

Elmhurst Economic Development Commission

Meeting Minutes of December 17, 2010, City Hall, Room 2

Present: Betsy Hanisch, Don Meyers, Kurt Warnke, Mark Sabatino, Diane McGinnis

Absent: Rich Reichert, Dan Leahy, Bill Huber, Dan Hiffman

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

The EDC was called to order at 7:31 a.m. by Betsy Hanisch, Chair. Steve Morley, Alderman, 6th Ward, was welcomed as the ex-officio member from the Development, Planning and Zoning Committee of the City Council.

The EDC Minutes of November 19, 2010 were approved as submitted.

Ken Bartels reported that Mayor DiCianni had indicated to him that the new EDC commissioner positions should be appointed during January 2011. Ken also shared draft by-laws pertaining to EDC officers and their elections going forward. A chair and vice chair will be elected for two-year terms starting in January 2011. There are no officer term limits, but regular elections will now be held. The EDC approved.

A new business occupancy report for 2010 to date was shared for information purposes. Tom Borchert outlined the results of the annual TIFs meeting held on December 13, 2010. All three Elmhurst TIFs continue to perform well. The EDC is aware that the City is in the early process of identifying additional, possible TIFs in the future.

John Quigley presented the Elmhurst Chamber of Commerce and Industry's proposals for a three-faceted economic development effort. A Shop/Buy effort within Elmhurst, an automobile dealers consortium, and the suggestion of a review of the City's current signage ordinance as it relates to business signage only all were outlined. After discussion, the EDC endorsed all three components. John Quigley and Ken Bartels will now work on the information sharing and implementation plans that will be required. This will include specific action needed from the City Council's DPZ Committee likely during February. The efforts are slated to begin in May and go for an initial six months.

Cathy and Mark Maloney of Findzall Community Marketing provided a powerpoint for the EDC on their efforts with Facebook, Twitter and overall social media on behalf of Elmhurst businesses. They also reported an increase in active leads for new businesses desiring to locate in the City.

Due to time, EDC retention visits were postponed to the January meeting. It was noted that some 167 such visits have been made thus far, about 7% of all City businesses.