

**MINUTES**  
**ECONOMIC DEVELOPMENT COMMITTEE MEETING**  
**October 7, 2020**

**CALL TO ORDER:** Mayor Gary Grasso called the meeting to order at 5:03 p.m. The meeting was held in person at the Village Hall.

**ROLL CALL:** **Present:** Mayor Gary Grasso, Trustee Tony Schiappa, Ramzi Hassan, Paul Stettin, Michael Simmons, Leslie Bowman, Debbie Hamilton, and Bhagwan Sharma (arrived at 5:13 pm.). Sam Odeh participated by phone.

**Absent:** Kirsten Jepsen and Mark Stangle

**Also Present:** Assistant Village Administrator Evan Walter, Communications & Public Relations Coordinator Janet Kowal, Management Analyst Andrez Beltran

**MINUTES:** A **MOTION** was made by Mr. Schiappa to approve the Minutes from the September 2, 2020 meeting. The **MOTION** was seconded by Ms. Hamilton and approved by a vote of 7-0.

**CONSIDERATION OF DOWNTOWN BUSINESS DISTRICT CONSULTANT RFP RESPONSES AND RECOMMENDATION REGARDING AWARD OF CONTRACT**

Mr. Walter stated that on September 14, the Board of Trustees approved the release of an RFP intended to solicit proposals related to the creation of a Business Development District (BDD) Feasibility Study and District Plan within downtown Burr Ridge. The Village received three responses to this RFP prior to its October 2 deadline from Kane, McKenna and Associates; SB Friedman; and Teska and Associates. Staff is recommending that the contract to perform necessary services be awarded to SB Friedman due to their expertise in the field, their thorough and under-budget response, and their previous experience in the Village in analyzing the Village Center development. Mr. Walter introduced Geoff Dickinson, Vice President at SB Friedman, to answer any questions.

(Mr. Sharma arrived at 5:13 p.m.)

Mayor Grasso asked what the report that SB Friedman provides would contain. Mr. Dickinson said that they would analyze the legal eligibility of the proposed District, suggesting changes if necessary to conform with law, as well as a general economic projection for the performance of the District. Mayor Grasso asked why the Village should hire a consultant at all. Mr. Dickinson said that a third party such as SB Friedman can provide independent opinion that is based on objective analysis, providing reliability and dependability for the process. Mayor Grasso asked how the Village can depend on the projections provided, considering COVID-19's impact. Mr. Dickinson said that SB Friedman usually provides a range for potential revenue collection.

Mr. Hassan asked if performing the analysis was necessary. Mr. Walter said that the District, if established, would reimburse the Village for any costs incurred in creating the District, and that no time would be saved by moving forward without said analysis. Mr. Walter said that this analysis would build market confidence in the Village's desire to develop the downtown.

Mr. Stettin said that the analysis had no obvious downside, supporting the award to SB Friedman.

A **MOTION** was made by Mr. Simmons to recommend that the Board award a contract to SB Friedman for services described in the RFP in the not to exceed amount of \$19,970; the **MOTION** was seconded by Mr. Stettin. Approved by a vote of 8-0.

### **CONSIDERATION OF WINTER DINING OPTIONS IN BURR RIDGE**

Mr. Walter said that staff had spent a significant amount of time exploring how to support winter dining in the coming months, and is returning a general plan for consideration. First, the Board has directed the Plan Commission to hold a public hearing to consider amendments to the Zoning Ordinance regarding the temporary expansion of indoor dining at existing restaurants. Existing regulatory language allowed staff to permit the use of parking spaces for outdoor tents on a temporary basis, but no such language exists to allow for the use of indoor spaces for temporary purposes. If these amendments are approved, they will allow restaurants (or any business if they are limited in their productive ability due to COVID-19) to temporarily expand their indoor footprint. Two such restaurants have already secured pending leases for temporary indoor expansion at County Line Square. This hearing is scheduled for October 19.

Staff has met with the Village's tent company and has secured pricing for winterizing the existing tents through sturdier exterior side and roof panels. Tents are currently heated at the sole expense of the restaurants. Staff has been informed that the winter upgrades will carry a 40% premium on existing tent rentals. Staff estimates that the cost of tent rental with winter upgrades will cost the Village approximately \$75,000 if the tents are kept at Capri, Eddie Merlot's, and Falco's for the entirety of the 25-week winter dining season (November 1-May 1) on a 60/40 restaurant/Village cost sharing agreement. Patti's Cafe has stated that they would consider these upgrades but are unlikely to pursue them due to their agreement for additional indoor space. Complete tent rental costs for both restaurants and Village for the entirety of the winter dining season will exceed \$170,000 if each of the three aforementioned restaurants keep their tent in place.

Staff has identified several sanitizing vendors that could assist in cleaning the restaurants in the Village over the winter. If the Village were to perform one sanitizing routine per month for seven months at the thirteen full-service restaurants, it would cost the Village approximately \$30,000.

Mr. Walter said that many businesses inquired about establishing a winter marketing campaign. This campaign would target local residents in local publications i.e. The Doings, Hinsdale Magazine, etc. as well as via a digital campaign to market Burr Ridge as one of the safest places to dine and shop throughout the winter. Several restaurants have engaged in additional sanitization regimens (Capri, La Cabanita, and Hampton Social) as well as incorporated unique distancing methods (Capri has built high-quality dividers stained dark brown to match the flooring) which create a safe dining experience without loss of atmosphere. Staff recommends that the campaign be approximately \$20,000 to ensure that a winter-long campaign is possible, and all businesses are prepared for pent-up demand in the spring. It is anticipated that a vaccine will be available on some level by spring 2021, thus allowing for potentially additional shopping and dining capacity.

Staff continues to work with restaurants about the possibility of creating all-season rooms (such as Viewpoint Enclosures' product) in 2021, primarily working to secure land agreements with property owners in preparation for eventual zoning petitions. This particular item is not intended as a winter dining strategy, but remains as a general business growth strategy that is currently pending.

Mayor Grasso stated that with only three tents remaining, further subsidization of the tents did not seem equitable, as the initial purpose of the tents was to help restaurants survive the initial phases of the COVID-19 pandemic. That goal has been accomplished. The EDC generally agreed with this statement.

Ms. Bowman suggested that the Village invest in a digital marketing campaign for all businesses downtown. Mr. Hassan agreed that digital marketing should be a focus of the campaign, also noting that he would like staff to explore a coupon book mailer to all residents. The EDC discussed further ideas to this extent.

Mayor Grasso, with the concurrence of the EDC, directed staff to prepare a draft budget for the marketing campaign and a sanitizing program for all downtown businesses for the October 26 Board meeting, while subsidization of the tents would likely be discontinued after October 26.

(Mr. Stettin left the meeting at 6:33 p.m.)

### **OTHER CONSIDERATIONS**

Mr. Beltran stated that the Business License application was available online on the website.

Mr. Hassan stated that he would like to continue the discussion of incentivizing the outdoor three season rooms from Viewpoint Enclosures as a long-term strategy.

### **PUBLIC COMMENT**

There were no public comments.

### **ADJOURNMENT**

Mr. Schiappa made the **MOTION** to adjourn the meeting to November 4, 2020 at 5:00pm, **SECONDED** by Mr. Sharma. **APPROVED 7-0**. The meeting was adjourned at 6:45pm.

Respectfully submitted:



Andrez Beltran  
Management Analyst