

Elmhurst Economic Development Commission
Meeting Minutes of August 27, 2010 – City Hall – Conference Room 2

Present: Betsy Hanisch, Kurt Warnke, Bill Huber, Mark Sabatino, Don Meyers, Rich Reichert, Dan Leahy, Dan Hiffman.

Absent: Diane McGinnis.

Also Present: Tom Borchert, Kevin York, Tom Paravola, Mike Kopp, John Quigley, Cathy Maloney, Ken Bartels.

The EDC was called to order at 7:35 a.m. by Chair, Betsy Hanisch.

The meeting Minutes of July 23, 2010 were approved.

Ken Bartels briefed the EDC on potential candidates for future EDC commissioner expansion slots. Five individuals were talked with and three have interest. These three and one additional candidate suggested during the meeting will be followed up with and encouraged to go the City's web site and fill out the commission appointment form. Status will be shared at the EDC's September meeting. Mike Kopp indicated that the revised EDC ordinance will go to the City Council's DPZ Committee shortly for action.

After discussion it was determined to postpone/table the Elmhurst Chamber's "Shop/Buy Elmhurst" marketing proposal at the present time due to other City priorities. A revisiting of the proposal may be possible in the second quarter of 2011.

The EDC approved the final draft of the revised guidelines for the Retail Grant Program and Mike Kopp will forward them on to the appropriate City Council committees.

Cathy Maloney provided the EDC with an overview of the "Explore Elmhurst" and "Explore Elmhurst and Think Local" efforts regarding social media/Facebook/Twitter, etc. through Findzall Community Marketing and the City. There are many marketing endeavors that are free to businesses and an overall education program using business associations within the City has begun. Email marketing is also being pursued as an option.

The Broker Tour date needs to be revised to October 14, 2010. Mike Kopp will check with the potential tour sponsors for their agreement.

There is a governmental leaders event scheduled via the Elmhurst Chamber at Elmhurst College on September 28, 2010 from 5:30 p.m. to 7:00 p.m. State Representatives Reboletti and Biggins as well as State Senator Pankau are already set to attend.

Three meetings/events have already been held regarding the North Elmhurst Business Park Association. Some 250 businesses will now be contacted for their input on an ad hoc group being formed to address their needs via the Elmhurst Chamber.

Kevin York and Tom Borchert shared a City Update. The rain events of the summer and their aftermaths are the top priority of the City Council at the present time. Early thinking on the City's 2011-2012 budget also has begun. Tom indicated that he plans to make a presentation to the EDC on possible new

TIFs at the next meeting. There is activity within the City on several new businesses. Signage questions are also being asked as a part of the EDC's retention calling.

Some 25 retention calls/visits were completed since the last EDC meeting. Don Meyers asked if the EDC Commissioners might secure "commissioner business cards"? This will be pursued by Ken.

The next EDC meeting is scheduled for September 24, 2010 from 7:30 a.m. to 9:00 a.m.

The EDC was adjourned at 9:15 a.m.

Submitted as a draft by Ken Bartels.