

Minutes

Village of Glen Ellyn Board of Trustees

Special Workshop Meeting

March 24, 2014

Call to Order

President Demos called the meeting to order at 6:03 p.m.

Roll Call

Upon Roll Call by Clerk Galvin, Trustees Burket, Elliott, Ladesic, McGinley and O'Shea answered "Present".
Trustee

Staff present: Village Manager Franz, Assistant Village Manager Stonitsch, Assistant to the Village Manager Schrader, Finance Director Wachtel, Planning and Development Director Hulseberg, Police Chief Norton, Deputy Police Chief Action, Deputy Police Chief Holmer, Assistant Finance Director Coyle, Economic Development Coordinator Hannah, GEVFC Chief Bodony, Assistant Fire Chief Clark and GEVFC Treasurer Chereskin.

Pledge of Allegiance

President Demos asked Finance Committee Chairman Erik Ford to lead the Pledge of Allegiance.

Economic Development and Tax Increment Financing Districts (Economic Development Coordinator Hannah and Village Manager Franz)

The Economic Development Department is responsible for developing, directing and administering the economic development functions for the Village. The primary goal is to develop and execute strategies to enhance the economic viability of the Village through the implementation and oversight of programs and initiatives established by the Village Board and Village Manager that will attract new businesses and encourage expansion and retention of existing businesses to promote a stronger economic base.

Major initiatives for this short upcoming budget year:

- Raise visibility of Glen Ellyn in all media formats,
- Increase business recruitment efforts through real estate broker events,
- Launch new business handbook and supplementary tools for new and existing businesses to assist in growing their business in Glen Ellyn, and
- Reach out to existing Glen Ellyn businesses to provide insight to the benefits of the façade grant program and increase participation.

Director of Economic Development Director Hannah reviewed the 2 TIF Districts in Illinois; the Downtown TIF and the Roosevelt Road TIF. Trustee O'Shea asked for a breakdown of the costs incurred with the TIF Districts.

Director Hannah commented on the quality of life campaign: work, play, live – destination Glen Ellyn. Trustee McGinley commented on the \$50,000 budgeted for marketing. Manager Franz responded that this year they advertised on WXRT.

Trustee Elliott stated that he is struggling with the amount since it is difficult to measure success. How do you gauge the value? Director Hannah responded that this is about marketing and branding; a lot is not tangible. Director Hannah further responded that with marketing and economic development you can look at the sales tax numbers, the hotel/motel numbers and the vacancy rates of the CBD which is less than 5%. Trustee Elliott asked how we compare ourselves to other communities, Director Hannah responded that it is difficult to compare as there are many variables.

Finance Committee Chairman added that sales tax numbers are really the only number to consider. It is difficult to measure, to gauge success. You need to have an element of faith and watch it all the time. Trustee McGinley stated that she would like more details behind the numbers. Trustee Ladesic commented that he hears other communities mentioned on the radio at no charge all the time and why isn't Glen Ellyn.

Trustee O'Shea commented that he is confused with the rolls that the Village, the Chamber of Commerce and the Downtown Alliance play. Are we working together in the best manner possible? Manager Franz responded that they are trying to do so and meet monthly and are always looking at ways to partner. Trustee Burket added that the success hinges on all 3 working together.

Alliance of Downtown Progress Report - Jill Foucre, Vice President of the Alliance of Downtown Glen Ellyn (Alliance) and Owner, Marcel's Culinary Experience

Ms. Foucre presented the Board with an update since last addressing the Board at the November 18, 2013 Workshop Meeting. The Alliance is requesting \$52,800 for the short budget year. The Alliance goals have not changed and have completed three events this year. The completed events are: the Indoor Sidewalk Sale, Restaurant Week (new this year) and Spa Hop. Upcoming events are the Wedding Walk and Wines and Finds. Seventy businesses are Alliance members.

The goal is to focus on all events to generate revenue. Event expenses have been reduced, especially print expenses which have been reduced by 18%. They are currently conducting a 90 day time study to evaluate if the Executive Director position can be reduced from a full time position to part time.

A new membership newsletter has been created. The summer sidewalk sale and the fall fashion show will be joint Chamber of Commerce/Alliance events.

Ms. Foucre pointed out the meaningful shift in resources. Every event has a marketing line within the event budget. Sponsorships are being sought for events; they are focusing on realtors and builders. The Alliance is working with Director Hannah on a destination marketing campaign for Glen Ellyn. "We are a support role for the Village", Jill Foucre.

Finance Committee Chairman Ford stated that the Alliance is not another organization in town doing what they do. The Alliance drives repeat shopping into downtown Glen Ellyn. The Chamber provides business to business support.

At 7:15 p.m. President Demos apologized to members of the Glen Ellyn Volunteer Fire Company who were scheduled to address the Board.

Trustee McGinley stated that the Alliance Executive Director should only be paid \$20 an hour.

Trustee Elliott asked how their success is measured overall.

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Ms. Foucre responded that last year the Alliance Executive Director's health insurance was eliminated and the salary has not changed since 2011. To change the budget so drastically while the Alliance is transitioning would be a significant challenge. The changes made were meaningful changes and the Alliance is gaining momentum. This could create crippling challenges when we are on the rise.

Adjournment

At 7:31 p.m. Trustee Elliott moved and Trustee O'Shea seconded the motion to adjourn. Motion carried.

Respectfully submitted,

Catherine Galvin,
Village Clerk