

Elmhurst Economic Development Commission

Meeting Minutes October 19, 2007 – 7:30 a.m. City Hall – Conference Room 2

Present: Betsy Hanisch, Scott LaMorte, Kurt Warnke, Diane McGinnis, Don Meyers, Rich Reichert, Bob Schiller, 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 July 2007 meeting minutes.

Martha Corner reviewed items pertaining to the EDC marketing strategy. She furnished a variety of current printed materials and spoke of recent conferences and trade shows she has attended. EDC discussion of marketing efforts included:

- Marketing literature
- Real estate luncheons
- Partnerships with Chamber, City Centre, Elmhurst College
- Visitor & Tourism
- Spring Road and York/Valette Business Associations

Suggestions for new initiatives mainly included public relations:

- Press releases:
 - Send to multiple contacts at same publication, piggy back on Chamber, City Centre and Spring Road letterheads
 - Press releases on hot issues and trends such as green initiatives
- Business and residential testimonials & success stories
- Possible consultant and media relations efforts

The EDC then reviewed marketing budget considerations. Members suggested the possibility of a Visitor & Tourism connection as well as Chamber, and City Centre partnership opportunities

Meeting adjourned at 9:10 a.m.
Submitted by Martha Corner