



VILLAGE OF RIVERSIDE, ILLINOIS
ECONOMIC DEVELOPMENT COMMISSION
REGULAR MEETING

Thursday, September 9, 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 September 9, 2021.

AGENDA

1. Call to Order
2. Roll Call

Chairperson

Jennifer Fournier

Commission Members

Jack Buoscio

Bridget Doherty

Larry Forsberg

Suzanne Kahle

Amy Jacksic

Amador Valenzuela

3. Public Comment:
4. Approval of Minutes:
 - A. Economic Development Commission Special Meeting Minutes of August 16, 2021
5. Chairperson Report:
6. Liaison Reports:
 - A. Village Board Update
 - B. Staff Report
 - C. Chamber of Commerce Update
7. Old Business:

8. New Business:
 - A. EDC Annual Work Plan - 2022
 - B. Village Vacancy Report
 - C. Facebook Content Calendar October- November 2021
9. Informational Items:
 - A. Update on Business Economic Grant Progress
10. Adjournment:

MEETING AND PUBLIC COMMENT PROCEDURES: The Economic Development Commission will meet in person and physical spacing will be observed. Any individual with a disability requiring a reasonable accommodation in order to participate in the meeting should contact Finance Director Karin Johns at least 48 hours in advance of the meeting at (708) 447-2700 ext. 232. Public comments are welcome on any topic related to the business of the Public Body at Regular and Special Meetings during the portion of the meeting devoted to a particular agenda item, or during the period designated for public comment for non-agenda items. Individuals who wish to comment must be recognized by the Chairperson and then speak at the podium, beginning by identifying themselves.



**VILLAGE OF RIVERSIDE, ILLINOIS
ECONOMIC DEVELOPMENT COMMISSION REGULAR MEETING
Minutes**

1. **Call to Order:** The Regular Meeting of the Village of Riverside Economic Development Commission was held on Monday August 16, 2021. Finance Director Johns called the Regular Meeting to order at 7:00pm.

2. **Roll Call**

Present:	Chairperson Fournier Commissioner Kahle Commissioner Doherty Commissioner Forsberg Commissioner Buoscio Commissioner Jacksic
Absent:	None
Also Present:	Trustee Gallegos Finance Director Johns Management Analyst Splitt

3. **Public Comment:** None

4. **Approval of Minutes:**
A. Economic Development Commission Regular Meeting Minutes of June 11, 2021

5. **Chairperson Report:**
Chairperson Fournier reports that the Visit Oak Park Campaign is in swing & Riverside splash page is up. Showed a video for visiting Riverside. Chairperson is anticipating a tighter collaboration between Visit Oak park and RTV, and thinks collecting B-Roll of Riverside could be beneficial for media opportunities with a quick turnaround. September 20 was chosen as the date for a collaborative meeting with RTV.

6. **Liaison Reports:**
A. Village Board Update
B. Staff Report
Finance Director Johns notes that the Village has met with businesses interested in vacant spaces in Riverside Business District #2. Nothing has been finalized yet. The business taking over Mollies' needs to complete

renovations before they can open.

C. Chamber of Commerce Update

Trustee Gallegos noted that the Chamber of Commerce is currently restructuring. They are looking to hold a River event when that reopens, dropping a lot of rubber swans into the river similar to an event in Chicago. Chairperson Fournier mentioned a festivals and tourism grant the Chamber could apply for if interested. Gallegos continued that the Holiday Stroll event is too early to plan for at the moment considering the Covid-19 Delta variant. The Chamber does not anticipate holding the car show this year but believe that they will host it again in 2022.

7. Old Business:

A. Continued SWOT Analysis and discussion of 2022 economic development priorities and goals.

Chairperson Fournier mentioned the Procedure Manual and the importance of developing goals for the commission. Mentioned that the Commission should have goals and key performance indicators (KPIs) to judge performance. The first goal mentioned was increasing the business occupancy rate. After discussion it was found that a KPI to measure would be rate of sales tax increase. Chairperson Fournier mentioned various "trail" events where municipalities encourage visitors by creating a list of locations to visit. The example given was a "taco trail." Commissioners agreed that a project like that would be best to include Riverside along with other towns rather than something exclusive to Riverside. Chairperson Fournier asked what attractions Riverside would like to highlight. Commissioner Doherty suggested Aunt Diana's for a chocolate or candy tour. Chairperson Fournier suggested the next goal could be Raising Awareness of Riverside as a destination/place to live. To expand on this goal Commissioner Forssberg suggested partnering with Realtors or brokers to offer them media to show prospective buyers. Commissioner Buoscio suggested reaching out to residents who recently moved to Riverside, in order to find out why they selected Riverside. Finance Director Johns presented to the Commission a business incubator program in the train station with a timeline of first quarter 2022 creating policy, second quarter interviewing and selecting businesses, and third quarter beginning rentals. Commissioner Doherty wondered if multiple vendors would share the train station. Director Johns was concerned about logistics of multiple vendors setting up. Chairperson Fournier cautioned the commission about putting up too many barriers, and that if there are barriers they should come with support. Commissioner Jacksic wondered what barriers the location had for food vendors. Director Johns believed one barrier was the condition of the sink at the station. Commissioners discussed whether the train station would need to be upgraded to pursue this project. Director Johns suggested that the program could run for a year before pursuing renovations to the train station. Commissioner Doherty offered that the project should have a tight timeline and limited cost, given that the incubator is not proven. Commissioner Forssberg mentioned that downtown Batavia has an incubator program and could be a resource for Riverside to model after if interested. Commissioner Doherty offered that the incubator could be every other weekend or done one weekend a month. Chairperson Fournier wondered if the renovation could be accomplished in part through a grant. Director Johns agreed that a grant offsetting the cost could help the project be included in the budget. She also would like the commission to be present when proposing the project to the Board. Chairperson Fournier asked what known issues the commission would like to correct in the Train station. The Commission mentioned the bathrooms, storage, electric, security, and Wi-Fi. Chairperson Fournier offered Train Station Activation as a goal for the commission, with a KPI of the station being revenue positive. Chairperson Fournier would begin a draft for train station renovations and Director Johns would look into the grant.

8. New Business:

A. Procedure Manual for Boards and Commissions

B. 2022 Budget and Goals

Chairperson Fournier asked Director Johns what steps were needed for the budget. Director Johns answered that the Chairperson of each commission drafts a document and then the commission votes on whether to send it to the board. A work plan is due at the end of the year. Discussing the individual items on the Budget memo, Chairperson Fournier offered that a Market study wasn't in alignment with current

EDC goals. For the next item Director Johns inquired how many shoots the commission would like with RTV in the year. Chairperson Fournier suggested 1 each quarter, but included that rather than commercials for businesses to create a library of footage to provide for media opportunities when they pop up. Commissioner Buoscio offered that he was at previous shoots focused on businesses and was unsure if it added to the bottom line. Director Johns mentioned the videos didn't have to be business focused and could piggyback off other opportunities. Commissioner Doherty asked what a realistic budget would be for the Commission. Director Johns stated for new spending less than \$10,000 was likely. On the topic of small business grants, Commissioner Kahle stated business support needs to be a priority considering the incubation project. Director Johns inquired about a focus for the grant. Chairperson Fournier expressed putting the grant towards PR rather than advertising. Commissioner Buoscio believed the budget could be spent better elsewhere than grants. Director Johns mentioned the fee waiver program for new business adopted by the board, suggested tabling grants for the year and making a post on EDC Facebook about the fee waiver program. Continuing discussion on the incubation program Chairperson Fournier highlighted the need for the program to be promoted. She had noticed other events and instances where the promotion wasn't prominent. Director Johns directed the commission to the signage item on the budget memo. Commissioner Buoscio offered that online advertisement could be more effective than a physical sign, mentioning specifically google maps and waze. Chairperson Fournier suggested that Burton could potentially offer online presence advertising, and that the commission should see what options are there. Chairperson Fournier suggested a budget of \$15,000 for a geofencing campaign.

C. Village Vacancy Report

The Village did not have changes from last report.

D. Facebook Content Calendar August - September 2021

Discussion of social media posts included a September 22 Business women's Day. Commission listed local businesses that are women owned. Commission would like post changed from one day to a week, including statistics on how many businesses are woman owned and including women in government in Village of Riverside to highlight their contributions.

9. Informational Items:

A. Update on Business Economic Grant Progress

Finance Director Johns has mentioned that no businesses have submitted for reimbursement for grant award. Businesses have also been reached out to for status updates. Businesses have a year to submit for reimbursement.

B. Ordinance- Fee Waivers for New Businesses

Village board has approved waiving fees for new businesses in Riverside. This item was discussed earlier in 8B.

C. Federal ARPA Funding for Small Businesses

Finance Director Johns included information on ARPA funding that businesses can apply for directly. She has requested Cook County grants for Village wide projects. Cook County is looking for turnkey projects that can be executed quickly. Director Johns noted that no EDC projects fit that mold at the moment they were submitted. Director Johns can ask for more such as bathrooms at train station or Wi-Fi if she gets a rough estimate on pricing

10. Adjournment:

Commissioner Doherty motioned to adjourn and seconded by Commissioner Buoscio.

AYES: Kahle, Forssberg, Jacksic

NAYES: None.

Motion passed.

Commissioner Doherty declared the meeting adjourned at 9:11pm.

To: Joe Ballerine, Village President, Jessica Frances, Village Manager, and Karin Johns, Finance Director
From: Jennifer Fournier, Chairperson of Economic Development Commission
Re: EDC Commission's 2022 Work Plan
Date: September 9, 2021

Riverside EDC 2022 Work Plan

The Riverside Economic Development Commission's Annual Work Plan for 2022 is centered around three key goals. These goals all have tangible key performance indicators (KPIs), so that they can be aligned to, measured against, and success demonstrated. Focusing on only three overarching goals will ensure that our commission is focused on delivering desirable outcomes in an efficient manner.

Our initial goal is to see a positive increase in sales tax revenue. This entails sales tax that is generated by the businesses within the entire village of Riverside. We hope to see an increase of 5% year over year. Projects that support sales tax revenue increases include, but are not limited to, supporting our existing businesses, attracting retail and sales-tax revenue generating businesses to town, and attracting visitors to town to participate in our local economy.

Our second goal is to increase the overall awareness of Riverside. We would like Riverside known as a travel-worthy destination to visit, a magical place to live and raise families, and a thriving and artisan-friendly business community. Projects in support of increasing the awareness of Riverside include collaborating with Visit Oak Park, our regional tourism and convention bureau and its partners, working with the media and in partnership with Riverside TV to communicate our area's features and attractions, and working with local realtors to extend our reach to potential homeowners. While some KPIs cannot be measured (ie. word of mouth), we will be tracking media impressions to demonstrate growth.

Our third goal is activation of the village-owned train station property. For the last eight years, the train station has sat vacant, largely due to its inability to secure a lease without requiring substantial and burdensome property improvements. We would like the community to be able to benefit from this village asset from an economic development standpoint. Positive activation may be in the form of a long-term lease resulting in additional sales tax revenue. Activation may alternatively be achieved by using the space to implement economic development programs such as makers markets that attract both makers and consumers to the area (similar to the Boardwalk Shops in Batavia). We hope to take advantage of the Illinois Tourism Attractions & Festivals Grant Program to fund the improvements and prepare the train station to receive the visitors it has been missing.

As potential initiatives are raised and discussed, our 2022 goals will remain the priority in an effort to make the best use of our commission's time and talents and to drive positive economic results for the village.

To: Chairperson Fournier & Members of the Economic Development Commission
From: Karin Johns, Finance Director
CC: Jessica Frances, Village Manager
Re: Vacancy Listing
Date: September 9, 2021

Background

The Village of Riverside has available on its website a listing of available commercial properties.

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

Current Availabilities

- 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
- 3320 S. Harlem Ave

Changes

- 2704 S. Harlem Ave – rented month to month

October 2021

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1 <i>International Coffee Day</i> <i>Michaels Breakfast</i>	2
3	4	5	6 <i>Cook County Grant Reminder Due October 13</i>	7	8	9
10	11	12 <i>Optimize Your Social Media</i> Cook County	13	14	15	16 <i>Sweetest Day</i> <i>Aunt Diana's</i>
17	18 <i>No Beard Day</i> <i>Barbershop</i>	19	20	21 <i>SCORE Chicago Mentor Program</i> link	22	23
24	25 <i>World Pasta Day</i> <i>La Barra</i>	26	27	28 <i>Pick Up Halloween candy shop local</i>	29	30
31						

November 2021

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3 <i>Sandwich Day Sawmilly</i>	4	5	6
7	8 <i>Illinois Small Business Resources</i> link	9	10	11	12 <i>EDC Additional Resources Page</i>	13
14	15	16 <i>National Fast Food Day</i>	17	18	19	20
21	22 <i>Starting your business in Illinois Handbook</i>	23	24 <i>Thanksgiving</i>	25	26	27
28	29	30				