

**VILLAGE OF FOX RIVER GROVE
PLANNING & ECONOMIC DEVELOPMENT COMMISSION
MEETING MINUTES
DECEMBER 20, 2011**

CALL TO ORDER & ROLL CALL

Chairperson Melissa Schladt called the meeting of the Planning and Economic Development Commission to order at 7:00 p.m.

Present were Chairperson Melissa Schladt and Members Ron Hameetman, Kevin Lentz, Chris Mattran, John O'Meara and Patrick Wall. Also in attendance was Village Administrator Art Osten, Jr. as staff to the PEDC, and Secretary Alison Dal Compo. Member Don Kendeigh was absent.

REVIEW & APPROVAL OF THE NOVEMBER 15, 2011 PEDC MINUTES

The minutes from the November 15, 2011 PEDC meeting were approved as presented following a motion by Wall and seconded by O'Meara. The motion carried.

Chairperson Schladt welcomed Village President Nunamaker and Trustee Steve Knar, as well as a number of residents who were present.

OTHER BUSINESS-

Sales Tax Referendum Ambassadors: Trustee Knar—Trustee Knar gave an overview of the frequently asked questions hand out. Two development scenarios were presented as to how the money would be used. The proposed development area is an ideal location for a large apartment complex. To accommodate this, significant infrastructure improvements will be needed. The current 4" water main will have to be upgraded to a 12" main. It will cost approximately \$1 million to accomplish this. Rentals are the hot item right now. The building would have to be a multi-story development. First floor retail is suggested.

Trustee Knar provided the members with a list of local organizations. The idea will be to educate and inform people, not to be promoters. The project is a real opportunity for growth about three to six years into the future. The discussions with organizations should start taking place around February 1st, 2012. Administrator Osten reminded everyone that members should be speaking as residents, not as PEDC committee members. Trustee Knar further explained that the PEDC is the only other committee who is being asked to help, besides the Village Board. Since many of the organizations have already been assigned to Trustees, Trustee Knar asked if the members would offer to meet with three or four of the organizations.

Member Lentz suggested putting a tool on the Village website that would help people calculate how much the increased sales tax would impact their personal pocketbook. Chairperson Schladt suggested an e-mail blast.

RESIDENT'S COMMENTS

Resident William Samatas asked about the proposals that had been sent out for the downtown re-development. Administrator Osten explained that the consultant directed that the notice must be sent to owners within 750 feet of the TIF district before the ones inside it. Tax increment financing allows for property taxes to go back into the development.

Village President Nunamaker assured everyone that there is no thought of taking anyone's property. The State of Illinois raised taxes by 33%. Unless the downtown area can become a better funding mechanism, there will be dilemmas in the future. Villages that succeed have TIF districts. The consultant said that the Village must come up with \$1 million for developing each side of Rt. 14. A dedicated revenue stream is needed to back up the bond. Viking Stairs and Grayhill may let their places go. Right now, no one gets money from the TIF unless they have an agreement with the district. The Village is not going to condemn or take away any properties.

The land can't cost more than 10% of the total. Some funds can be spent for acquisition and clearing of the land. Some of the TIF money can possibly defray moving expenses. Administrator Osten noted that any development is between the developer and the property owner. Trustee Knar added that there are no deals currently on the table. If we do not increase revenue streams, five years down the line there will be trouble.

A resident asked if there is any grant money available; he was told no. Administrator Osten noted that the State has been four months behind in paying the Village for several years. Another resident stated that in 2007, the redevelopment plan extended down to the river. Is there any reason to believe that it will work this time? Administrator Osten said that the plan was not economically feasible at the time. The Stone Hill TIF is generating \$7 for every \$1 right now.

Resident Adele Migdal asked about the ramifications of having three floors of apartments above a retail situation, and if it would not be better to simply have more new businesses occupying existing buildings. Trustee Knar stated that for a thriving downtown, there must be population density. Edison Park is an example of a thriving community. They are along the train line like Fox River Grove, but they have rows of apartment buildings.

Chairperson Schladt explained that the PEDC is trying new initiatives and trying to increase population density. There is only a limited area to do so. Some of the best progress that has been made has been with Metra. One of the initiatives has been the Buy FRG card. More cards have been sold this year than last. There is a matrix of businesses which has been developed, and each PEDC member has been assigned to several of them. One of the missions of the PEDC is to help sustain existing businesses, not just trying to attract new ones. The downtown mural project is

another initiative of the PEDC.

Administrator Osten reminded everyone about the business roundtable to be held on February 21st.

The owners of Riverside Auto said that they had not received the TIF mailing; it was reiterated that those outside the TIF received the mailing first. The owners also said that they had not been approached about the Buy FRG card program. The owners were introduced to their liaison, which is Member Mattran. He took over another member left the committee. Additionally, Member Kendeigh is the liaison for AP Electric. Member Wall is the liaison for Ms. Migdal's business. Member O'Meara is the liaison for Grove Auto Repair. Since the members now have business cards, they handed them out to those present.

BUSINESS RETENTION ACTIVITIES

BUY FRG CARDS, SALES AT EVENTS—

Poultry Party—Chairperson Schladt sold seven at the event.

12/3 Tree Lighting Ceremony—Members Wall and Mattran sold ten.

Ladies Night Out—A card will be included in the gift baskets at this event.

1/28 and 1/29—Member Lentz will work one of the two days. Member Wall will try also; Member Hameetman will work a few hours one of the days.

Member Lentz asked if there were any ideas from the residents in attendance on how to improve the card program. One resident suggested having more than one card, so that more businesses could be included. Chairperson Schladt said that perhaps the logo could be reduced in size, and thus have space on both sides. A resident commented that instead of having the information inside little boxes, maybe the businesses could just be listed to create more space. Village President Nunamaker said that there could be a couple of different programs.

DOWNTOWN MURALS PROJECT:

ARTIST OPTIONS—Chairperson Schladt obtained two cost estimates for the murals. She provided the Metra PowerPoint presentation to the artists. The two surfaces that are being considered are 1) the dumpster enclosure/long retaining wall and 2) the wall facing the tracks.

The first artist, Kristin Plansky, did the murals on the walls of the stairway going down in the library. The second artist being considered is Bill Reddy from Bill Reddy and Associates. They were requested to come up with sketches depicting the past, present and future of the Grove. Chairperson Schladt said that Ms. Plansky gave a quote of \$7,800, but if only \$5,000 could be raised, she might be able to negotiate. She was also willing to incorporate the middle school art students. Member Wall commented that those two facts were impressive to him. Chairperson Schladt stated that Ms. Plansky's work was more "folksy", like the Grove is. Administrator

Osten observed that Mr. Reddy may be the better artist. Member O'Meara asked if Ms. Plansky does her work fresco (free hand). It was explained as being similar to a tattoo outline.

Chairperson Schladt stated that a key difference between the two artists is that Mr. Reddy charges for his sketches.

Member Mattran observed that Mr. Reddy's proposal puts the Village on retainer, and he did not feel comfortable with that. He felt that in general, Ms. Plansky's proposal seemed easier to work with.

Chairperson Schladt suggested doing the smaller wall first, since it would be easier to raise the funds. Member Mattran said that Harris Bank is willing to help out financially. Member Wall found out that the Chase Community Giving program will not get involved with governmental or quasi governmental agencies, unless a community group is the sponsor. Administrator Osten said that Harris should be contacted to find out how much they would be willing to give. He further asked if it would be possible for the Jaycees to sponsor the mural project, thus making it possible to qualify for Chase's program.

Administrator Osten asked Member Lentz to confirm the dimensions of the walls, but the overall focus should be on the track side mural first.

There was discussion regarding the renderings themselves. It was generally agreed that the Native American sketch was too generic to the history of most towns, and should not be included.

Members Mattran, Lentz and O'Meara discussed the idea having the mural on substrate that could be mounted and then have an acrylic piece over it for vandalism/weather protection. Chairperson Schladt suggested inviting the artists to attend upcoming meetings (on different dates).

Member Lentz suggested asking Metra if the smoother material that they said could be used for the dumpster enclosure could also be used on the building.

NEWS AND UPDATES

VILLAGE UPDATES: Administrator Osten said that he had been to the Cuneo Mansion recently to see their holiday light show. They held a holiday raffle with coupons. Participants could win a \$50 gift card, and then a \$50 donation was made to the light show. Chairperson Schladt said that perhaps something like that could be incorporated into next year's tree lighting ceremony.

Member Mattran asked about the status of the 5 O'Clock Steakhouse. There are no definite plans at the moment. He further suggested an e-mail blast outlining all the Village meetings for the year, so that more residents might attend.

Chairperson Schladt suggested a "business of the month" spotlight. Member Lentz added that

the business could suggest an agenda item specific to their concerns.

Chairperson Schladt stated that all members should have a working knowledge of the TIF, and to that end it might be advisable for members to attend the TIF meeting on January 19th.

MCEDC and MCCVB—no updates

CGA CHAMBER: no updates

NEXT MEETING

The next meeting is scheduled for January 17, 2012 at 7:00 p.m.

ADJOURNMENT

A Motion was made by Schladt and seconded by Hameetman to adjourn the meeting at 9:14 p.m. Motion carried.

APPROVAL

Date

Melissa Schladt, Chairperson

Alison Dal Compo, Secretary