

MINUTES
ECONOMIC DEVELOPMENT COMMITTEE MEETING
November 4, 2020

CALL TO ORDER:

Mayor Gary Grasso called the meeting to order at 5:00 p.m. The meeting was held in person at the Village Hall.

ROLL CALL:

Present: Mayor Gary Grasso, Ramzi Hassan, Paul Stettin, Michael Simmons, Leslie Bowman, Debbie Hamilton, and Bhagwan Sharma. Sam Odeh participated by phone.

Absent: Kirsten Jepsen, Mark Stangle, and Trustee Tony Schiappa

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

MINUTES:

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

CONSIDERATION OF WINTER BUSINESS SUPPORT PROGRAMS

Mayor Grasso stated that he wanted to have this discussion to keep formulating ideas for assistance with the caveat that the Governor's mitigation plan makes the timeline uncertain. He asked Mr. Walter to give an overview of possible options.

Mr. Walter stated that Barcelona Group provided a marketing plan for the Village. The marketing plan has both print and digital strategies that were broken out by type as well as cost. The overall cost would be \$64,500. Other strategies to support business would include giving staff the ability to approve temporary indoor activities, a business sanitization program provided by the Village that would cost \$5,000 per cycle, or additional stimulus of approximately \$94,000.

Mayor Grasso stated that he wanted the EDC's opinion. Mayor Grasso said that the Village does have additional funds in reserve beyond the Hotel/Motel Fund, but the Board is hesitant to spend it unless it is a necessary function. Mayor Grasso wanted to know if, of any of these, could be recommended to the Board as a necessary function. Mayor Grasso stated the tent program helped draw people downtown to the businesses, but would a marketing program and other efforts do the same. Mr. Stettin agreed that was the heart of the question. The return on the investment from marketing to draw people downtown. Mr. Stettin did not think it could break through all the news and noise. Ms. Bowman stated that mitigation might be helpful for the business, but perhaps there was a way to offset the cost by providing only the supplies.

Mayor Grasso wondered about subsidizing some equipment such as the current UV air filtration system recently installed at Village Hall. He asked Mr. Walter about the cost of the system. He stated that they were roughly \$2,000 per unit and they were effective up to 1,000 square feet. Mr. Walter stated most businesses he spoke to were appreciative of the efforts, but in surveying their customers, air purification units would not register to make them feel safer.

Mayor Grasso stated that marketing efforts should most likely be planned for the next year. Discussing the sanitization and business reaction, the EDC stated that they would not be worth the cost.

Mayor Grasso asked about other ideas to draw people downtown, as Jingle Mingle which usually was around this time, was cancelled this year. Mr. Hassan stated that the Halloween event was successful. Ms. Kowal agreed, but also stated that events like Jingle Mingle are too successful, as it drew thousands of people and could not be done safely. The EDC discussed ideas for events like holiday gift pick up, or shop local.

Mr. Walter stated that the Village could create a reward program for those who shopped in their downtown. If the customer bought a certain amount and came in with their receipts, they would receive a gift card of a certain amount in return. He stated it could encourage seasonal shopping and reward those who have been consistent customers. The EDC members discussed the idea and asked staff to continue this discussion at the Board level on November 9.

OTHER CONSIDERATIONS

Mr. Beltran gave an update on Business Licenses. He stated that of the over 500 letters sent, roughly 150 have come back in some form. There have been approximately 100 business license applications. Mayor Grasso told the EDC that it would be a continuing process through the winter to get businesses signed up.

Mayor Grasso stated that he often gets compliments on his mask with the Village logo, and people ask if they can buy them. One business looking to open asked if they could put it on the bottles they use for serving guests. Mayor Grasso stated that the Village can give permission to others to use the logo, and it would be good branding so people instantly attach the business to Burr Ridge.

PUBLIC COMMENT

There were no public comments.

ADJOURNMENT

Mr. Sharma made the **MOTION** to adjourn the meeting to December 2, 2020 at 5:00pm, **SECONDED** by Ms. Hamilton. **APPROVED 7-0**. The meeting was adjourned at 5:40pm.

Respectfully submitted:

A handwritten signature in black ink, appearing to read 'Andres Beltran', with a stylized, cursive script.

Andrez Beltran
Management Analyst