

Elmhurst Economic Development Commission
Minutes of Friday, February 24, 2017
Elmhurst College – Cureton Hall – Lucks Conference Room

Present: Bill Shanklin, Chair, Rich Reichert, Vice Chair, Brian Stolper, Diane McGinnis, Trisha Hall, Maryann Gorski, Don Meyers, Mark Anglewicz, Bill Huber, Julie Coan, Tim Ricordati, Matt Waterwall

Absent: Kurt Schiele, Nina Coppola Radke, Chris LaBounty

Also Present: Kevin York, Mike Kopp, Erin Jason, John Quigley, Arlinda Bajrami, Ken Bartels

Guest: Garrett Rossik, Elmhurst College ELSA Program

The EDC meeting was called to order at 7:35 a.m.

Bill Shanklin opened the meeting by thanking Commissioner Tim Ricordati and Elmhurst College for hosting the EDC on campus. Tim responded and introduced Garrett Rossik, ELSA Program internship coordinator who explained his role in finding internships for ELSA students from businesses in Elmhurst and beyond.

The Minutes of the EDC meeting of January 27, 2017 were approved as submitted.

There were no public comments.

Bill shared that today is the annual EDC planning meeting so our normal agenda would be brief. He stressed that this meeting is an opportunity for commissioners to speak up on topics important to them.

Maryann Gorski reported on the fourth Women-in-Management event scheduled for Wednesday, April 5, 2017 at Wilder Mansion from 5-7:30 p.m. Melissa Villanueva of Brewpoint Coffee will be the primary speaker along with Erin Jason. More details forthcoming.

Erin reported that the Strategic Plan for Economic Development is scheduled to be presented to the DPZ Committee on February 27th. Following this, it will make its way to the City Council hopefully on March 6th. EDC attendance at that City Council meeting is encouraged.

Mike Kopp shared that Fitness Formula Club and Brewpoint Coffee proposals were recently approved. OPUS should be at the DPZ Committee on February 27th. TIF 4, North York, is doing well.

Ken Bartels announced that Bill Shanklin has been selected to receive the Elmhurst Jaycees Distinguished Service Award on Tuesday, April 25th at the American Legion. Details out soon.

The annual planning topics were presented by Ken with an opportunity for input and comment by everyone in attendance. Those notes appear following the conclusion of these EDC minutes.

John Quigley shared that he, Mayor Morley and Congressman Mike Quigley met to further discuss a possible new Metra Station in Elmhurst. The congressman was pleased with Elmhurst's plans and urged patience while funding efforts move forward. The Elmhurst Chamber will journey to Springfield for multiple purposes on April 4 or 5 and on April 26.

The next EDC meeting will be on Friday, March 24, 2017.

The EDC was adjourned at 9:05 a.m.

Annual Planning Meeting Topics – Discussion Notes:

EDC 2016 Accomplishments:

1. Creation of EDC Subcommittees and successful Subcommittee work in the areas of Citywide Development Sites, Zoning Code Review, Downtown Recruitment and Business Parks Planning.
2. Video Gaming discussion and action.
3. Assistance to the new Business Development Coordinator, Erin Jason and to Ken Bartels.
4. New commissioner recruitment to a full EDC roster with the additions of Julie Coan and Nina Coppola Radke.
5. Third, successful Women-in-Management event.
6. Another successful Real Estate Forum.
7. Retention visits (since 2010) totaling 575.
8. Assistance to developers as requested by City Staff.
9. 67% commissioner attendance overall.
10. Specific advocacy on signage, TIF Districts, zoning code and the Strategic Plan for Economic Development.
11. Stronger EDC marketing and promotion efforts.
12. Support to the DPZ Committee of the City Council.

SPECIAL NOTE:

At this point in the meeting it was suggested that the EDC might consider a motion to support the signage ordinance overall and the specific installation of an appropriate electronic sign on both sides of the Robert Palmer Drive underpass. This Motion was Made, Seconded and Passed.

EDC 2017 Aspirations:

1. Continued strong Subcommittee work. Creation of a Retention Visits Subcommittee.
2. Likely EDC endorsement involvements with the City Council and its committees pertaining to economic development topics.
3. Continue retention visits and augment them with the State of Illinois CORE visits as coordinated by Erin Jason and Ken Bartels.
4. Hold the fourth Women-in-Management event.
5. Hold the annual Real Estate Forum.
6. Increased off-site EDC meetings.
7. Increased activity in the business parks as called for in the Strategic Plan.
8. Consider a possible EDC-sponsored special event featuring a branding & relationships topic presentation.
9. Pay increased attention to TIF 4 and the North York Corridor Streetscape Plan.
10. A potential 'leadership meeting' between representatives of the EDC, City Council and City Staff to discuss economic development priorities as noted within the Strategic Plan.
11. Create and Partner with the Elmhurst Chamber on a special event with a speaker of significance from the business or political world.
12. Better promotion of Erin's blog.

13. Continued features in The Front Porch and in all local media.

EDC SWOT Analysis – 2017 Update:

Strengths:

- Location
- Transportation access
- Population size
- City Centre SSA and related organizations within the City
- Proximity to Chicago
- Educated residential population
- High community involvement
- Strong Chamber
- Railroad underpass
- Overall City demographics
- Modest commercial taxes vs. Cook County
- Active EDC and resources available for economic development
- Strong community institutions such as Elmhurst College and Elmhurst Memorial Hospital (others)
- Improving infrastructure
- Strong and updated housing market stock
- Low retail and commercial vacancy rates
- Successful TIF Districts
- Aggressive storm water management efforts
- Strong Economic Development Team

Weaknesses:

- Landlocked
- 'High' occupancy costs
- Ongoing and changing parking needs
- Storm water issues
- Increased airport noise
- Selected zoning issues
- Business Park limitations
- Business diversity and business balance
- Retail competition including e-commerce
- Auto dealer revenue dependence
- Train/Traffic delays
- Limited regional outlook on jobs, career education and staffing needs
- Bike and walking amenities

Opportunities:

- Western access to O'Hare International Airport
- New TIF Districts
- Demographic changes
- Varied and improved options within housing areas

- Improved technology
- Infrastructure improvements
- Storm water improvements
- Increased City Centre residential density
- Emerging e-commerce sector
- Enhanced EDC outreach to citizens on economic development topics
- Active EDC Subcommittee utilization
- Transportation-oriented development
- Approved Downtown Plan
- Zoning Ordinance reviews
- Strategic Plan for Economic Development
- Sharing TIF success stories
- Review and discussion of City incentive plans within and outside of TIF Districts

Threats:

- National economic climate issues
- State budget concerns
- Fear of change in general
- Key business losses
- Retail competition including e-commerce
- Commercial buildings not up-to-date
- Lack of top tier office space
- TIFs ending

'Brainstorming' Items from open discussion:

- What are the City Council's future expectations of the EDC?
- Utilize the many brokers living in Elmhurst
- Area by area vacancy rates
- Stress the Business Parks as noted in the Strategic Plan
- EDC should look 'Citywide' on key issues
- Additional TIFs?
- Metra Station upgrade is vital
- Increased access to public transportation within all business areas in the City
- Senior housing nearer to business areas
- Take full advantage of increased downtown residential density

Submitted as a draft by Ken Bartels.