

MINUTES
ECONOMIC DEVELOPMENT COMMITTEE MEETING
December 2, 2020

CALL TO ORDER: Mayor Gary Grasso called the meeting to order at 5:09 p.m.

ROLL CALL: **Present:** Mayor Gary Grasso, Trustee Tony Schiappa, Ramzi Hassan, Paul Stettin, Mark Stangle, Bhagwan Sharma and Sam Odeh

Absent: Kirsten Jepsen, Michael Simmons, Leslie Bowman, and Debbie Hamilton

Also Present: Interim 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 Mr. Hassan and approved by a vote of 7-0.

Mayor Grasso stated that due to the ongoing health emergency and in conjunction with current regulations from the Governor's Executive Order, the Economic Development Committee was meeting virtually.

CONSIDERATION OF BUSINESS INCENTIVE PURCHASING PROGRAM

Mayor Grasso stated that the Village Board was overall supportive of a program to help encourage purchases at local businesses and liked the idea of a rebate program. However, the main concern was trying to find a way to recirculate the funds rebated into the Village. The previous method of visa gift cards would not do this. In addition, with the pandemic having customers physically come into the Village would not work. He wanted to brainstorm with the Committee ways to recirculate the money while also make it administratively light on the Village and minimize the need for walk-ins.

Mr. Hassan stated that having a program like this to carry through the winter would be a good idea as post-Christmas to Valentine's Day is a slow period. Mr. Stangle stated that the program works well with hotels as they pre-buy them and include them in packages. Mayor Grasso added that he liked that idea of having like a gift certificate that could be purchased upfront. Mr. Walter stated that would be different from the idea of the proposed rebate, but could be another avenue for the program. Mr. Hassan stated that it could act like a unified Burr Ridge gift card.

After some discussion, the Committee liked the idea of having a discount/coupon code where the businesses would provide documentation of eligible purchases over \$100 and use of the discount to the Village, which would then reimburse them. Additionally, having a gift certificate type program that could be purchased and redeemed at Village businesses would be make the program better.

Mayor Grasso stated he liked the ideas, but asked how it would be marketed. Mr. Stangle stated the hotels could market it as part of their packages. Mr. Hassan stated that his team would as well, and it would really be up to the participating businesses to help. Ms. Kowal stated that she could push the information out in conjunction with the businesses to the various contact lists and social

media accounts the Village uses. Mr. Stettin suggested using some of the Village digital signs to help promote.

Mayor Grasso stated that he heard a consensus on how to answer the Village Board's questions, and would take it to them at the December 14, 2020 meeting.

OTHER CONSIDERATIONS

Mr. Beltran gave an update on Business Licenses. There was 117 active business licenses with around 20 exempt businesses registered. Mayor Grasso asked what made a business exempt. Mr. Beltran stated that any business licensed by the State of Illinois or that did not pay taxes, like non-profits, were exempt from being licensed as Burr Ridge is a non-home rule community.

PUBLIC COMMENT

There were no public comments.

ADJOURNMENT

Trustee Schiappa made the **MOTION** to adjourn the meeting to January 6, 2021 at 5:00pm, **SECONDED** by Mr. Hassan. **APPROVED 7-0**. The meeting was adjourned at 5:53 pm.

Respectfully submitted:

A handwritten signature in black ink, appearing to read "Andres Beltran". The signature is fluid and cursive, with the first name "Andres" and last name "Beltran" clearly distinguishable.

Andrez Beltran
Management Analyst