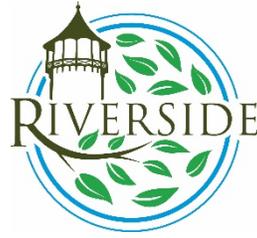


Residents and visitors are welcome to all meetings of the Economic Development Commission. Public comments are welcome on any topic related to the business of the Public Body at Regular and Special Meetings. Comments may be made at any time. Individuals who wish to comment must be recognized by the Chairperson and then speak at the podium, beginning by identifying themselves by name and address.

Any individual with a disability requiring a reasonable accommodation in order to participate in the meeting should contact Village Manager Jessica Frances at least five working days in advance of the next scheduled meeting at (708) 447-2700 ext. 254.



**VILLAGE OF RIVERSIDE, ILLINOIS
ECONOMIC DEVELOPMENT COMMISSION
REGULAR MEETING
Thursday, January 9, 2020
7:00 pm
Riverside Township Hall – Room 4
27 Riverside Road, Riverside, IL 60546**

A G E N D A

1. Call to Order
2. Roll Call

Chairperson
Kristine Herbst

Commission Members
Jack Buoscio Brian Plain
Suzanne Kahle Jennifer Fournier
Bridget Doherty

3. Public Comment:
4. Approval of Minutes:
 - A. Economic Development Commission Regular Meeting Minutes of September 12, 2019
5. Chairperson Report:
6. Liaison Reports:
 - A. Village Board Update
 - B. Staff Update
 - C. Chamber of Commerce Update
7. Central Business District:
8. Old Business:
 - A. Update from Visit Oak Park on 2019 marketing campaign and micro-tourism site.
9. New Business:
 - A. Discussion and recommendation to staff and Visit Oak Park on proposed 2020 marketing partnership with Visit Oak Park.
10. Informational Items:
11. Adjournment:

VILLAGE OF RIVERSIDE
ECONOMIC DEVELOPMENT COMMISSION
Thursday, September 12, 2019
Riverside Township Hall, Room 30
MEETING MINUTES

1. CALL TO ORDER

The meeting was called to order by CHAIRPERSON HERBST at 7:30 p.m.

2. ROLL CALL

Present: CHAIRPERSON KRISTINE HERBST
COMMISSIONER JENNIFER FOURNIER
COMMISSIONER SUZANNE KAHLE (left at 8:45 p.m.)
COMMISSIONER JACK BUOSCIO
COMMISSIONER BRIDGET DOHERTY

Absent: COMMISSIONER BRIAN PLAIN

Also Present: CD Director Abt
Trustee Peters

3. PUBLIC COMMENT

None.

4. APPROVAL OF MINUTES

COMMISSIONER FOURNIER had a correction on page 2 of the August minutes noting a typo at the end of the second to last paragraph; the word should be “eliminate” not “illuminate”. COMMISSIONER FOURNIER motioned, seconded by COMMISSIONER KAHLE, to approve the minutes of the July 11, 2019 Regular Meeting and the August 22, 2019 Special Meeting of the Economic Development Commission with the correction.
Voice Vote. All Ayes.

Motion passed.

5. CHAIRPERSON REPORT

CHAIRPERSON HERBST went over the upcoming 150 Anniversary events including the picnic, the hot air balloon ride, the Housewalk and a dance in October.

6. LIAISON REPORT

A. Village Board Update (*this item was discussed after the Staff and Chamber Updates*)

Trustee Peters shared that the cannabis text amendment had been approved by the Village Board. CHAIRPERSON HERBST asked if there was any update on the facilities study. Trustee Peters said discussion has been postponed to the fall. Staff is still looking at alternate site locations.

B. Staff Update

Director Abt shared:

Economic Development Commission Minutes

September 12, 2019

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- Village purchased 43 E. Quincy for a new Parks & Recreation Department facility.
- IDOT has denied the sign permits for the wayfinding signage.
- The Metra Intersection Improvements Project is substantially complete. The contractor will be back next week to install landscaping and then again to address punch list items and install the capping for the planter.
- Aunt Diana's video is filming on Saturday.
- A new salon "Elev8" opened on Harlem Avenue next to the Shining Smiles dentist office.
- Visit Oak Park is filming next week for promotional footage and photos for their website and marketing purposes.

COMMISSIONER FOURNIER noted they would be filming on Friday and Wednesday. She asked how they can get people to show up and get businesses involved. The Commission discussed and suggested perhaps the businesses could open earlier and provide a happy hour so there could be more people. They suggested letting friends and neighbors know as well as posting on social media. Director Abt said she would reach out to the downtown businesses to let them know about the filming and hours and see if they could help advertise as well as open their outdoor dining earlier.

COMMISSIONER DOHERTY asked about how the EDC films are received by the businesses. Director Abt said that the feedback has been very positive. Aunt Diana's had initially been reluctant to have a video done, however once Patty viewed some of the other videos she called back and said she thought they were very good and was on board with having one done.

Commissioners also had questions about the Bank of America property. COMMISSIONER BUOSCIO and KAHLE asked if there was a way to activate it for economic development purposes, could the spaces be leased for additional parking, would there be temporary uses on the property. Director Abt stated the temporary uses would need to be approved by the Board, but ultimately it would be up to Bank of America to decide if they want to lease parking spaces or for temporary uses in the interim. She stated she could reach out to her contacts and mention those possibilities.

The Commissioners also asked about getting a sign back up on the Harlem Property.

C. Chamber of Commerce Update - There was no update from the Chamber.

7. CENTRAL BUSINESS DISTRICT REPORT:

Director Abt shared that CC Wellness closed and a new business is looking at the space for a topiary/interior design studio. She shared that the build out permit for St. Mary's new offices was issued. She also shared that ALDa Foods from the Farmers Market has expressed interest in the Train Station location. Staff toured the facility with them.

8. NEW BUSINESS:

A. Discussion and recommendation to Staff on proposed 2020 budget.

Director Abt stated that the budget process has begun for 2020. Given the commission's interest in continuing and maximizing the relationship with Visit Oak Park, Staff has included in the proposed 2020 budget for the EDC, \$10,000 for Visit Oak Park Marketing partnership. This would include \$1,000 for the maintenance of the micro tourism site and related content creation leaving \$9,000 for paid marketing through Visit Oak Park. Visit Oak Park has said they are willing to match the paid marketing dollars which would increase the marketing budget to \$18,000.

Staff also included \$2000 for advertising in the Community Development Department's budget to utilize for paid or boosted social media posts for economic development purposes including available development opportunities and highlighting local businesses to encourage further business investment. Staff also budgeted for an InDesign License in order to utilize the creative files that Point B created for the "Get Off the Grid" branding. Staff is also budgeting for social media management software so that Staff can more effectively manage and utilize the Village's social media channels.

COMMISSIONER FOURNIER suggested an Illustrator license, stating the InDesign is probably more than the Village needs. COMMISSIONER FOURNIER also suggested utilizing a cookie share and retargeting with our own ad to maximize our marketing/advertising dollars. She also asked what the drive to action or the purpose is, name recognition, real estate, further discussion?

COMMISSIONER BUOSCIO asked how the Village can use that to help our existing businesses. Further asking how can the Village be creative with its resources to help them. COMMISSIONER KAHLE has some questions about how the information is tracked and how such a campaign could get started; does Staff have the ability or access to do that?

The Commissioners discussed a possible retargeting marketing campaign. COMMISSIONER FOURNIER noted that they would need to decide what the campaign

would be, what the purpose would be. They would need to decide where to direct people, would it be the “off the grid” vanity page or the Village website?

After some further discussion, the Commission recommended \$10,000 for the Visit Oak Park Marketing campaign where the purpose would be to attract traffic and an additional \$3,000 for a retargeting campaign that would convert that traffic to the Village’s campaign goals.

COMMISSIONER KAHLE motioned, seconded by COMMISSIONER, FOURNIER to recommend a budget of \$13,000 for marketing purposes for the Economic Development Commission.

Voice Vote. All Ayes.

Motion passed.

9. OLD BUSINESS:

A. Continued discussion on the Commission’s priorities and focus for 2019

The Commission discussed utilizing the Facebook page to promote available commercial spaces. They also discussed better signage for the available properties including the Village’s property on Harlem. It was noted that the EDC Facebook page has not been consistently updated. COMMISSIONER BUOSCIO stated a schedule for the page should be put together such as a weekly update. COMMISSIONER KAHLE noted that the site does require regular monitoring. COMMISSIONERS DOHERTY and BUOSCIO suggested working with the businesses to see if they have any events or specials that could be included in weekly updates.

COMMISSIONER DOHERTY also suggested the Village purchase window clings that advertise the available spaces for the property owners. COMMISSIONER FOURNIER suggested that if funds are still available to see about a short digital re-targeting campaign this year.

Commissioner Kahle had to leave and excused herself at 8:45 p.m.

The Commission continued discussing marketing the available spaces and that providing as much information on the website and through social media as possible should be the Commission’s priority.

10. INFORMATIONAL ITEMS

None.

11. ADJOURNMENT

COMMISSIONER Doherty motioned to adjourn the meeting. COMMISSIONER BUOSCIO seconded the motion. Voice vote. All ayes. Meeting adjourned at 8:58 PM.