

**MINUTES**  
**ECONOMIC DEVELOPMENT COMMITTEE MEETING**  
**November 20, 2018**

**CALL TO ORDER:** Mr. Walter called the meeting to order at 7:00 p.m.

**ROLL CALL:** **Present:** Trustee Zach Mottl, Trustee Tony Schiappa, and Bhagwan Sharma

**Absent:** Kirsten Jepsen

**Also Present:** Village Administrator Doug Pollock; Communications and Public Relations Coordinator Janet Kowal; Assistant to the Village Administrator Evan Walter; and Management Analyst Andrez Beltran

**ELECTION OF CHAIR:** A **MOTION** was made by Mr. Schiappa to appoint Mr. Mottl as the Committee Chair for the meeting. The motion was **SECONDED** by Mr. Sharma and approved by a vote of 3-0.

**MINUTES:** A **MOTION** was made by Mr. Schiappa to approve the Minutes from the July 17, 2018 meeting. The motion was **SECONDED** by Mr. Sharma and approved by a vote of 2-0. Mr. Schiappa abstained.

Before beginning the regular agenda, Mr. Walter noted that there were now three vacancies on the EDC. Mayor Straub resigned from office on November 19, 2018, and Sheryl Kern resigned on November 12, 2018, while an existing vacancy had been present since February 2017.

**APPROVAL OF 2019 COMMITTEE MEETING CALENDAR**

**CONSIDERATION OF AMENDMENTS TO THE ECONOMIC DEVELOPMENT COMMITTEE CHARTER AND COMPOSITION**

Mr. Walter presented two items jointly as they were related to one another. Mr. Walter presented a concept plan which would amend the EDC's meeting schedule from every other month to monthly, as well as meeting at 8:00am instead of 7:00pm. Mr. Walter also proposed expanding the EDC to include a larger number of members so as to become more of a pro-active working group and to amend the EDC's charter, allowing it to be more directive and give itself a wider set of goals and functions.

Mr. Schiappa said that he liked the new concept, and emphasized "strengthen economic development in the Village" as the most important element of the proposed charter. Mr. Sharma suggested that the Committee meet at 9:00am as well as on Wednesday's instead of Tuesday's. All members concurred with these suggestions. Mr. Mottl asked if the committee's roster would be required to be made up of residents. Mr. Walter said that many other communities invite business owners, industry leaders, etc. who do not reside in the community so as to ensure that there is diversity in representation for many industries on the committee.

Mr. Mottl asked for clarification as to the purpose of the proposed changes. Mr. Walter said that it was staff's perspective that the EDC was not a useful tool for promoting economic development as it was currently structured, and that the proposed changes would create a better platform for achieving the Committee's goals as well as provide the EDC to better direct staff. All members concurred with this statement.

A **MOTION** was made by Mr. Schiappa and **SECONDED** by Mr. Sharma to approve the amended 2019 EDC calendar to meet every third Wednesday at 9:00am, to expand the committee

size to ten members and a chairperson, and to adopt the proposed amendment to the charter. The motion was approved by a vote of 3-0.

### **CONSIDERATION OF RECOMMENDATION OF PREFERRED MARKETING CONSULTANT**

Mr. Walter presented two finalists from the EDC's RFP for a new marketing consultant: Marketing Partnership International (MPI) and Kivvit. He explained that five proposals were received but three were eliminated by staff and Mayor Straub due to their offering irrelevant products. The two finalists were invited to an open presentation on November 7.

Mr. Mottl said that both firms were qualified but felt that Kivvit's experience with hotels would be beneficial and desirable. Mr. Schiappa concurred with Mr. Mottl's statement. Mr. Sharma asked how the consultant would be reviewed on their success or failure. Mr. Walter said that the RFP asked for each firm to clearly articulate how they would conduct performance management, and that regardless of which consultant the EDC preferred, they would be reviewed on their performance annually. Mr. Walter noted that both employees from the hotel properties recommended Kivvit as their preferred consultant.

A **MOTION** was made by Mr. Schiappa and **SECONDED** by Mr. Sharma to recommend that the Board of Trustees appoint Kivvit as the preferred marketing consultant for the Village's hotel/motel marketing program. The motion was approved by a vote of 3-0.

### **CONSIDERATION OF RECOMMENDATION TO SUPPORT COOK COUNTY 6B INCENTIVE FOR 101 TOWER DRIVE**

Mr. Walter reviewed a request by Medwest for Village support of a Cook County 6B tax incentive at 101 Tower Drive. Mr. Walter explained the process of a 6B incentive and stated that the business purchasing the property at 101 Tower Drive would be a significant sales tax generator as well as would be investing several million dollars into the re-design of the facility into a sales and training office for medical equipment. Mr. Mottl said that his business had recently gone through the 6B process in Lyons and was pleased to support a high-quality business locate and expand operations within Burr Ridge.

A **MOTION** was made by Mr. Schiappa and **SECONDED** by Mr. Sharma to recommend that the Village Board of Trustees adopt an ordinance in support of an application for a 6B tax incentive by Medwest and 101 Tower Drive. The motion was approved by a vote of 3-0.

### **DISCUSSION OF NEW ECONOMIC DEVELOPMENT INITIATIVES**

Mr. Walter described several new economic development initiatives to support the growth of healthy development within the Village.

Mr. Walter proposed the establishment of a business license program. Mr. Walter noted that Burr Ridge was the only community in the region that staff could find that did not have an annual business license program, and that the Village's current data on businesses was often out-of-date and incorrect due to a lack of a program. Mr. Walter suggested that the revenue raised from such a license program be used to support economic development and Code Compliance programming, as both were primary Village programs which promote a high-quality development atmosphere. Mr. Sharma suggested that the business license be renewable annually at a cost of \$100. This interval and cost were agreed upon by the other members.

Mr. Walter proposed the establishment of a staff-led business outreach program. Mr. Walter said that it was staff's opinion that they were not able to be responsive to the needs of businesses due

to limitations within the current business survey approach, and it was their goal to become more pro-active and responsive to the needs of businesses by establishing a more qualitative survey in which staff would respond to issues affecting the respondent. Mr. Walter said that staff's ultimate goal was to start a business visitation program, in which the Village would be able to connect with businesses on a higher level, becoming more of a resourceful contact than necessary hindrance to the community. Mr. Beltran said that it was his goal to ensure that all businesses feel comfortable contacting the Village, even if they were not experiencing a business problem, and thus creating a more productive relationship between Village and business. All members agreed that this program would be beneficial and encouraged its development.

Mr. Beltran proposed that the Village attend two ICSC conferences annually in Las Vegas and Chicago. Mr. Beltran explained that current markets were crowded with communities attempting to recruit high-quality retail development and tenants, and that a lack of access to networking and awareness within the development community will cause opportunities to be missed or lost to other, more pro-active communities. Tangible elements of developing awareness are creating marketing materials, including mailable packets, flyers, and a trade show booth, as well as possibly an entire Village economic development brand. Mr. Beltran provided several examples of smaller communities who attended these conferences who were able to attract quality retailers despite not having a traditional economic profile. All members agreed that the revenues from the business license program should be used to attend these conferences.

Mr. Walter said that he has been actively working with the DuPage Convention and Visitor's Bureau (DCVB) to pass and introduce legislation within the Illinois General Assembly related to the Hotel/Motel Tax levied by the Village. As a non-home rule community, the Village may only expend revenues from the Hotel/Motel Tax on activities which generate overnight tourism within the Village. Currently, the General Assembly is considering Senate Bill 2483, which would permit 25% of all revenues in the Hotel/Motel Fund to be expended for capital or economic development purposes i.e. the Village road program or sales tax rebate agreement. As of November 15, this bill has passed in the Senate but is under review by the House Tourism and Hospitality Committee. Mr. Walter, along with other members of the DuPage Convention and Visitor's Bureau (DCVB) is tentatively scheduled to meet with Rep. Ann Williams, chair of the Tourism and Hospitality Committee, on November 27 to discuss the status of the bill. If approved, the Village would be eligible to use approximately \$170,000 for capital or economic development purposes.

Mr. Walter has also been working with the DCVB on potential alternative Hotel/Motel amendment legislation in which the Village would be permitted to retain approximately half of the funds generated by the Hotel/Motel tax for use on any purpose, but the remaining half would be used only for a designated set of uses. Staff has worked closely to ensure that almost all of the Village's current spending priorities in the Hotel/Motel Fund have been included in the designated uses. If approved, the Village would be eligible to use approximately \$340,000 for any purpose.

A **MOTION** was made by Mr. Sharma and **SECONDED** by Mr. Schiappa to recommend that the Village Board of Trustees establish an annual business license with a \$100 fee to create a revenue source to support economic development and Code Compliance programs. The motion was approved by a vote of 3-0.

### **OVERALL DEVELOPMENT UPDATE**

Mr. Walter said that the Village Center was in the process of being sold to Edwards Realty Corporation from Orland Park and that closing was expected by the end of the year. Staff said they

were looking forward to the possibility of working with a new owner and implementing new ideas to support the development.

Mr. Walter reviewed data provided by DCVB which showed that Burr Ridge was one of the highest-performing markets in DuPage County over Q3 2018.

**ADJOURNMENT**

There being no further business, a **MOTION** was made by Mr. Schiappa to adjourn the meeting, **SECONDED** by Mr. Sharma and **approved** by a vote of 3-0. The meeting was adjourned at 8:35 p.m.

Respectfully submitted,

A handwritten signature in black ink that reads "EVAN B WALTER". The letters are in all caps and have a cursive, slightly slanted appearance.

Evan Walter  
Assistant to the Village Administrator

EBW:jt