



Village of Arlington Heights
Arlington Economic Alliance
Commissions Room 2nd Floor
Arlington Heights Village Hall
33 S. Arlington Heights Road
Arlington Heights, IL 60005
October 15, 2014
7:30 AM

I. CALL TO ORDER

II. ROLL CALL

III. APPROVAL OF MINUTES

- A. Minutes 8/20/14

IV. REPORTS

- A. Development Update

V. OLD BUSINESS

- A. Discussion of Alliance Mission
- B. Fall Alliance Newsletter

VI. NEW BUSINESS

VII. OTHER BUSINESS

VIII. ADJOURNMENT

Persons with disabilities requiring auxiliary aids or services, such as an American Sign Language interpreter or written materials in accessible formats, should contact David Robb, Disability Services Coordinator, at 33 S. Arlington Heights Road, Arlington Heights, Illinois 60005, (847)368-5793 (Voice), (847)368-5980 (Fax) or drobb@vah.com.



Item: Minutes 8/20/14

Department: Planning & Community Development

ATTACHMENTS:

Description	Type
Minutes	Minutes

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MINUTES OF THE MEETING OF THE ARLINGTON ECONOMIC ALLIANCE HELD ON AUGUST 20, 2014 AT 7:30 A.M. AT THE VILLAGE HALL

MEMBERS PRESENT:

Tony Guido - Chairman
Sue Ducheck
Lisa Henderson
Jamie Janeczko
Regina Schlamp
Gary Skiba

MEMBERS ABSENT:

Mike Field
Amy Philpott
Scott Whisler

STAFF PRESENT:

Michael Mertes – Business Development Coordinator

ALSO PRESENT:

Dave Parulo – Meet Chicago Northwest
Daisy Porter-Reynolds – Arlington Heights Memorial Library
Neil Scheufler – Arlington Heights Special Events Commission

Call to Order

Chairman Tony Guido called the meeting to order at 7:42 AM.

Approval of Minutes – July 16, 2014

The meeting minutes of the July 16, 2014 Arlington Economic Alliance meeting were reviewed.

SUE DUCHEK MOVED AND GARY SKIBA SECONDED A MOTION TO APPROVE THE DRAFT JULY 16, 2014 ARLINGTON ECONOMIC ALLIANCE MEETING MINUTES. ALL ALLIANCE MEMBERS VOTED IN FAVOR OF THE MOTION.

Reports

Lisa Henderson was introduced by Chairman Guido as the newest Alliance member. She provided the Commission with background on herself and the organization she represents (Lutheran Home). Michael Mertes then shared development updates on Arlington Downs, the Hickory-Kensington TIF district, Parkview Apartments, and the Rand Road Corridor Study.

Discussion of Alliance Membership/Mission

Referencing the Village's Top 20 employers list attached to the agenda, Mr. Guido acknowledged the significant number of people working in Arlington Heights, particularly for these particular employers. He stressed keeping these businesses apprised of what is going on in the community. Mr. Mertes confirmed that communication efforts have been made to all of these employers, and the Village continues to partner with several of them. The majority of feedback from these businesses has been that Arlington Heights is a good location for their enterprise and commerce in general.

The Illinois Department of Employment Security (IDES) publishes "Where People Work", which Dave Parulo suggested could be a valuable resource for the Alliance and their outreach efforts. Gary Skiba noted that the largest employers often have workers from outside the community. It's important to try and connect these employees with

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the Village's services and resources, especially those unfamiliar with the community. Daisy Porter-Reynolds noted that businesses in Arlington Heights are able to get up to three library cards and that the Library is an excellent resource for them. This allows non-residents access to the Library's services. Neil Scheufler agreed and added that the Metropolis Performing Arts Center utilizes the Library for opportunities on promoting their programming.

Mr. Mertes then reviewed a red-lined version of the Village Code section pertaining to the Economic Alliance. He clarified that any changes would require Village Board approval. Discussed items were:

- Increasing voting membership from 11 to 13
- Adding a Special Events Commission representative as an ex-officio member
- Creating a Vice-Chairperson position to lead meetings in the absence of the Chairperson (both positions would be served by new people every three years)
- Organization/business type
 - Have all appointees serve three-year terms before being considered for renewal
 - Stagger, if possible, so that one-third of Commission is up for renewal every year
- Representatives specifically requested to be voting members
 - Chamber of Commerce – Executive Director
 - Convention and Visitors Bureau – Executive Director
 - Downtown Business Owner/Representative
 - Library Representative (contingent upon their approval)
 - Park District Representative (contingent upon their approval)

Additionally, the quorum would become seven, should the voting membership be increased to 13.

Mr. Guido referenced the Code section stating “Assisting businesses through mechanisms such as seminars and university programs.” The question is whether such a section is currently applicable to the Alliance's goals. It was agreed to strike this particular line of Code language.

Also considered were the lines “Development and implementing a business retention/expansion program” and “Developing and implementing a marketing program to attract new business and industry”. Ms. Schlamp saw contrast between this and the Alliance's intent to serve as an advisory body, and such programs have already been implemented in the past. Mr. Skiba concurred, seeing the Alliance as a creative body that can give input, but isn't designed to handle the workload of such major projects. The use of the words “developing” and “implementing” put a different expectation on the Alliance than solely being an advisory committee. It was agreed to modify the Code language to focus the Commission's actions as more “advising” than “developing” or “implementing”, especially since these tasks are being done by Village Staff and are part of the partnership between the Village and Chamber.

Ms. Duchek also asked that the language referencing meetings “scheduled on a quarterly basis” be updated as the Alliance meets more frequently than this. The Alliance discussed frequency of meetings and whether meeting every other month was appropriate. Per Mr. Parulo's suggestion, the Alliance agreed to have the language read “at least quarterly” to allow the Alliance more flexibility should the Commission elect to vary its meeting schedule.

Mr. Guido also requested occasional updates from Chamber of Commerce staff regarding retention efforts. Additionally, Mr. Mertes will provide marketing updates from time-to-time. The Alliance members want to take a more proactive approach to interacting with the Village Board, especially on economic development-related activities.

Discussion of Fall Alliance Newsletter

Mr. Mertes asked for feedback regarding the upcoming Fall Alliance Newsletter, particularly the content. This publication is sent out to all commercial properties within the Village and e-mailed by Staff as well. Both the new Hickory-Kensington TIF district and the Zero Interest Loan program were suggested by Ms. Duchek. She also felt that incorporating what the Library offers would be interesting and helpful.

Additionally, Mr. Guido recommended discussing the purpose of the Alliance in this particular issue. Also, VAH.com

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and DiscoverArlington.com should be highlighted. What these sites offer would be helpful as well. Jamie Janeczko sees an opportunity to discuss what's been accomplished, and what's next for the Commission. Tying in the back page with the "Resources" section to create a full page would be a better use of space

Additional suggestions involved shorting the "Events" section and driving readers to DiscoverArlington.com, and partnering with the Chamber to get the newsletter out. Highlighting the Village/Chamber small business retention agreement would be useful too. Updating the headlines and messages could draw more attention and readership. Ms. Henderson emphasized pictures and images as crucial to the look of the publication.

Staff will put together a draft newsletter for next meeting. A final version is expected to reach businesses in mid-to-late October.

Other Business

There was no other business discussed at the meeting.

Adjournment

SUE DUCHEK MOVED AND REGINA SCHLAMP SECONDED A MOTION TO ADJOURN. ALL ALLIANCE MEMBERS VOTED IN FAVOR OF THE MOTION.

The meeting adjourned at 9:00 AM.

Tony Guido, Chair
Arlington Economic Alliance

Prepared by Department of Planning and Community Development



Item: Discussion of Alliance Mission

Department: Planning & Community Development

ATTACHMENTS:

Description	Type
Alliance Code Section - Edited (Oct. 2014)	Exhibits
Arlington Economic Alliance - Municipal Code (Sec. 6-505)	Exhibits
Economic Alliance Visioning -Brainstorming	Exhibits

Section 6-505 The Arlington Economic Alliance. There is hereby created the Arlington Economic Alliance.

- a. Intent and Purpose. To provide for an appointive, advisory body whose purpose shall be to promote existing businesses and attract new businesses to the Village and to develop and support programs in order to foster and support a Village-wide initiative towards the promotion of quality economic development.
- b. Members. The Arlington Economic Alliance shall consist of ~~44~~ 13 members, either residents of the Village or individuals working for a business located in the Village, appointed by the Village President, by and with the advice and consent of the Board of Trustees. There shall also be one member of the Village staff, appointed by the Village Manager, serving as ex-officio member.
- c. Tenure. All members of the Arlington Economic Alliance, shall serve terms of three years or until their successors are appointed and have qualified. The terms of members shall be staggered so that no more than four members shall be appointed or reappointed in any one year, unless a vacancy exists. Vacancies shall be filled only for unexpired terms. With the exception of members holding initial terms of one or two years, no member shall serve more than one term in a category. Members, holding initial terms of one or two years may be reappointed for a second term. Annually, the Village President shall, with the advice and consent of the Board of Trustees, designate one of the members of the Arlington Economic Alliance to be chair. No person shall serve as chair more than three consecutive years, unless the Village President determines that continued service as chair is in the best interests of the Village.

In addition to the ~~two~~ staff members serving ex-officio, membership of the Arlington Economic Alliance shall consist of individuals representing the following organizations or types of business. ~~The number of years for each appointee's initial term is also listed.~~ With the exception of the representative of the top twenty employers, each organization or type of business shall have one representative on the Arlington Economic Alliance. There shall be two representatives from top twenty employers, but they shall be from different employers. For any of the categories of members, if a classification cannot be filled from the designated category, the appointee may be from any business within the community.

<u>Organization or Type of Business</u>	<u>Length of Initial Term</u>
Business Representative	1 year
Top Twenty Employer - two	2 years
top twenty employer	3 years
Industrialist	1 year
Financial Institution	2 years
Commercial Real Estate, Developer or Retail Property Manager	3 years
Hospitality Industry	1 year
Automobile Dealer	2 years
Higher Education	3 years

Chamber of Commerce 1 year
~~Central Business District Association~~ Downtown Business Owner 2 years
 Convention and Visitors Bureau
 Arlington Heights Memorial Library
 Arlington Heights Park District

- d. Compensation. Members of the Arlington Economic Alliance shall serve without compensation. Authorized travel expenses shall be reimbursed in accordance with Village Travel Regulations.
- e. Powers, Duties and Responsibilities. The Arlington Economic Alliance shall have such powers, duties and responsibilities as are assigned by the Village President and Board of Trustees, to include those enumerated below:
 1. The Arlington Economic Alliance shall prepare, adopt and maintain such rules and regulations as are necessary to conduct the business of the Arlington Economic Alliance.
 2. The Arlington Economic Alliance shall promote economic development by activities including, but not limited to, the following:
 - a) Advising the Village on the development and implementation of ~~Developing and implementing~~ a business retention/expansion programs;
 - b) Advising the Village on the implementation of ~~Developing and implementing~~ a marketing program to attract new business and industry;
 - c) Monitoring business activity and trends on the local, state, and national levels;
 - d) Establishing a focal point for businesses to approach and discuss issues that affect them;
 - e) ~~Assisting business through mechanisms such as seminars and university programs; and~~
 - f) Researching and advising the Board of Trustees, Village Manager and boards and commissions on matters relating to economic development.
 - g) Annually, not later than the beginning of the fiscal year, submit to the Village Board for approval, a statement of its goals and objectives and procedures for accomplishing them.
- f. Meetings, Quorum, Voting. Regular meetings of the Arlington Economic Alliance shall be scheduled on a quarterly basis at a date and time to be determined by the Arlington Economic Alliance and announced in the Village calendar and other appropriate media.

Special meetings may be called by the Village President, the Board of Trustees, ~~the Liaison Committee of the Board of Trustees,~~ the Chair of the Arlington Economic Alliance or a quorum of the Arlington Economic Alliance. ~~Six~~ **Seven** members shall constitute a quorum. The Chair shall vote with other members of the Arlington Economic Alliance.

- g. Records and Reports. The Arlington Economic Alliance shall keep written records of its proceedings, which records shall be open at all times to public inspection. An annual report shall be made to the Board of Trustees, to include matters before the Arlington Economic Alliance and their status.

ARLINGTON HEIGHTS MUNICIPAL CODE

(Ord. #95-089)

Section 6-505 The Arlington Economic Alliance. There is hereby created the Arlington Economic Alliance.

- a. **Intent and Purpose.** To provide for an appointive, advisory body whose purpose shall be to promote existing businesses and attract new businesses to the Village and to develop and support programs in order to foster and support a Village-wide initiative towards the promotion of quality economic development.

(Ord. #02-025)

- b. **Members.** The Arlington Economic Alliance shall consist of 11 members, either residents of the Village or individuals working for a business located in the Village, appointed by the Village President, by and with the advice and consent of the Board of Trustees. There shall also be one member of the Village staff, appointed by the Village Manager, serving as ex-officio member.

(Ord. #02-025, #09-020)

- c. **Tenure.** All members of the Arlington Economic Alliance, shall serve terms of three years or until their successors are appointed and have qualified. The terms of members shall be staggered so that no more than four members shall be appointed or reappointed in any one year, unless a vacancy exists. Vacancies shall be filled only for unexpired terms. With the exception of members holding initial terms of one or two years, no member shall serve more than one term in a category. Members, holding initial terms of one or two years may be reappointed for a second term. Annually, the Village President shall, with the advice and consent of the Board of Trustees, designate one of the members of the Arlington Economic Alliance to be chair. No person shall serve as chair more than three consecutive years, unless the Village President determines that continued service as chair is in the best interests of the Village.

In addition to the two staff members serving ex-officio, membership of the Arlington Economic Alliance shall consist of individuals representing the following organizations or types of business. The number of years for each appointee's initial term is also listed. With the exception of the representative of the top twenty employers, each organization or type of business shall have one representative on the Arlington Economic Alliance. There shall be two representatives from top twenty employers, but they shall be from different employers. For any of the categories of members, if a classification cannot be filled from the designated category, the appointee may be from any business within the community.

<u>Organization or Type of Business</u>	<u>Length of Initial Term</u>
business representative	1 year
top twenty employer	2 years
top twenty employer	3 years
industrialist	1 year
financial institution	2 years

BOARDS AND COMMISSIONS

commercial real estate, developer or	
retail property manager	3 years
hospitality industry	1 year
automobile dealer	2 years
higher education	3 years
Chamber of Commerce	1 year
Central Business District Association	2 years

- d. Compensation. Members of the Arlington Economic Alliance shall serve without compensation. Authorized travel expenses shall be reimbursed in accordance with Village Travel Regulations.
- e. Powers, Duties and Responsibilities. The Arlington Economic Alliance shall have such powers, duties and responsibilities as are assigned by the Village President and Board of Trustees, to include those enumerated below:
1. The Arlington Economic Alliance shall prepare, adopt and maintain such rules and regulations as are necessary to conduct the business of the Arlington Economic Alliance.
 2. The Arlington Economic Alliance shall promote economic development by activities including, but not limited to, the following:
 - a) Developing and implementing a business retention/expansion program;
 - b) Developing and implementing a marketing program to attract new business and industry;
 - c) Monitoring business activity and trends on the local, state, and national levels;
 - d) Establishing a focal point for businesses to approach and discuss issues that affect them;
 - e) Assisting business through mechanisms such as seminars and university programs; and
 - f) Researching and advising the Board of Trustees, Village Manager and boards and commissions on matters relating to economic development.
 - g) Annually, not later than the beginning of the fiscal year, submit to the Village Board for approval, a statement of its goals and objectives and procedures for accomplishing them.

ARLINGTON HEIGHTS MUNICIPAL CODE

- f. Meetings, Quorum, Voting. Regular meetings of the Arlington Economic Alliance shall be scheduled on a quarterly basis at a date and time to be determined by the Arlington Economic Alliance and announced in the Village calendar and other appropriate media. Special meetings may be called by the Village President, the Board of Trustees, the Liaison Committee of the Board of Trustees, the Chair of the Arlington Economic Alliance or a quorum of the Arlington Economic Alliance. Six members shall constitute a quorum. The Chair shall vote with other members of the Arlington Economic Alliance.
- g. Records and Reports. The Arlington Economic Alliance shall keep written records of its proceedings, which records shall be open at all times to public inspection. An annual report shall be made to the Board of Trustees, to include matters before the Arlington Economic Alliance and their status.

Section 6-506 Senior Citizens' Commission. There is hereby created a commission to be known as the Senior Citizens' Commission.

- a. Intent and Purpose. To provide for an appointive, advisory body which shall promote the needs and concerns of the senior citizens of the Village of Arlington Heights and to cooperate with the Village Government and all other governmental agencies in the promotion of the cause of the senior citizen.
 - b. Members. The Senior Citizens' Commission shall consist of ten members, residents of the Village, appointed by the Village President by and with the advice and consent of the Board of Trustees.
- (Ord. #09-020)
- c. Tenure. All members of the Senior Citizen's Commission shall serve terms of three years or until their successors are appointed and have qualified. The terms of members shall be staggered so that no more than three members shall be appointed or reappointed in any one year, unless a vacancy exists. Vacancies shall be filled only for unexpired terms. Annually, the Village President shall, with the advice and consent of the Board of Trustees, designate one of the members of the Senior Citizens' Commission to be chair. No person shall serve as chair more than three consecutive years, unless the Village President determines that continued service as chair is in the best interests of the Village.
 - d. Compensation. Members of the Senior Citizens' Commission shall serve without compensation. Authorized travel expenses shall be reimbursed in accordance with Village Travel Regulations.
 - e. Powers, Duties and Responsibilities. The Senior Citizens' Commission shall have such powers, duties and responsibilities as are assigned by the Village President and Board of Trustees, to include those enumerated below.
 - 1. The Senior Citizens' Commission shall prepare, adopt and maintain such rules and regulations as are necessary to conduct the business of the Commission.
 - 2. Make recommendations from time to time to the Board of Trustees with respect to adoption and amendment of ordinances relating to senior citizens.

Arlington Economic Alliance

Visioning/Brainstorming Session Summary

February 19, 2014

On February 19th, the Arlington Economic Alliance began discussions on composing a strategic plan for 2014. The commission chose to focus its efforts on the three essential economic development principles of business attraction, business retention, and marketing. Due in part to the successes of subcommittees formed for tasks in 2013, the Alliance felt that the subcommittee format was appropriate for defining the goals of this year's strategic plan.

The Economic Alliance has decided to create three subcommittees based on the aforementioned principles: Business Attraction, Business Retention, and Discover Arlington Marketing. The subcommittees will develop each of these ideas in more detail, prioritize tasks, establish timelines, and see projects through to their completion.

Business Attraction

Subcommittee Members: Tony Guido, Michael O'Connor, Scott Whisler

- Broker Coffee Program
 - Create quarterly networking opportunities for local brokers to network and market available sites
 - Create potential partnerships in filling vacancies (i.e. broker representing building makes deal with broker representing tenant)
 - Educate brokers on useful news and programs in Arlington Heights
 - Host at Village Hall or vacant site being advertised
- Citizen Lead Program
 - Offered incentive (gift card, etc.) in past to residents for suggesting businesses to Arlington Heights staff that eventually located within in the Village
 - Consider re-booting the program
 - Potentially allow current business owners to participate as well
 - Determine criteria and award
- Mentorship Program
 - Alliance members mentor businesses that are considering (in process of) an Arlington Heights location
 - Alliance members mentor businesses the first 12-18 months that they are open
 - Create networking opportunities for the new businesses
 - Help businesses become more involved and engaged in the Village
 - Pair up with similar business types (i.e. have an established boutique retailer mentor a new boutique retailer)

- Retail Incentive Program (Re-Evaluate)
 - Currently a 33% sales tax rebate of municipal sales tax for maximum of 3 years
 - Is this enough of an incentive?
 - Tenant must have 5-year lease or longer
 - Maximum store size is 5,000 square feet
 - Expand requirement? Shrink requirement?
 - Existing business must expand by 50% or greater
- Business Information Seminars
 - Educate business owners on ways to enhance their business (effective window displays, using social media, etc.)
 - Share information on useful news and programs in Arlington Heights
- Identify Attraction Tools
 - Determine how to answer most difficult questions asked by businesses, brokers, and site selection representatives
 - Identify advantages of Arlington Heights that prospective businesses should know
 - Discuss current incentives and/or potential additional incentives to make Arlington Heights more attractive
 - Figure out best practices for attracting commercial and industrial
- Same Day Permitting
 - Monitor same day permitting and potential businesses
 - Review previously composed materials on the subject
- Small Retail Business Contacts
 - Reference current list of independent retailers in other communities with potential to expand into Arlington Heights
 - Actively recruit additional small businesses looking to expand to Arlington Heights
 - Encourage Alliance members to visit other businesses, when in other towns, and ask if they're seeking a 2nd location

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Business Retention

Subcommittee Members: Tony Guido, Regina Schlamp, Gary Skiba

- Alliance Breakfast
 - Continue work of former Alliance Breakfast subcommittee
 - Invite businesses considering Arlington Heights
 - Create awareness throughout the business community
 - Educate and inform attendees about news, programs, and incentives at various geographical levels (local, regional, state, and national)
 - Decide on topic that is useful and interesting to ensure the best attendance possible
 - Consider giveaways to entice registration and attendance for the event
 - Consider providing promotional materials at the Breakfast

- Ethnic Business Groupings
 - Determine prominent ethnicities within Arlington Heights and region
 - Identify existing ethnic businesses
 - Promote current ethnic businesses to similar demographic within Village and region
 - Recruit businesses that cater to dense or under-served local demographics
 - Consider Asian, Polish, Jewish, and others
- Industrial Networking Event
 - Put together event that brings together Village's industrial employers by region and/or industry
 - Opportunity to create business-to-business partnerships
 - Create awareness of industrial companies throughout the community
 - Educate industrial businesses about news, programs, and incentives at various geographical levels (local, regional, state, and national)
 - Attract businesses that will complement industrial companies currently in the Village
 - Collaborate with educational institutions regarding job training and employment recruiting
- Retention Calls/Visits
 - Pro-actively seek businesses in need of attention
 - Continue partnership with Chamber
 - Have Alliance members come, on occasion and where appropriate, to retention visits with Village staff
 - Seek opportunities for Alliance members to serve as bridge between Village and business community; use to enhance communication between both parties

* * *

Discover Arlington Marketing

Subcommittee Members: Sue Ducheck, Jamie Janeczko, Amy Philpott

Ex-officio Members: Dave Parulo, Neil Scheufler, Village Marketing Team

- Continue to implement 5-point recommendation to Village Board (July 17, 2012) - *attached*
 - Discover Arlington as a brand should remain
 - Communication channels
 - Conduct a consumer survey (completed)
 - Targeted marketing
 - Review the current three-year marketing strategy
- Update Existing Confidential 3-Year Marketing Plan
 - Reflect on performance from 2011-2013
 - Determine what was effective, what was not effective, and what was never implemented
 - Evaluate current plan in detail and comprehensively update
 - Compose course of action regarding marketing for future years

- Prioritize 1-Year Marketing Plan
 - Collaborate between Village Marketing Team and Economic Alliance
 - Reflect on marketing efforts in 2013
 - Prioritize what marketing initiatives should be undertaken in 2014
- Refresh Discover Arlington Logo
 - Consider utilizing local marketing firm to refresh Discover Arlington logo and/or tagline
 - Allow for subtle changes in order to maintain use of already-completed posters and banners
 - Work on consistency with branding message
- Partnerships
 - Maintain and enhance partnerships with the Library, Park District, Senior Center, Chamber of Commerce, Convention & Visitors Bureau, School Districts and Rotary
 - Utilize the partnerships to create greater awareness of each other

* * *

Recommendation

After many hours of research, study, and analysis conducting public meetings and focus groups, the Arlington Economic Alliance recommends to the Village Board the following:

1. **Discover Arlington as a brand should remain.**
 - a. The infrastructure is in place, it is well established and recognized.
 - b. Build upon the strong momentum already established.
 - c. Refresh the tag line "Always more to Discover" by retaining a marketing consultant to provide input.
2. **Communication channels.**
 - a. Continue to expand communication channels, such as social media.
 - b. Provide stronger communication to the business community on the benefits of Discover Arlington to their business in ways they can utilize the web site to their advantage.
3. **Conduct a consumer survey.**
 - a. The Arlington Economic Alliance will review a previously submitted Request for Proposals for a consumer survey, interview the three firms and make a separate recommendation regarding this item.
4. **Targeted marketing.**
 - a. Expand the targeted marketing that has taken place to date.
 - b. Identify new approaches and areas of focus.
 - c. Establish a clear set of goals and impact.
5. **Review the current three-year marketing strategy.**
 - a. The Arlington Economic Alliance will review the current three-year marketing strategy and make modifications and amendments to it based upon input received during the focus groups.
 - b. Include in the marketing strategy some specific tactics that were identified by the different focus groups.
 - c. Explore ways as soon as possible to implement the walking concierge idea for Downtown Arlington Heights.