

**PLANNING & ECONOMIC DEVELOPMENT COMMISSION
MEETING MINUTES
SEPTEMBER 21, 2010**

CALL TO ORDER

Chairman Mike Schiestel called the meeting of the Planning and Economic Development Commission to order at 7:02 p.m. Chairman Schiestel introduced new PEDC member Kevin Lentz and welcomed him.

ROLL CALL:

Present were Chairman Mike Schiestel and Members Ron Hameetman, Viki Karls, Don Kendeigh and Kevin Lentz. Also in attendance was Administrator Art Osten, Jr. as staff to the PEDC, and Secretary Alison Dal Compo. Member Rich Lauritsen was absent.

APPROVAL OF THE AUGUST 24, 2010 MINUTES:

The minutes from the August 24, 2010 PEDC meeting were approved with changes as enumerated following a motion made by Karls and seconded by Kendeigh. Motion carried with one abstention.

RESIDENT'S COMMENTS--none

BUSINESS RETENTION ACTIVITIES

Buy FRG Coupon Card (Chairman Schiestel) Administrator Osten was at Lion's Fest on September 11 and sold 33 cards. On September 18th, Member Hameetman worked the ski jump event. Chairman Schiestel and Trustee Ireland worked the event on September 19th; Chairman Schiestel sold 10 cards that day. Village Clerk Brouder gave Chairman Schiestel a supply of the cards that he keeps with him, and offers them to residents when he is able. Member Karls said that the signage for the cards is prominently on display at the Library. Member Hameetman asked if anyone had approached the senior group that meets at Village Hall on Wednesdays. Administrator Osten said that he had, but no one was interested in purchasing one on that day. There are 573 total cards that were started with; about 216 have been sold to date.

Administrator Osten pointed out that there are no significant events planned for the month of October where the cards could be sold, but there are two in November—the Lionesses Spaghetti Dinner and the Turkey Raffle. Member Kendeigh asked if anyone had visited the businesses who are selling the cards to collect money. Administrator Osten said that October would be a good time to do it.

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The Village businesses who had taken out ads on the card were broken up into groupings and different members will go around to those businesses to either check on how many cards have been sold, or encourage businesses that don't already have a supply to procure a supply.

Member Karls—(Eastgate) Armanetti's (already has 20), Car X (has no supply), Dunkin Donuts (has no supply), Little Al's (has no supply).

Chairman Schiestel (Stone Hill)—Wild Bird Center, Subway, ISO, Cody Wellness, Build a Comp, Ace Hardware, Tinman's

Member Lentz—Kon Jo Karate, Jimano's, L.A. Tan

Member Hameetman—Peaceful Gatherings (took 20), New China (took 20), El Sombrero (took 20), Tobacco Shop (took none) Dollar Store (took 20)

Member Kendeigh—no businesses assigned at this time as he is still recuperating.

Chairman Schiestel suggested that the member bring at least one card with to show to the owners. Administrator Osten added that if the business does agree to a supply, check some out from Clerk Brouder and have the business sign the register. Also, the Lucite holders can be checked out as well.

Member Karls asked if she should check on how many the library had sold, if any. Chairman Schiestel said yes.

Volunteers were solicited to distribute cards at the Turkey Raffle on November 19th. Chairman Schiestel, Administrator Osten and possibly Members Lentz, Hameetman and Lauritsen will do so. Member Kendeigh will work the Spaghetti Dinner.

Chairman Schiestel recommended that members bring change for \$20's with them, as it seems this is the denomination most people carry. He reiterated the point that for the first time in the history of the PEDC, money was asked for and received from the Village Board. The PEDC members should try hard to make this go well. The cost of the cards has already been more than covered.

Downtown Murals—Member Lauritsen is still in the process of contacting the Art School he graduated from to see how many students might be willing to participate in the project, and what the cost would be. Administrator Osten has left messages for the owner of El Sombrero to discuss this project with him, but it appears the owner may be out of the country at present.

Promote ISBDC— Chairman Schiestel’s business has benefitted from ISBDC counseling sessions. They do one-on-one sessions with business owners. Mary Margaret Maule (who held the small business workshop prior to a PEDC meeting earlier this year) has double Master’s Degrees in Business. Promoting business retention is the main function of the PEDC, so building rapport is important. Member Lentz asked how often small business workshops are held; Administrator Osten said about twice a year.

Chairman Schiestel asked for ideas on how to promote the ISBDC to businesses. Member Hameetman said he had already broached the idea to Lund, and Chairman Schiestel had talked to the owner of the Wild Bird Center. Administrator Osten said that he hoped to get the opportunity to speak with the owner of El Sombrero or Café Salsa regarding having some murals painted inside their businesses. Administrator Osten had seen a restaurant in Portage, Wisconsin that had done something similar.

Member Kendeigh asked if the counseling sessions with the ISBDC cost any money. Chairman Schiestel said no, they are free! Members should stress that point when promoting it to local businesses.

Member Lentz asked if anyone from the Grove had taken advantage of the counseling as yet. He was told yes, Ringer’s Landscape had. He further suggested that perhaps Eric Ringstead could be interviewed as a case study. Administrator Osten said it could then be published in the Chamber’s newsletter, and he further stated that some sort of testimonial was a great idea. Member Karls suggested a mass e-mail with the testimonial included.

DUTIES OF THE PLAN COMMISSION

Chairman Schiestel suggested that the review of this information be tabled for one more month, since there is still one more seat to fill on the commission. He is going to meet with Melissa Schladt tomorrow, who may decide to fill the spot. She was President of the PTO two years ago. If anyone else has suggestions on who could fill the open seat, please forward them to Village President Nunamaker.

Chairman Schiestel expressed that he felt it took him a year of being on the PEDC before he really understood the roles and dynamic of the commission. Member Hameetman observed that most governmental agencies exist to instruct; the PEDC is one to reach out to businesses.

NEWS AND UPDATES

PH & S Report and Village Updates –Administrator Osten reported that the Village Board gave final approval for the public works garage, but that it will be for vehicle storage only. The detention pond will be enlarged to flow behind the Fox Glen offices. The vote was four to two against having the garage for anything but vehicle storage. The estimated cost for the garage is \$3.3 to \$3.6 million. This would include digging the detention pond deeper.

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The three needs were vehicle storage, office space, and a repair area. Unfortunately, it was not affordable to do all three, so the vehicle storage was deemed the most important need of the three.

The Village is in the process of selling one of four acres to an owner who would like build more office buildings at the Fox Glen. At the Zoning Board meeting tomorrow night, that owner will ask for a special use permit. Residents from Welch's will likely protest the expansion of Fox Glen.

The Welch's subdivision should be making a decision on September 30 as to whether or not to de-annex.

Member Kendeigh asked how much salt storage is available. Administrator Osten said that it will be included with vehicle storage.

Member Lentz asked if the new owner at Fox Glen could be negotiated with to get office space across the street. Administrator Osten said it was an interesting idea. All twelve of the public works employees meet every weekday morning. He further stated that another idea for office space was to use mobile trailers, similar to what is being used currently at ARS.

Member Kendeigh asked when work will begin on the public works garage. Administrator Osten said that Lake County Storm Water has to approve the permit first. He further stated that the office space will not necessarily be needed for two to four years.

903 Lincoln has to go to trial. Paul Kondraros is also being taken to court but he is trying to get some building regulations overturned.

Bettendorf Castle turned in a draft application. They can then apply for a variance to allow for tours, etc. but residents may not like the idea. Chairman Schiestel asked what it is currently zoned as; Administrator Osten said it is currently R-2.

There has not been any movement on the re-building of 5 O'Clock Steakhouse, but they have been informed that they have to fix the warped siding on the storage house on the property.

Administrator Osten said that the area between Jimmy John's and River Pointe is being targeted for two new businesses, a paint store and an auto repair store. The businesses have asked for incentives. Administrator Osten observed that it is difficult to give incentives to new businesses in town rather than to existing ones.

MCEDC/MCCVB— Brunch Café did not qualify for the award, but Ted Wagner of Stone Hill might. The MCCVB is looking to bus senior groups to Bettendorf Castle.

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Cary Grove Chamber—The Van Galder meeting was held at 1776 Restaurant tonight. New Balance is giving a \$30 discount on a purchase of \$225. This is a sign of the times!

Norge had a Chamber mixer. Only about five businesses attended, but it was a nice event anyways.

Melissa Schladt had a conversation with the new manager at Panera, and the manager had said that they would really like to participate in the next go round of the FRG Discount Card! Panera is looking to be a part of the winter ski jump activities by possibly selling hot chocolate.

2030/ 2040 Plans – (Administrator Osten)—nothing new to report

OTHER BUSINESS

NEXT MEETING

A motion was made by Karls and seconded by Hameetman to change the next meeting to the third Tuesday of October, which is October 19. Motion carried.

The next meeting is scheduled for October 19, 2010 at 7:00 p.m.

ADJOURNMENT

A motion was made by Karls and seconded by Kendeigh to adjourn the meeting at 8:24 p.m. All were in favor.

Mike Schiestel, Chairman

Alison Dal Compo, Secretary

Date Approved