



**VILLAGE OF RIVERSIDE
ECONOMIC DEVELOPMENT COMMISSION REGULAR MEETING MINUTES**

- I.* **Call to Order:** The Regular Meeting of the Riverside Economic Development Commission was held July 12, 2023. Chairperson Forssberg called the Regular Meeting to order at 7:00 p.m.
- II.* **Roll Call:**
- Present: Chairperson Forssberg
Commissioner MacNerland
Commissioner Orgler
Commissioner Pelton
- Absent: Commissioner Doherty
Commissioner Valenzuela
Commissioner Wator
- Also Present: Village Clerk Sowl
Management Analyst Splitt
Fiscal Assistant Decosola
Communications Specialist Downing
- III.* **Public Comment**
None.
- IV.* **Approval of Minutes**
- A. Economic Development Commission Regular Meeting Minutes of May 11, 2023.
Commissioner MacNerland motioned to approve the minutes. Commissioner Orgler seconded the motion.
AYES: Forssberg, Orgler, MacNerland, Pelton.
NAYS: None.
ABSENT: Doherty, Valenzuela and Wator.
Motion passed.

- V. **Chair Report:** Chairperson Forssberg stated there are a few upcoming ribbon cuttings such as Sherwin Williams and the EV charger at Riverside Foods. Brookfield Zoo is hosting the Master Plan Town Hall on July 25th. Cruise nights are coming up and the Riverside farmers market has been doing great all summer long.

Forssberg also mentioned that Berwyn Shops is an example of a successful incubator for small businesses, it is located on Roosevelt and it falls within the goal of using the train station for an incubator space.

VI. **Liaison Reports:**

A. Village Board Update: **None.**

- B. Chamber of Commerce Update: Commissioner Pelton stated that the Chamber and Finance Director Karin Johns are working together on updating the Visitor Center. The Chamber is already starting to plan the 2023 Holiday Stroll. The Chamber is still working on getting a new website up and running. Commissioner MacNerland asked what the date for the artisan market is. Commissioner Pelton stated that there is not a set date for this event yet.

C. C4 Update:

Suzanne Kahle stated that she is the lead for the prosperity pillar, which ties together the Economic Development Commission, the Village and any initiatives or ideas with the C4. There was a survey created to see what the community is interested in and the results were gathered since the last meeting, they are included in the agenda packet. [Include survey results?](#)

D. Staff Report:

Clerk Sowl gave the staff report on behalf of Finance Director Johns. There are two ribbon cuttings this week. The Cubanito Express patio plans have been approved and will be installed soon. Catrina Bar is planning to move from East Avenue to Longcommon; they are still working through the building permit review process. La Estancia's and London Ice Cream Shop's sign permits were approved. Starbuds Dispensary has received approved plans and they are expecting to open sometime in July 2023. At the June 15th board meeting, the board discussed and preliminary approved an economic development assistance grant for R-Marts. Design Zone recently notified the Village that they want to expand.

VII. **Old Business**

A. 2023 Goals:

1. **Attract New Business:** Commissioner MacNerland asked if it was possible to get a budget for an outreach campaign to attract new businesses. Chairperson Forssberg stated commissioners could hand out cards to businesses that they

already support in other towns in case they are ever interested in moving, their lease is ending, or they are interested in opening a second location. Clerk Sowl stated the Village has sent out mailers to the vacant property owners and the majority of them did not reply.

2. Support Local Business: Chairperson Forssberg stated there are multiple ways to keep businesses involved and enhance communication. There is a handout that was provided that highlights ideas on how to support Riverside businesses.
3. Increase Awareness of Riverside: Chairperson Forssberg asked the Commission if they had any suggestions in regards to increasing the awareness of Riverside. Commissioner Pelton mentioned the Visitor Center, updating the signage in the space and sorting out the shared responsibilities between the Chamber and the Economic Development Commission. Commissioner Pelton suggested the Village should own the files and documents, but the Chamber can assist with updating and retrieving the information. Commissioner MacNerland offered to recreate the files for the Visitor Center. Commissioner Orgler mentioned adding a map into the Visitor Center for the tourists.

VIII. **New Business**

- A. Artisan Market Collaboration with the Chamber: Commissioner Pelton asked how often does the Commission want to have the markets and who is going to be responsible for coordinating the events. The Chamber still needs to draft a proposal to the Commission for the events. Commissioner Orgler made a motion to give the Chamber permission to draft a proposal to the Economic Development Commission in regards to the artisan market collaboration. Commissioner MacNerland seconded.

AYES: Forssberg, MacNerland, Orgler, Pelton.

NAYES: None.

ABSENT: Doherty, Valenzuela and Wator.

Motion passed.

- B. C-Pace: Chairperson Forssberg stated that this is a Commercial Property-Assessed Clean Energy Program to assist with low-cost, long-term financing for green projects. Chairperson Forssberg asked if this has been distributed and marketed yet. Management Analyst Splitt stated they have sent it out to local businesses and they are looking into possibly inviting representatives from Cook County to explain the processes.
- C. 2024 Economic Development Work Plan and Budget Initiatives: Village Clerk Sowl stated the Village Board will be discussing the Commission's work plan in September. One thing that has surfaced is the interest in a restaurant week which Chairperson Forssberg is extremely familiar with setting up. Commissioner Pelton asked if there have been punch cards or a rewards system used for restaurant week. Chairperson Forssberg stated they have been popular with athletic groups

at schools. Commissioner MacNerland asked if the visitor center should be a goal. Commissioner MacNerland mentioned increasing the awareness of Riverside and connecting with Visit Oak Park.

IX. Informational Items

A. Business District 4 Proposal: Chairperson Forssberg stated this proposal was originally brought to the Commission in 2022 and the idea was to have a 1% sales tax in a new business district, which would be business district 4. Last year the Commission decided the timing was not right and tabled it for a year. The Commission decided to table a decision until the next meeting, but agreed to talk to the businesses and see what their thoughts are and gather feedback. The Commission also sought additional guidance from staff on the benefits of a business district within the Village's Central Business District.

X. Adjournment

Chairperson Forssberg asked for a motion to adjourn. Commissioner Orgler motioned to adjourn. Commissioner MacNerland seconded.

AYES: Forssberg, MacNerland, Orgler, Pelton.

NAYES: None.

ABSENT: Doherty, Valenzuela and Wator.

Motion passed.

Chairperson Forssberg adjourned the meeting at 9:12 p.m.

Respectfully submitted:

Finance Director Johns

Date Approved