

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 the Village Clerk at least 48 hours in advance of the meeting at (708) 447-2700. 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 Commission Chair and then speak at the podium, beginning by identifying themselves.



**VILLAGE OF RIVERSIDE, ILLINOIS
ECONOMIC DEVELOPMENT COMMISSION
Thursday November 10, 2022 at 7:00 pm**

AGENDA

1. Call to Order
2. Roll Call

Chairperson

Larry Forssberg

Commission Members

Bridget Doherty

Suzanne Kahle

Amador Valenzuela

Amy Jacksic

Paul MacNerland

Natalia Wator

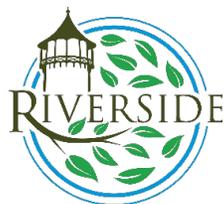
3. Public Comment:
4. Approval of Minutes:
 - A. Economic Development Commission Meeting Minutes of September 13, 2022
5. Chairperson Report:
6. Liaison Reports:
 - A. Village Board Update
 - B. Chamber of Commerce Update
 - C. Staff Report
 - a. Vacancy Report
 - b. Visit Oak Park
7. Old Business:
 - A. 2022 Goals
 1. Activate Train Station
 2. Increase Sales Tax
 3. Overall Awareness of Riverside
 - B. Business Parking – South of the Tracks

- C. 2023 Economic Development Work Plan and Budget Initiatives
- D. 2023 Meeting Schedule

8. New Business:

9. Informational Items:

10. Adjournment:



**VILLAGE OF RIVERSIDE
ECONOMIC DEVELOPMENT COMMISSION SPECIAL MEETING
Minutes**

- I. Call to Order: The Special Meeting of the Riverside Economic Development Commission was held September 13, 2022. *Chairperson Fournier* called the Special Meeting to order at 7:02 p.m.

- II. **Roll Call:**
 - Present: Chairperson Fournier
Commissioner Kahle
Commissioner Jacksic
Commissioner Forssberg
Commissioner Valenzuela

 - Absent: Commissioner Doherty
Commissioner Wator

 - Also Present: Finance Director Johns
Fiscal Assistant Decosola
Village President Ballerine
Trustee Gallegos

- III. **Public Comment**
None.

- IV. **Approval of Minutes**
 - A. Economic Development Commission Regular Meeting Minutes of July 14, 2022.
Commissioner Forssberg motioned to approve the minutes. Commissioner Khale seconded the motion.
AYES: Fournier, Jacksic, Valenzuela, Forssberg.
NAYS: None.
Motion passed.

- V. **Chair Report:**

Chairperson Fournier stated that Commissioner Kahle, Wator and herself attended the Sandtrap opening. They are excited to see a new business opening. Chair Fournier stated that the Commission is going to focus on their goals later in the meeting.

VI. **Liaison Reports:**

A. Village Board Update:

None.

B. Staff Report:

Finance Director Johns stated that she did not include a vacancy report in the packet. Village Clerk Sowl and Director Johns are working on sending out a letter informing property owners how to list their vacant lots. Director Johns stated she expects to have this page up and running by the next meeting and it will have a lot of good information. Commissioner Forssberg asked if the GIS maps get a lot of traffic. Director Johns stated that when the Village gets phone calls staff directs them to that page, but she will work on getting analytics to see if it gets traffic on its own.

Director Johns stated the first goal of the Commission was to activate the train station. Gears 2 You opened in April 2022 and it seemed like they were very busy for the summer. Johns also stated the Commission also planned Artisan Market, which will be officially cancelled later in the meeting. Director Johns asked if there was anything else the Commission would like to work on in 2023.

Commissioner Jacksic asked if there has been any word from No Manches. Director Johns said that they have not heard anything yet, but Communications Specialist Downing is attempting to get ahold of the owner and hasn't been successful.

Director Johns stated that as of August 31st, municipal sales tax collection currently total \$306,854.00, an increase of 41.4% or \$89,000 from 2021. Places for eating tax year to date total is \$74,740 representing a \$20,500 or 37.8% increase from 2021. In regards to the places for eating tax, staff is going to continue to follow up with businesses to pay for the places for eating tax and it is anticipated that the Village will end the year with a higher number. Director Johns stated staff has reached out for Amazon lockers and they have not contacted the Village yet.

Director Johns stated that several new businesses opened in 2022, including: Cubanitos Express in January 2022, Gears 2 You in April 2022, No Manches! In May 2022, 7-11 had an ownership change in July 2022, and Sandtrap in August 2022. Director Johns asked the Commission if there is anything else they would like staff to work on in terms of goals. Chairperson Fournier stated that the Commission would like transparency on what the process is from initial inquiry on a commercial space or business through certificate of occupancy. The Commission would like to track how

long the whole process is taking and where people are falling off so that they can assist in any way they can. Director Johns stated that Assistant Village Manager Monroe has started a draft of this report, but it wasn't fully ready for the meeting tonight. Director Johns mentioned that there are a few businesses in the permitting process currently such as an Ice Cream shop, a special needs supportive service business and a barber shop. Sherwin Williams has completed their demolition and they are currently in the site prep process. On the September 15 Village Board agenda packet, Mint LLC is asking for approval to delay closing on the property at 2710 S Harlem Avenue for another month, but they are actively working on opening another location in Forest Park. The Village has received a few inquiries in the last month regarding new businesses such as: another barber shop, a wax/lash salon, donut shop, and a tex mex restaurant. When the Village receives these inquiries, Assistant Village Manager Monroe sends out information packets the same day that include the permitting process, different economic incentives, polices and more information like that. Commissioner Forssberg asked when they expect to open the Sherwin Williams store. Director Johns stated that the original agreement was to be open before the end of 2022, but she has to double check.

Commissioner Forssberg asked Chairperson Fournier if the Commission can participate in Restaurant Week. Chairperson Fournier stated that they should look into it for the 2023 goals and add it to the budget. Director Johns asked if Visit Oak Park currently has something for restaurant week and if that is something Riverside can join. Chairperson Fournier stated that Visit Oak Park does not currently have one, but they are looking into doing a cross community event. Director Johns asked the Commission if they would like this event to be just Riverside or if they wanted to branch out. Commissioner Forssberg stated he would suggest to branch out to other communities. Chairperson Fournier stated that is a good idea to bring the other communities into Riverside too.

Director Johns stated that Communications Specialist Downing and Riverside TV are working on videos for new businesses and the processes of getting them set up. They have been taking progress photos for Cubanito Express, Sherwin Williams and Mint. Commissioner Jacksic asked if there is an opening date for the patio at Cubanito Express. Director Johns stated she does not have a date. Director Johns stated that the goal was originally for the Commission to budget for Riverside TV time to create videos for support of some grant initiatives. Some upcoming items are interviews with businesses and the implementation of a new Roku Channel in 2023. Staff has entertained the thought of potentially utilizing Tik Tok videos to promote new businesses.

President Ballerine stated that the Village has over 300 people signed up for Tour De Proviso and he thanked Chairperson Fournier for all of her efforts. Chairperson

Fournier asked if Riverside TV can film the event. President Ballerine stated that they will be there and he will contact Bob Uphues at the Landmark newspaper. Chairperson Fournier stated that if Riverside TV films the event, they can send it with the evening broadcast.

C. Chamber of Commerce Update:

Trustee Gallegos stated that the Chamber's status is unknown. Commissioner Jacksic asked if they just wanted to do the Holiday Stroll. Gallegos stated that the Holiday Stroll might not happen this year.

VII. **Old Business**

A. Activate Train Station:

Chairperson Fournier stated that she feels like they completed their mission for this goal.

B. Increase Sales Tax:

Chairperson Fournier asked if the Commission would like to maintain this as a priority. Commissioner Kahle stated that there are multiple different things that they can branch off of for this goal, so it can stay. Chairperson Fournier stated that the last meeting they talked about supporting their businesses especially when the Chamber is not functional. Chairperson Fournier asked if business support should be a goal. Director Johns stated that one of the metrics they could use for business support are business grants to be taken on by the Commission on an annual basis. In the past, not all of the funds have been spent because there haven't been enough applications. She also stated that they should have a decision by the next meeting so that they have a full year of rolling out the applications. Commissioner Kahle stated that focusing on grants is a good idea.

C. Increase Overall Awareness of Riverside:

None.

D. Business Parking-South of the Tracks:

Chairperson Fournier stated that Quincy Street has two hour parking and there are businesses there. Every quarter businesses are able to go to the Village and pick up their business parking permit. Commissioner Valenzuela asked if they have to renew every quarter. Director Johns stated that staff will mail the application to the businesses every quarter and the permits are available for pick up at the Village. Commissioner Valenzuela stated that he appreciates there is a system in place so he doesn't have to worry about getting more parking tickets. Director Johns stated that this is a trial started by the Village Board and they are looking at the Economic Development Commission for the feedback after the trial. She also asked the Commission if anyone would like to gather a report and give it to the Board. Chairperson Fournier stated that this is the first quarter and they will gather a report

every six months. Commissioner Kahle stated that this should be enrolled into the new business packet.

E. Riverside Artisan Market Cancellation Ratification:

Director Johns stated that there was a survey conducted to cancel the market, so now they just need a roll call to ratify that decision. Commissioner Kahle asked how many applications were received. Fiscal Assistant Decosola stated there were about 15-20 applicants for the market. Director Johns stated that a lot of applicants mentioned Commissioner Jacksic, so she thanked her for getting the word out.

AYES: Fournier, Jacksic, Valenzuela, Forssberg, Kahle.

NAYS: None.

Motion passed.

VIII. New Business

A. 2023 Economic Development Work Plan and Budget Initiatives:

Director Johns stated that in the past, the budget has been around \$11,000 and they will add the \$15,000 for the grant. Director Johns stated that Chairperson Fournier has mentioned Zoo marketing and suggests that they move the \$4,000 from Riverside TV shorts money to Zoo marketing. Commissioner Forssberg asked if Brookfield has ever attempted to keep the Zoo participants in Brookfield. Chairperson Fournier stated that there have been some rebates when you go to the zoo and a neighboring business. Director Johns stated that getting Communications Specialist Downing involved is a good idea because some people don't know the boundaries of Riverside and Brookfield. Chairperson Fournier stated that in Westtown, they trolley you over to the United Center. This concept could be used for the Holiday Zoo Lights; the trolley riders would have to eat in Riverside and their incentive is a trolley ride to the zoo gate. Director Johns asked if the Commission is comfortable with the \$4,000 for marketing. Chairperson Fournier stated that that would only cover Restaurant Week and then they can't do much else after that. Commissioner Forssberg stated to add another \$4,000 onto it. Director Johns stated that Visit Oak Park has \$7,500 allocated and that might just be the standard fee. Chairperson Fournier suggested to keep this number and maybe they could use some for technology too.

Director Johns stated another idea that has been pitched in the past is Retail Coach and it might be useful in business district two. Chairperson Fournier stated that this reminds her of the videos that they had created and they never reached the correct audiences. Director Johns asked the Commission if they would like to recommend a long term funding for business support in the Central Business District (CBD). Commissioner Kahle asked why just for the CBD. Director Johns stated that majority of the businesses on Harlem have a business district that they apply for grants within. Director Johns asked if there is anything else the Commission would like to discuss in terms of budget goals. Commissioner Valenzuela asked how businesses know to apply for grants.

Director Johns stated that there have been social media posts about it. Director Johns suggested asking for \$2,000 for technical and administrative support. Chairperson Fournier agreed. Director Johns stated that we are still paying for Riverside off the Grid Domain and we haven't done anything with it. She also asked if this is something they would like to continue to pay for. Chairperson Fournier stated that it's only \$15 and to keep it but don't post on it. Director Johns stated she believes she has enough to bring to the Board for discussion.

B. 2023 Meeting Schedule

Director Johns stated that the draft meeting schedule is in their packets and follows the current setup for meetings. She asked the Commission if this still works for everyone or if there are any other suggestions. Chairperson Fournier stated that Thursdays are hard for her and she has other meetings usually. Commissioner Kahle asked if there is another option. Director Johns stated that it is completely based on their schedules. The Commission suggested looking at the second Wednesday of each month instead of Thursday. Director Johns stated that she can't guarantee room four, but she thinks they can secure a room within Village Hall.

C. Salon D'Amore Grant Ratification

AYES: Fournier, Jacksic, Khale, Valenzuela, Forssberg.

NAYS: None.

Motion passed.

IX. ***Informational Items:***

None.

X. ***Adjournment***

Chairperson Fournier asked for a motion to adjourn. Commissioner Valenzuela motioned to adjourn. Commissioner Forssberg seconded.

AYES: Fournier, Jacksic, Valenzuela, Forssberg, Kahle.

NAYES: None.

ABSENT: Doherty, Wator

Motion passed.

Chairperson Fournier adjourned the meeting at 9:07 p.m.

Respectfully submitted:

Finance Director Johns

Date Approved



COMMUNITY
DEVELOPMENT

MEMORANDUM—COMMUNITY DEVELOPMENT DEPARTMENT

To: Chairperson Forssberg & Members of the Economic Development
Commission
From: Karin Johns, Finance Director
Re: Vacancy Listing
Date: November 10, 2022

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
- 115 E. Burlington St
- 363 E. Burlington St
- 1 Riverside Rd
- 3200-3212 S. Harlem Ave
- 3250 S. Harlem Ave
- 3320 S. Harlem Ave

Changes

- 2704 S. Harlem Ave – under contract
- 2710 S. Harlem Ave – under contract



MEMORANDUM—FINANCE DEPARTMENT

To: Economic Development Commission
From: Karin Johns, Finance Director
Re: 2022 Goal Progression
Date: November 10, 2022

The Economic Development Commission duties as defined by Village Code 2-24-4 are

(A) To examine the retail businesses and the business districts within the village and to determine the best uses for retail spaces.

(B) To prepare and recommend to the village board a plan accomplishing the two (2) goals of encouraging commercial development within the village and improving the village's tax base and sales tax revenue.

(C) To serve as the primary business conduit for the village by encouraging residents and nonresidents to shop in Riverside, and to develop plans for attracting business and patrons to the village through use of fairs, exhibitions, advertising, external improvements to the business districts, and other activities.

(D) To prepare and recommend to the village board, from time to time, ordinance changes involving zoning, parking restrictions, licensing, or other changes which will enhance or otherwise benefit the commercial districts and activities within the village.

(E) To work closely with the chamber of commerce to coordinate cooperative ventures and activities to benefit the business districts and commercial activities within the village.

(F) To undertake such further studies and projects regarding economic development within the village as may be referred to it, from time to time, by the village board.

The Economic Development Commission developed a work plan for 2022 with three main goals.

1. Activate the Train Station

- a. Gears 2 You opened in April 2022.
- b. Riverside Artisan Market - cancelled

2. Increase Sales Tax

- a. As of October 31, 2022,
 - Municipal Sales Tax Collections currently total \$387,604 an increase of 33.43% or \$97,118 from 2021.
 - Places for Eating Tax Revenues year to date total \$98,220 representing a \$21,763 or 28.46% increase from 2021.
- b. 2022 New Business Openings
 - Cubanitos Express (January 2022)

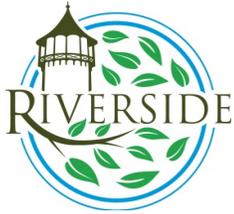


MEMORANDUM—VILLAGE OF RIVERSIDE

- Gears 2 You (April 2022)
- No Manches! (May 2022)
- 7-11 (Ownership Change July 2022)
- Sandtrap (August 2022)
- Goodfellas Parlor (October 2022)

3. Increase Overall Awareness of Riverside

- a. Currently the Economic Development Commission reprioritized the funding for RTV videos to support the grant initiatives



COMMUNITY
DEVELOPMENT

MEMORANDUM—COMMUNITY DEVELOPMENT DEPARTMENT

To: Joe Ballerine, Village President, Jessica Frances, Village Manager, and Karin Johns, Finance Director
From: Larry Forssberg, Chairperson of Economic Development Commission
Re: EDC Commission's 2023 Work Plan
Date: November 10, 2022

Riverside EDC 2023 Work Plan

The Riverside Economic Development Commission's Annual Work Plan for 2023 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.

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.

Support Local Businesses Through Active Communication. The Economic Development Commission is committed to supporting local businesses, new and old, and educating them on building permits, grants, events, etc. It is important for the Village to have connections with the local businesses in order to provide support for a successful business.

As potential initiatives are raised and discussed, our 2023 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.