

Elmhurst Economic Development Commission

Meeting Minutes July 25, 2008 – 7:30 a.m. City Hall – Conference Room 2

Present: Betsy Hanisch, Kurt Warnke, Scott LaMorte, Richard Reichert, Don Meyers, Diane McGinnis, John Quigley (Ex-Officio Member) - President, Elmhurst Chamber of Commerce, Tom Paravola (Ex-Officio Member) - Executive Director, Elmhurst City Centre

Absent: Dan Leahy

Staff: Martha Corner, John Said

Chair Betsy Hanisch called the meeting to order at 7:40 a.m. A motion was made, seconded, and unanimously approved to approve the April 25, 2008 meeting minutes.

Retail Update - Cathy Maloney:

Elmhurst Retail Consultant Cathy Maloney provided an update to the Economic Development Commission (EDC) on her retail real estate marketing activities. She summarized that she had assisted in the attraction of over 72,000 square feet of retail to Elmhurst since 2001.

She outlined the strengths of the community that serve as a lure to retailers, including a walkable downtown, community cooperation, and the exciting retail environment.

Recent efforts by Cathy Maloney have involved Ashley's Custom Stationery & More (opening soon), Jamba Juice, Serene Teaz, Park Place Interiors and others.

There was general discussion and questions/answers by the EDC on the various retail uses, locations and businesses in Elmhurst.

Industrial Breakfast and Open House Review:

Martha Corner summarized the event that took place on June 4, 2008. She acknowledged assistance from Dan Leahy and sponsorship by the IAC. She said the event was attended by over 60 people, and included the presence of some prominent industrial real estate professionals from the Chicago area. Speakers included Mayor Thomas Marcucci and Roger Hopkins from Choose DuPage.

New Business – Future Topics for Economic Development Commission:

John Said provided a summary of an advertising initiative by the City of Elmhurst. City staff has decided to run an ad in the upcoming *Elmhurst Lifestyles* magazine that is

being coordinated by the Elmhurst Chamber of Commerce & Industry in conjunction with Village Profiles, the company to produce the book. John Said requested the support of some EDC members in production of the ad, and suggested that similar "Task Forces" be created for other EDC efforts. Betsy Hanisch and Kurt Warnke agreed to participate in creation of the *Elmhurst Lifestyles* ad by the City of Elmhurst.

EDC members provided feedback on possible content and features of the ad. John Quigley agreed to provide a list of topics for articles in the magazine and examples of other municipal ads in different communities.

Another area of potential EDC involvement is the marketing strategy for re-use of three current HSBC locations in Elmhurst. HSBC, a major Elmhurst employer, is consolidating its regional operations in Itasca and will leave behind three locations in Elmhurst by the end of 2010. A possible marketing strategy could involve identifying complementary industrial users for other employers in the industrial area of Elmhurst and nearby locations (e.g. Comcast or a go-cart track to complement the Mayan Adventure Indoor Water Park at the Holiday Inn).

Martha Corner mentioned that a new regular agenda item for the EDC going forward will be updates from individual members of the EDC. From each member perspective there can be useful information sharing and identification of worthwhile EDC efforts.

Last discussed was the need for more frequent meetings by the EDC in order to keep momentum going on activities. The EDC agreed to begin meeting on a monthly basis.

The next meeting of the EDC is scheduled for August 22, 2008 at 7:30 a.m.

Meeting adjourned at 9:20 a.m.

Submitted by Martha Corner