



**REGULAR MEETING
ECONOMIC DEVELOPMENT COMMITTEE
Wednesday, December 2, 2020
5:00 PM
VILLAGE HALL – BOARD ROOM**

The mission of the Economic Development Committee (EDC) is to grow a stronger business climate by being an active partner with businesses, investors, and residents. The EDC shall strengthen economic development in the Village by developing business retention, expansion, and attraction programs; the creation and implementation of economic development plans and policies; being business ambassadors to the community; coordinating with other governments on projects; and submitting an annual Economic Development Position Report to the Village Board at the beginning of the fiscal year.

Attendance and Public Comment Procedures: Due to the current limitations on social distancing and gatherings of no more than 10 persons in physical attendance set forth in place by the Declaration of a State of Emergency by the Governor of the State of Illinois based upon the ongoing novel coronavirus pandemic disaster, and upon the Chairman of the EDC having determined that an in-person meeting is not practical or prudent, due to the ongoing novel coronavirus pandemic disaster, the hearing will be conducted utilizing a virtual environment, pursuant to Public Act 101-0640. While Village Hall will be open for the meeting, no more than 10 persons may be present at Village Hall at any one time, subject to applicable social distancing requirements. [Here is a link](#) to watch and listen to the meeting live beginning at 5:00 PM on Wednesday, December 2, 2020. Public comments will be taken in advance of the meeting via email at abeltran@burr-ridge.gov. Public comments may also be made at the applicable time during the meeting by calling (312) 626-6799 and entering the conference identification number (895 9643 8011#) and passcode (882609). All participants will be muted upon entering the virtual meeting and be unmuted at the direction of the Chairman. Prior to voting on each agenda item, email comments for that agenda item will be read into the record, and the Chairman will pause to receive virtual comments. The same procedure will be followed for any person seeking to address the EDC under Section VI - Public Comment.

1. **CALL TO ORDER**
2. **ROLL CALL**
3. **APPROVAL OF MINUTES OF NOVEMBER 4, 2020 MEETING**
4. **CONSIDERATION OF BUSINESS INCENTIVE PURCHASING PROGRAM**
5. **OTHER CONSIDERATIONS**
6. **PUBLIC COMMENT**
7. **ADJOURNMENT**

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:



Andrez Beltran
Management Analyst



VILLAGE OF BURR RIDGE

MEMORANDUM

TO: Economic Development Committee (EDC)
Mayor Gary Grasso, Chairman

FROM: Andrez Beltran, Management Analyst

DATE: December 2, 2020

RE: **Business Purchasing Incentive Program**

On November 9, 2020, staff presented the Village Board with the proposal for a Business Purchasing Incentive Program. The intent of the Program would be to attract shoppers downtown by offering a rebate for purchases over a certain amount. The proposal was for purchases totaling over \$100, a \$20 rebate would be available. This rebate would be in the form of a prepaid visa gift card available for pick up at Village Hall.

Staff asked for direction from the Village Board. Overall, there was support on the program. The Village Board thought that all businesses in the downtown should be included, and should not be limited to just residents. The Board also stated that they hoped the program would extend into the New Year until February.

The Village Board has some further questions on the Program. They asked if there was a method to ensure the rebate dollars have to be spent within Burr Ridge or the downtown. The concern was a prepaid visa card could be spent anywhere, and giving a rebate that would be reinjected into Burr Ridge would make the Program more robust. After investigation, staff noted the challenge with this is that there is no central gift card type mechanism for downtown (or the whole) of Burr Ridge.

A process could be created where the rebate given to the customer would be a certificate that could be spent at participating Burr Ridge stores. The store would then turn those into the Village get their own rebate. The Village of Itasca has a similar program called Itasca Bucks; however they sent the rebate to all the households in Itasca. Additionally, they have a limit on a minimum purchase amount at the store to qualify to use the rebate. For every \$10 spent, \$5 of Itasca Bucks can be used. If the Program was to be implemented similarly in Burr Ridge, the specifics of the amount of the rebate, the participating stores, and tracking of the disbursed and return rebates would have to be devised.

In addition to the specifics of the rebate itself, the Village Board also asked what fund the rebate expenditures would draw from. Staff offered the Hotel/Motel fund as similar to the Tourism Relief program early this year. The amount available in the fund, and dedicated to the Program, would need to be decided. The Program could be designed to incentivize a certain number of purchases or a certain dollar amount (for example, 1,000 purchases over \$100 for a total rebate cost of \$20,000).