

MINUTES OF COMMITTEE MEETING

February 8, 2010
7:00 p.m.

DEVELOPMENT, PLANNING AND ZONING COMMITTEE (DP&Z)

- RE: 1) Review Draft Strategic Plan for Economic Development
 2) Contract Proposal Findzall Community Marketing
 3) Other Business

Committee Members present: Morley, Rose, Leader

Council Members present: None

City Staff present: Borchert. Kopp

Others Present: Z&P Commission Chair Whistler, EDC Members: Betsy Hanisch, Don Meyer, Dianne McGinnis, Chamber of Commerce: John Quigley, City Consultant Ken Bartels

Chairman Morley called the meeting to order at 7:03 P.M. and introductions were made.

Chairman Morley began discussion of agenda item #1, after a brief introduction of the item. City Manager Borchert gave an update on the process that has been used in developing the Strategic Plan for Economic Development as well as those that have been involved in the process, emphasizing the importance of the cooperation of the Economic Development Commission and city staff.

Acting Assistant City Manager Kopp then took the group through the Strategic Plan document explaining the layout of the document as well as the strategies and goals of the plan. Emphasis was placed on the recommendations of the plan which are as follows:

1. Employ a broad based business retention program.
2. Employ a comprehensive business recruitment plan.
3. Enhance the Economic Development Commission through expansion of membership and roles.
4. Establish site database and log for commercial sites and implement developer response plan.
5. Continue to pursue other opportunities to enhance City's economic well-being.

The consensus of the committee was that economic development is very important to the viability of Elmhurst and that the draft Strategic Plan for Economic Development addressed the most important aspects of economic development. The committee members made several suggestions to improve and/or clarify the plan. Staff will review the committee suggestions and incorporate them into the plan for the next committee meeting.

The Committee then discussed agenda item #2, Contract Proposal Findzall Community Marketing. City Manager Borchert presented to the committee the proposal to enter into an agreement with Cathy Maloney (Findzall Community Marketing) for the services of economic development in the areas of business retention, business recruitment and community marketing. And the addition of Cathy Maloney's experience and expertise will strengthen the City of Elmhurst economic development team. The consensus of the committee was that the addition of Cathy Maloney would be very beneficial to the City of Elmhurst. A draft report will be developed and emailed to the committee for signatures. Upon acceptance, the report will be placed on the February 15, 2010 consent agenda

There was no discussion under other business.

The meeting was adjourned at 9:00 p.m.

Submitted by: Michael Kopp, Fire Chief/Acting Assistant City Manager