53,608. The Beautification Committee

recommended forwarding the application to the BDC for approval the amount of \$40,206, which is 75% of the final work bill.

- The BDC agrees with the proposal by the Beautification Committee and took a vote to bring it to the Village Board. Commissioner Kopacz moved to make a motion to bring the proposal for the distribution of Façade Improvement Funds.
 - Second by Commissioner Swalwell
 - Motion carried by voice vote:
 - Ayes: Lazar, Kopacz, Swalwell, Pizzolato, Krajecki
 - Nays: None
 - Absent: Lamp and Armato
- Commissioner Swalwell also discussed that Speckled Fawn who currently pre-occupies the old Ohana Dollar store is motivated to update the façade, but more information will come in the coming months.
- The Commission truly appreciates all the work done by the Beautification Committee and was acknowledged and applauded.

Wayfinding sign recommendation from the Beautification Committee

- Commissioner Swalwell discussed the committee's review process from the original proposal. The committee identified wayfinding and parking lot signs as a priority for the group. It was noted that period looking signage with black poles and gingerbread-styled fretwork were already in place throughout the downtown, but those signs are too small to see by car or even on foot. A proposal submitted by Mr. Pizzolato for larger signs was recommended by the committee to be forwarded on to the BDC.
- The BDC agrees with the proposal by the Beautification Committee and took a vote to bring it to the Village Board. Commissioner Swalwell moved to make a motion to bring the proposal for the wayfinding sign proposal.
 - Second by Commissioner Lazar
 - Motion carried by voice vote:
 - Ayes: Lazar, Kopacz, Swalwell, Pizzolato, Krajecki
 - Nays: None
 - Absent: Lamp and Armato

Information about the DCEO changes and support

- Trustee Krajecki presented a recap of the DCEO changes in the state of Illinois and how economic development has become a main initiative. In addition, every town is assigned a representative, who for Hampshire is Michelle Michals. Ryan is working to have her attend and upcoming meeting.

Discussion Regarding BDC reviewing all proposals that will have economic impact on the Village

- Trustee Krajecki wanted to get the groups feelings on the BDC providing an opinion to the Village Board on all deals cut with incoming companies to the Village Board from an economic development perspective. He did acknowledge that every building proposal receives planning and zoning opinions, but does the BDC feel we need an economic impact opinion for the Board to consider. The Commission agreed due to the individual perspectives that make up the BDC and how each's backgrounds can be used as another data point and asset to the Village Board's decision.

2020 Census

- Trustee Krajecki just made mention that the 2020 census communication is already coming out and more information will be coming.

Hampshire's Very Own

- The new schedule is as follows of the company profiles to be showcased:
 - March Industries (July)
 - Tuscan Wine (August)
 - Blocks (September)
 - Hampshire Cleaners (October)
 - Century 21 (November)
 - Luxor Nails (December)

New or Existing Business Update

- Trustee Krajecki provided the Commission with the following updates:
 - Love's is now open and fully operational
 - Lucky's Saloon no longer is moving forward
 - The Village Administrator position is in the process of being posted

Adjourn

- Commissioner Swalwell moved to make a motion to adjourn at 8:34
 - Second by Commissioner Kopacz
 - Motion carried by voice vote:
 - Ayes: Lazar, Kopacz, Swalwell, Pizzolato, Krajecki
 - Nays: None
 - Absent: Lamp and Armato