

Public comments received by email or in writing by the Community Development Director prior to 5 p.m. on the meeting day 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 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 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, March 11, 2021, electronically via Zoom. *Chair Fournier* called the Regular Meeting to order at 7:02 p.m. Management Analyst Splitt called roll:
- II.* **Roll Call:**

Present:	Chair Fournier Commissioner Kahle Commissioner Doherty Commissioner Forssberg Commissioner Terhune
Absent:	Commissioner Buoscio Commissioner Jacksic
Also Present:	Trustee Evans Village Manager Frances Finance Director Johns Management Analyst Splitt
- III.* **Public Comment**  
Finance Director Johns noted that the meeting would be conducted electronically and checked to ensure that everyone could hear each other. No public comment and no submitted comments sent in.
- IV.* **Approval of Minutes**

  - A. Chair Fournier asked for a motion to approve the Economic Development Commission Regular Meeting Minutes of January 11, 2021.  
Commissioner **Kahle** motioned to approve the January 11, 2020 minutes of the Regular Meeting of the EDC and Commissioner **Forssberg** seconded the motion.  
**AYES:** Fournier, Kahle, Doherty, Forssberg, Terhune  
**NAYS:** None.  
*Motion passed.*

March 11, 2021

- B. Chair Fournier asked for a motion to approve the Economic Development Commission Special Meeting Minutes. Commissioner **Forsberg** motioned to approve the February 4, 2021, Special Minutes of the EDC and Commissioner **Terhune** seconded.

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

**NAYS:** None.

*Motion passed.*

**V. Chair Fournier Report:**

Chair Fournier complimented Catrina Restaurant and said that with summer approaching, she spoke with Trustee Evans and asked if we get more outdoor space and Trustee Evans suggested the EDC contact Village Manager Frances. Chair Fournier also asked that with that change, what if Pritzker changes things back to a former stage. Per Trustee Evans, the Board passed a special use and extended the rules through the end of summer so that no matter what happens people can dine sitting outside.

Village Manager Frances said we will add Catrina to our list and craft an ordinance as the Board gave the go ahead to draft one that covers approval through the end of 2021 and waives the liquor licenses for those in specific classes.

When asked by Chair Fournier about the grant status, Director Johns said that the grants are not yet awarded and that they are working on final packet and will contact people next week.

**VI. Liaison Reports**

**A. Village Board Update**

Trustee Evans stated that the Parks & Recreation building is complete and she is touring it with Director Malchiodi. There will be a soft opening and a grand opening/open house will (possibly) be scheduled later when it's safer for people to be together. Programming is already being scheduled for the space. RTV Commission is working on a video about the building and Parks Board is working on a resident survey to coincide (possibly) with the opening to gauge what they're looking for from Parks & Recreation and feedback.

The Board waived liquor license fees for local bars/restaurants again this year and extended the agreement for temporary use of sidewalks for outdoor dining this summer.

Trustee Evans also reminded EDS that RTV commission is available so if anyone has ideas for a short promotional or educational video, RTV is a great, but vastly untapped resource.

The project to improve Swan Pond path will involve widening it to 8'-10' with a center line meaning more space for joggers, walkers, and cyclists. Materials used should be able to withstand flooding for the next several years. This will include three rock walls along the river to stabilize the path; the three areas closest to the library where you can see the most erosion. Access point for canoers and kayakers will be included past northern end of library and will be between two others in nearby towns. Riverside will be a stopping point where people can get out of their vessel and get some lunch or take a break.

We should look for ways to promote this.

March 11, 2021

Chair Fournier asked about a spot for people to lock their canoes/kayaks when they disembark. Trustee Evans said maybe some revisions would be made to parking over there. Board discussion will involve timeline for project, but it looks like August or September for completion date.

Chair Fournier said there are two new wayfinding signs when exiting zoo and they look great. Suggested putting on Facebook page.

*B. Staff Update*

Director Johns said that Ian Splitt is the new Management Analyst. Director Johns said that she would personally be helping out with the commission until they get some new full time staff.

Chair Fournier contacted Chamber of Commerce and they have no update, however, she did see an announcement that Cruise Nights will be back this summer. Village Manager Frances said they haven't received a special event application yet though for the Board to approve.

Commissioner Kahle asked about reinstating food truck. Village Manager Frances said that Parks and Recreation Director Malchiodi is looking at that and should be rolling something out about it in the coming weeks as to dates and availability.

*C. Chamber of Commerce Report*

None.

**VII. Central Business District**

Have gotten one new business application for the CBD (type of art gallery) and are working on their occupancy permit.

**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 **Kahle** motioned to table SWOT analysis to March 2021 Regular Meeting of the EDC and Commissioner **Doherty** seconded the motion.

**AYES: Chair Fournier, Commissioners Kahle, Doherty, Forssberg, Terhune**

**NAYS: None.**

***Motion passed.***

**IX. New Business**

*A. Facebook Strategy for 2021*

Chair Fournier brought up that they had briefly discussed Facebook at their last meeting. Commissioner Kahle complimented Commissioners Doherty and Jacksic who have been posting and getting great responses/hits. Director Johns and Management Analyst Splitt took the lead and created a calendar of various potential posts to highlight/boost businesses within Riverside. Maybe RTV can do a short video; Director Johns will contact them. Commissioner Kahle suggested letting people know about what's been done to support our businesses.

March 11, 2021

Commissioner Doherty suggested posts about received/approved grant applications and what those businesses will be doing with funding they were awarded. Village Manager Frances said policy to be checked about Board approval being needed or not. Commissioner Doherty wants to ensure media is aware of community support of businesses. Village Manager Frances said they're good about that and pictures would be great to provide to them too. Commissioner Doherty and Director Johns thought it is a good idea to run posts by Chair Fournier.

*B. Vacancy Report*

Chair Fournier said they spoke last meeting about doing signage in spaces for lease. A lot of our vacancies are very marketable for various types of businesses. EDS reviewed which buildings were vacant. Commissioner Terhune asked if there's ever been a marketing strategy for Harlem (long stretch of vacancies there). Trustee said it is newly zoned as a business district and we have 3 Harlem business districts now. Village Manager Frances said they are somewhat segmented by residential areas and ongoing challenge in the past has been that lots are too shallow for parking. Village Manager Frances added what she's learned through colleague meetings is that, as of late, it seems market is shifting and smaller parcels are now more sought after than in the past.

Chair Fournier asked Village Manager Frances about Village restructure and planner role. Village Manager Frances said instead of a Community Development Director, we will have Ian Splitt as an analyst but he will be more of a "generalist" and will provide support to various commissions and department heads in totality. We'll have a planner focused on planning, zoning, and creation of an Assistant Village Manager which will provide support for EDS and preservation and another will handle Community communications and media relations. Overall, many positive changes, and taking a look into the future to see what our needs will be and trying to be an efficient government and giving commissions/staff what they need to do their job.

Director. Johns said we can work on sign update on Harlem property but currently no funds yet in for this year. We have a couple projects budgeted, however, for 2-3 signs this year, but won't have a surplus of funds until the end of the year. Per Village Manager Frances, for a marketing plan for vacant property, we need a little time to get people in their new positions at the village, comfortable with their roles, and then we will certainly start looking at these initiatives.

Director Johns said at January meeting there was discussion of signage in windows and we have a couple quotes, but more direction is needed in what we're looking for; a 2 x 3 vinyl cling or 2 x 3 moveable signs were discussed. Commissioner Doherty said opaque signs would be better. QR codes and URL's were briefly discussed by Chair Fournier, Commissioner Doherty and Commissioner Kahle. Chair Fournier said maybe a mini billboard type sign that lists vacant properties and our website for information. Commissioner Terhune said a marketing plan though is really what's needed along w/the ideas EDC has. We should contact property owners on scheduled basis per Commissioner Forssberg. Director Johns said they'd work on a mockup of sign and put out an email blast to vacant properties to see if they're interested.

March 11, 2021

Village Manager Frances said that once we have money in business district 2 and 3, we can utilize to bring in a company to do analytics, targeting, developers for spaces; these companies have many contacts to market spaces. Cost depends on number of their services you want to utilize and how large the area is; maybe contact in late summer or early fall.

**X. Informational Items:**

Chair Fournier brought up wayfinding signs and Dir. Johns said there was a strategy map for wayfinding and she would try to have that for the next meeting along with old minutes and a past history report about this. Per Chair Fournier, this was before her time (and others on EDS) so they need to be advised on what was done, obstacles, how we can overcome those, and basically to revisit and develop a different strategy for these signs.

Chair Fournier said Trustee Evans is going to give grant update at Board meeting and Village Manager Frances said again that we would double check policy about board approval as she thinks all it requires is her signature for reimbursement.

**XI. Adjournment**

Chair Fournier asked for a motion to adjourn and Director Johns checked to ensure all members heard and were able to communicate during the meeting in its entirety. All present responded in the affirmative. Commissioner **Forsberg** then motioned to adjourn and Chair **Fournier** seconded.

**AYES: Fournier, Kahle, Doherty, Forsberg, Terhune.**

**NAYES: None.**

***Motion passed.***

*Chair Fournier adjourned the Regular Meeting of the EDC at 8:07 pm.*

Respectfully submitted:

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Finance Director Johns

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Date Approved