

Elmhurst Economic Development Commission

Meeting Minutes April 24, 2009 – 7:30 a.m. City Hall – Conference Room 2

Present: Betsy Hanisch, Dan Hiffman, Scott LaMorte, Diane McGinnis Don Meyers, Richard Reichert, Mark Sabatino, Kurt Warnke, 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, Marlene Tegmeyer

Chair Betsy Hanisch called the meeting to order at 7:30 a.m. A motion was made by Commissioner LaMorte and seconded by Commissioner Meyers to approve the minutes of the March 2009 EDC meeting. All Commissioners voted in favor.

Update by Marlene Tegmeyer – Visitors & Tourism

Visitors & Tourism Coordinator Marlene Tegmeyer attended the April 2009 EDC meeting to provide an update on City of Elmhurst efforts to promote visitors and tourism activities. She stated the goal of the program is to attract visitors to City of Elmhurst museums and hotels. She summarized the program, which includes the following elements:

- City website updates to restaurant and event lists;
- Direct mailings including hotel and restaurant lists;
- Assisting tour groups with visits to the City of Elmhurst;
- Maintaining displays;
- Staff support to the Visitors & Tourism Committee which is comprised of local hotel and museum representatives, as well as Elmhurst College;
- Implementation of a media plan for advertising in local, regional and national tourism publications.

John Said added that the Visitors & Tourism function is part of the City's overall economic development program.

John Quigley provided comments how the Visitors & Tourism program is funded through a City hotel-motel tax that is part of the City's overall tax structure.

EDC members briefly talked about the current status of the various hotels in the City of Elmhurst.

New Business – EDC Draft Report to Mayor

EDC members agreed to write a letter to the Mayor-elect relative to economic development initiatives and invite the new Mayor to a future EDC meeting. After some discussion, the EDC agreed to invite the Mayor to review options on specific economic development-related topics, and eventually provide an EDC Work Program with the Mayor's input to the full City Council

Old Business – Elmhurst Economic Edge Article Suggestions

The EDC complemented staff on the volume and quality of past Elmhurst Economic Edge articles.

A near term priority article subject was then identified by the EDC. The article will involve a description of upcoming Downtown beautification projects during the summer, and will outline the various funding sources for the project (State grant and City of Elmhurst TIF funds).

Other potential topics include:

- Testimonials from retail grant recipients;
- Local investments based on a City of Elmhurst market study;
- City TIF III Update.

Other Business

Other items discussed by the EDC included the following:

- Site development updates;
- Downtown parking deck funding;
- Upcoming Elmhurst visit from Chinese economic development delegation;
- Potential PACE Park & Ride facility at York & Lake;
- Cool Cities initiatives.

The meeting was adjourned at 9:00 a.m.

The next meeting of the EDC is scheduled for May 29, 2009 at 7:30 a.m.

Submitted by Martha Corner, AICP, Economic Development Manager