



VILLAGE OF RIVERSIDE, ILLINOIS
ECONOMIC DEVELOPMENT COMMISSION
REGULAR MEETING

Thursday, March 11, 2021 at 7:00 pm

This meeting will be conducted electronically via Zoom.

Due to the ongoing public health emergency, and consistent with the Governor's most recent emergency declaration, various Executive Orders entered by the Governor, and the recent amendments made to the Open Meetings Act in Public Act 101-640, this meeting will be conducted electronically. Public comments are welcome on any topic when received by email or in writing by the Finance Director prior to 4:00 p.m. on the day of the meeting. Emailed comments may be sent to Director Karin Johns at kjohns@riverside.il.us. Written comments may be submitted to the attention of the Director at 27 Riverside Road, Riverside, Illinois. Public comments may also be made live during the meeting by persons participating via Zoom.

For those wishing to view the meeting or make public comments via Zoom, a Zoom link will be made available via the Village's website at <https://www.riverside.il.us/423/Economic-Development-Commission> no later than 4 p.m. on March 11, 2021.

AGENDA

1. Call to Order
2. Roll Call

Chairperson

Jennifer Fournier

Commission Members

Jack Buoscio

Bridget Doherty

Larry Forsberg

Suzanne Kahle

Amy Jacksic

Charles Terhune

3. Public Comment:
4. Approval of Minutes:
 - A. Economic Development Commission Regular Meeting Minutes of January 11, 2021
 - B. Economic Development Commission Special Meeting Minutes of February 4, 2021
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. Continued SWOT Analysis and discussion of 2020/2021 economic development priorities and goals.
 - B. Discuss Facebook Strategy for 2021.
9. New Business:
 - A. Village Vacancy Report
 - B. Wayfinding Signage
10. Informational Items:
 - A. Update on Business Economic Grant Progress
11. Adjournment:

Public comments received by email or in writing by the Community Development Director prior to 5 p.m. on the day of the meeting were welcome on any topic. Public comments were also allowed during the electronic meeting using the Zoom Meeting ID and Access Code posted on the Village website prior to the meeting. Due to the ongoing public health emergency, and consistent with the Governor’s most recent emergency declaration, various Executive Orders entered by the Governor, and the recent amendments made to the Open Meetings Act in Public Act 101-640, this meeting was conducted electronically.



VILLAGE OF RIVERSIDE
ECONOMIC DEVELOPMENT COMMISSION REGULAR MEETING
Minutes

I. Call to Order: The Regular Meeting of the Village of Riverside Economic Development Commission was held Thursday, January 14, 2021, electronically via Zoom. Director Abt called the Regular Meeting to order at 7:03 p.m.

II. Roll Call:

Present:	Chairperson Fournier Commissioner Jacksic Commissioner Kahle Commissioner Doherty Commissioner Forssberg Commissioner Terhune
Absent:	Commissioner Buoscio
Also Present:	Trustee Evans Community Development Director Abt Management Analyst Bouman

III. Public Comment
No public comment and no submitted comments sent in.

IV. Approval of Minutes

A. Economic Development Commission Regular Meeting Minutes of November 12, 2020. Commissioner **Forssberg** motioned to approve the November 12, 2020 minutes of the Regular Meeting of the EDC and Commissioner **Jacksic** seconded the motion.
AYES: Kahle, Doherty, Jacksic, Forssberg, Terhune
NAYS: None.
Motion passed.

V. *Chair Report:*

Good rentals in town, even considering restrictions due to COVID. Per Director Abt said still no indoor dining (tier 2), but now allowing meetings of up to 10 people. Chair Fournier said Village email went out regarding economic development incentive and asked if they were sending any more support type emails. Per Director Abt, there is one other to let people know of updates and contacts and it's in the works. Chair Fournier advised that there is an open data base where you can see what businesses were awarded COVID response money.

VI. *Liaison Reports*

A. Village Board Update

Trustee Evans stated board passed flood wall and next step is design to ensure the look of the wall look is okay, and that with strong community input we can come up with something that looks good. The wall could be seen if eastbound on Forest, south side of street, on Groveland going west. The most visible part would be 11' tall (from water line). Also proposing wall on Park Place along Park turn, so it would run along Groveland and tall part of that wall will run about 300' behind West.

Chair Fournier asked how government funding is now (that didn't get passed in last bill) for small state and local governments. Director Abt said that may be revisited with the new administration. Chair asked if lack of funding impacting village. Director Abt said it was a tough budget year and will still be lean in 2021, however, village was conservative in their projections so hopefully it will not be dire.

B. Staff Update

Director Abt gave an update on deadline for economic incentive grant. She has received four applications to date. Village has also been getting inquiries about vacant spaces/business buildings; that is a positive sign because it means people are considering opening businesses again. Chair named leasing agent for Arcade building.

C. Chamber of Commerce Report

None.

VII. *Central Business District*

Director Abt stated that the *Seed* opened before Christmas, right after Thanksgiving. *Catrina Bar* opened, having their liquor license approved in December. A few people are interested in the former *Flur* space for opening a café, restaurant, or bakery.

Village extended temporary use (from November) for other outdoor dining on sidewalks until April 30, then depending on where we're at as far as restrictions, Village will look at that again. Last year fee was waived for liquor licenses, but that will be discussed again by village board as we enter into a new season.

Doherty asked how Michaels Pancake House was doing. Abt said they were doing okay and had heard reports that they were doing indoor dining and she had to notify them (as she had other businesses) that during Tier 3 no indoor dining was allowed, but outdoor dining gave them seating for a few weeks before the weather turned really cold.

VIII. Old Business

- A. Continued SWOT Analysis/discussion of 2020/2021 economic development priorities/goals; better to do in person and a lot could change soon. Commissioner **Forsberg** motioned to table SWOT analysis to March 2021 Regular Meeting of the EDC and Commissioner **Jacksic** seconded the motion.

AYES: Fournier, Jacksic, Doherty, Terhune, Forsberg, Kahle

NAYS: None.

Motion passed.

IX. New Business

- A. Discuss Facebook Strategy for 2021.

Chair Fournier brought up that there seemed to be some difficulty executing the strategy and suggested a few minutes of the EDS meetings should be used for discussion, planning and execution. Commissioner Kahle suggested any member could create a draft and leave for other members' comments. Chair Fournier suggested highlighting certain businesses around specific holidays and let people know what that business has to offer for that holiday. Many other ideas were discussed on how to include the promotion of every business. Community Development will work on this.

- B. Discuss potential vacancy signage program.

Chair Fournier said they spoke last year about doing signage in spaces for lease. EDC revisited this suggesting that instead of large, empty looking spaces/signs, a cohesive look and feel could be created by putting up positive, esthetically pleasing "coming soon" types of signs. Ideas were then discussed ideas on how to make that possible and if costs could perhaps be shared for signage. Discussed spaces being better marketed, so people notice that the village is making an effort toward promoting these spaces. Village packets for businesses with tips to help promote a possibility. Director Abt getting costs for vinyl signage that can fit in any window.

X. Informational Items:

Director Abt said she wants to figure out when a special meeting could happen; maybe beginning of February. Applications for grants are due tomorrow giving Community Development two weeks to review and present them to EDC so that the EDC can make their recommendations and budget allotments to the Village Manger.

XI. Adjournment

Chair Fournier motioned to adjourn, but Director Abt first needed to ensure that all members heard the meeting in its entirety. Everyone responded in the affirmative. Commissioner **Forsberg** then motioned to adjourn and Commissioner **Terhune** seconded.

AYES: Doherty, Forsberg, Kahle, Terhune, Doherty, Jacksic.

NAYES: None.

Motion passed.

Chair Fournier adjourned the Regular Meeting of the EDC at 8:08 pm.

Respectfully submitted:

Public comments received by email or in writing by the Community Development Director prior to 4:00 p.m. on the day of the meeting were welcome on any topic. Public comments were also allowed during the electronic meeting using the Zoom Meeting ID and Access Code posted on the Village's website prior to the meeting. Due to the ongoing public health emergency, and consistent with the Governor's most recent emergency declaration, various Executive Orders entered by the Governor, and the recent amendments made to the Open Meetings Act in Public Act 101-640, the Village President has determined that an in-person meeting is not practical or prudent at this time, and this meeting was conducted electronically via Zoom.



VILLAGE OF RIVERSIDE
ECONOMIC DEVELOPMENT COMMISSION SPECIAL MEETING
Minutes

I. Call to Order: The Regular Meeting of the Village of Riverside Economic Development Commission was held on Thursday, February 4, 2020, electronically via Zoom. Director Abt called the Regular Meeting to order at 5:37 pm.

II. Roll Call:

<i>Present:</i>	Chairperson Fournier Commissioner Doherty Commissioner Forssberg Commissioner Jacksic Commissioner Kahle Commissioner Terhune
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Absent: Commissioner Buoscio

Also Present: Community Development Director Abt
Finance Director Johns
Executive Director Liz Chilton, Riverside Arts Center

III. Public Comment

Director Abt said they have an applications from Chew Chew café for outdoor dining improvements with addition of two heat lamps for outdoor seating area, from Riverside Foods for COVID safety improvements with increasing ventilation installing an induct air purification system and purchasing a portable hand washing station, and from Riverside Arts Center for some signage and outdoor improvements, looking to repair and replace their existing fence (along the train line) to enhance their space and provide an opportunity for some in person programming outdoors. Total comes to \$12,589 but EDC can only reimburse up to 50% of the cost, bringing that to \$6,294.50 leaving a balance of a bit over \$1,700 for additional grants.

There was one more application but it did not contain some needed information. Staff recommends approval of these three applications with a condition for the Riverside Arts Center. Because it is a fence and there is painting on there, what they're doing cannot be a sign for the Riverside Arts Center because painted signs are not allowed on fences so it has to be a mural or artwork of some kind. **Commissioner Doherty** motioned to approve and **Commissioner Forssberg** seconded and asked if there was a plan yet for the fence and Liz said the plan is to replace the fence and have a mural program/mural artist to work with community youth to design something for the outside and inside of the fence and do some landscaping.

AYES: Chair Fournier, Commissioners Doherty, Forssberg, Jacksic, Kahle, Terhune.

NAYES: None.

Motion passed.

- IV. *Public Comment:*** Director Abt then opened the meeting for public comments; there were none.

Commissioner Forssberg complimented Staff and Board for approving this fund and making this happen. Commissioner Jacksic said these were the exact type of applications she was hoping to see.

Director Abt said another email will be put out to let people know EDC is taking another round of applications. She said the next step for the applications that were approved will be bringing the recommendation to the Village Manager, along with a draft grant agreement. Once those are executed by the Village Manager and applicants they will be able to start their work.

Commissioner Kahle suggested sharing with potential interested applicants that three applications were approved so they will be encouraged to participate and to also let them know we are working with them. Commissioner Doherty suggested letting media know as well.

- V. *Adjournment***

Commissioner Kahle motioned to adjourn and **Commissioner Terhune** seconded to adjourn the Special Meeting of the Economic Development Commission.

AYES: Chair Fournier and Commissioners Doherty, Forssberg, Jacksic, Kahle, Terhune.

NAYES: None.

Motion passed.

The meeting was declared adjourned by Director Abt at 5:47pm.

Respectfully submitted:

Finance Director Johns

Date Approved



COMMUNITY
DEVELOPMENT

MEMORANDUM—COMMUNITY DEVELOPMENT DEPARTMENT

To: Chairperson Fournier & Members of the Economic Development Commission
 From: Sonya Abt, Community Development Director
 CC: Jessica Frances, Village Manager
 Re: Continued SWOT Analysis (continued from May, 2020)
 Date: March 11, 2021

Background

The village is in the preliminary phases of creating a 5-year economic development plan and solidifying an action plan for 2020. Staff directed a SWOT (Strengths, Weaknesses, Opportunities and Threat) Analysis to identify Riverside’s strengths and weaknesses and identify external opportunities and threats. By utilizing this information, the Commission can create an appropriate and effective strategy to achieve its economic development goals. The analysis can be utilized to create an action plan.

At the March meeting the commission started this process. The Commission went over previously outlined visions and goals, including the Riverside CBD Plan’s priorities and guiding principles and the Point B facilitated branding’s goals and long-term sustainable competitive advantages. The commission was in agreement with these still being the goals and visions of the Village.

SWOT Analysis – Part 1

The Commission identified strengths, weaknesses, opportunities and threats that affect Riverside’s abilities to achieve our visions and our goals. These are listed in the table below.

- Identify the community’s strengths and weaknesses (internal factors – inherent characteristics of the community, often looked at in comparison to other communities)
- Identify opportunities and threats of/to the community (external factors – generally outside of the influence of local actors and have an impact on the local economy)

<u>STRENGTHS</u>	<u>WEAKNESSES</u>
<p>(Assets or factors that give a community its competitive advantage and make it an attractive place to be.)</p> <ul style="list-style-type: none"> • Greenspace, Recreational opportunities, Biking • Proximity to Chicago • Good schools • Motivated Village Board, willing to work with surrounding communities • Residents with good incomes & purchasing power & hobbies • Flexible recruitment • Riverside Foods • Nice & safe community • Housing: Diverse housing stock, good value – still a discount compared to other nearby communities, aging in place opportunities • Small Population • Charming downtown & Train (Metra Station) • Historic Landmark • Empty Storefronts 	<p>(Factors that are obstacles or constraints to economic development. They can be social, physical, financial, regulatory, operational.)</p> <ul style="list-style-type: none"> • Reputation of not being business friendly • Lack of economic anchor • Lack of parking • Bad landlord • Dated available space • Not a great history of thriving businesses • Empty storefronts • Backs of businesses turned to the train • Low walking traffic • River – limited visibility, pathways, signage • Small population • Aging internet infrastructure/availability • Limited facilities for larger gatherings



MEMORANDUM—COMMUNITY DEVELOPMENT DEPARTMENT

<u>OPPORTUNITIES</u>	<u>THREATS</u>
<p>(Conditions, that are external to the community, that make it easier or possible to develop competitive advantages.)</p> <ul style="list-style-type: none"> • Brookfield Zoo/Zoo Events • Younger families moving in/Young families moving to the ‘burbs • Des Plaines River & Des Plaines River Trail • # of businesses without an online presence • Changing nature of business/commerce • Makers – people already in town whom could take advantage of a maker’s space • Home rule referendum • Restarting Guerilla Gardening • What is our economic anchor? 	<p>(Unfavorable trends or developments external to the community that lead to a loss or decline in a community’s competitive advantage or economy in general.)</p> <ul style="list-style-type: none"> • Climate change • High taxes and high rents • Non home-rule community • Threat of recession • Small businesses – can they withstand a recession? • ComEd reliability & blackouts • Landlord motivation or lack of • Aging population • Berwyn (their BDC Flexibility & \$\$) • Lack of landlord investment

Also helpful are “neutral factors” (factors that do not neatly fall under the strengths, weaknesses, opportunities or strengths categories); they may be critical to the overall economic plan.

- Business Districts
- Planned Unit Development Ordinance

Next Steps

The Commission may want to revisit Part 1 given the COVID pandemic.

SWOT Analysis – Part 2

SWOT Analysis is an iterative process that facilitates the plan-making process. We will be working to take the strengths, weaknesses, opportunities and threats identified in Part 1 at the last meeting and utilizing them to create an action plan and economic development plan for the commission.

The SWOT matrix is a great place to start that analysis. Please utilize the SWOT Matrix to analyze our answers from our previous meeting (on page 1) and think of actionable items.

		<u>SWOT Matrix</u>	
		STRENGTHS	WEAKNESSES
OPPORTUNITIES		Evaluate ways to use strengths to take advantage of opportunities.	Consider how opportunities can be used to compensate for or overcome weaknesses.
THREATS		Create strategies that will use strengths to avoid or to mitigate threats.	Develop defensive policies that will minimize weaknesses and avoid threats

Example:

Analysis: As a nice and safe town with close proximity to the city and an affordable housing stock we can take advantage of the opportunity of young families looking to move out to the suburbs. This increase in population and income will help attract new businesses that can serve young families and help sustain existing businesses.

Actionable item: Work with local realtors to promote Riverside’s available properties to young families in Chicago.



COMMUNITY
DEVELOPMENT

MEMORANDUM—COMMUNITY DEVELOPMENT DEPARTMENT

To: Chairperson Fournier & Members of the Economic Development Commission
From: Karin Johns, Finance Director
CC: Jessica Frances, Village Manager
Re: Vacancy Listing
Date: March 11, 2021

Background

The Village of Riverside has available on it's website a listing of available commercial properties.

<https://riversideil.maps.arcgis.com/apps/Shortlist/index.html?appid=03464c7e2ecc4fcbba5bd4b2bb606e91>

Current Availabilities

- 42 East Ave
- 28 E. Burlington St
- 30 E. Burlington St
- 363 E. Burlington St
- 115 E. Burlington St
- 2704 S. Harlem Ave
- 2710 S. Harlem Ave
- 3200-3212 S. Harlem Ave
- 3250 S. Harlem Ave
- 3300 S. Harlem Ave
- 3300 S. Harlem Ave
- 3320 S. Harlem Ave

Changes

- 7234 W Ogden Ave - sold