Village of Arlington Heights
Arlington Economic Alliance
Commissions Room 2nd Floor
Arlington Heights Village Hall
33 S. Arlington Heights Road
Arlington Heights, IL 60005
May 28, 2014
7:30 AM

## I. CALL TO ORDER

## II. ROLL CALL

## III. APPROVAL OF MINUTES

A. Arlington Economic Alliance Minutes - 3/19/14

## IV. REPORTS

## V. OLD BUSINESS

## VI. NEW BUSINESS

A. Discussion of Committee-of-the-Whole Meeting - Alliance Mission

## VII. OTHER BUSINESS

## VIII. ADJOURNMENT

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**Item:** Arlington Economic Alliance Minutes - 3/19/14

**Department**: Planning & Community Development

Arlington Economic Alliance Minutes - 3/19/14

## ATTACHMENTS:

| Description | Type |
| --- | --- |
| Arlington Economic Alliance Minutes - 3/19/14 | Minutes |

# DRAFT

**MINUTES OF THE MEETING OF THE ARLINGTON ECONOMIC ALLIANCE
HELD ON MARCH 19, 2014 AT 7:30 A.M. AT THE VILLAGE HALL**

**MEMBERS PRESENT:**
Tony Guido - Chairman
Sue Duchek
Mike Field
Michael O'Connor
Amy Philpott
Regina Schlamp
Gary Skiba

**MEMBERS ABSENT:**
Jamie Janeczko
Scott Whisler

**STAFF PRESENT:**
Charles Witherington-Perkins – Director of Planning & Community Development
Michael Mertes – Business Development Coordinator
Nancy Kluz – Community Relations Coordinator

**ALSO PRESENT:**
Trustee Mike Sidor – Arlington Heights Village Board
Dave Parulo – Meet Chicago Northwest
Jim Platt – Arlington Heights Chamber of Commerce
Jon Ridler – Arlington Heights Chamber of Commerce

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**Item 1: Call to Order**
Chairman Tony Guido called the meeting to order at 7:37 AM.

**Item 2: Approval of Minutes – February 19, 2014**
The meeting minutes of the February 19, 2014 Arlington Economic Alliance meeting were reviewed.

**REGINA SCHLAMP MOVED AND SUE DUCHEK SECONDED A MOTION TO APPROVE THE DRAFT FEBRUARY 19, 2014 ARLINGTON ECONOMIC ALLIANCE MEETING MINUTES. ALL ALLIANCE MEMBERS VOTED IN FAVOR OF THE MOTION.**

**Item 3: Update on Small Business Retention Agreement with the Arlington Heights Chamber of Commerce**
Mr. Guido introduced the subject of the Small Business Retention Agreement with the Chamber of Commerce. Jim Platt of the Arlington Heights Chamber of Commerce gave an overview of the small business retention for the first six months of the agreement with the Village. The purpose is to understand both the challenges and successes of local businesses. Strides have been made in assisting the Downtown merchants, notably with signage. There is also an educational component, helping businesses understand ordinances, procedures, and processes. Via retention efforts, business owners can be given a different perspective, especially in dealing with the Village. They want to be heard, but also know their options.

Mr. Guido asked if growth opportunities have arisen. Mr. Platt acknowledged there have been some, notably Fitness 19. Things seem to be turning for the better economically, which has helped. Outreach efforts have included an emphasis on letting merchants know that the Village wants them to stay and grow their business within the community. Mr. Platt's focus on retention has been in clumps as he has other commitments with the Chamber, so therefore he has no specific timetable for when he communicates with business owners. However, following up on these retention efforts can be more involved than the initial communication. Keeping them informed is one of Mr. Platt's main goals.

Alliance members have learned in the past that communications and the impacts of events have been common issues, according to Mr. Guido. Retention is a way to enhance engagement with businesses in terms of what is going on in the community. Expressing interest and concern during retention efforts is critical. Mr. Platt said that the next aspect of his outreach will be to learn what the Village and Chamber can do to assist in keeping and growing the businesses already here. This will be an opportunity to bring merchants to the table, earlier and more often, in discussions.

Regarding working with the Chamber, Charles Perkins confirmed that meetings between Village and Chamber staff are occurring monthly, and more often if a specific issue arises. There has been a significant effort that we have worked on regarding Downtown signage. In September 2013, some business owners expressed concerns when their outdoor displays and illegal signs were asked to be removed by Code Enforcement officials after being deemed as non-permissible signage. These merchants felt that their displays weren't actually signage and serve as enhancements to their exterior. After an initial meeting with Downtown business owners on this issue, Village Staff provided guidelines for permitted outdoor displays to Downtown businesses. With respect to sandwich board signs and hanging signs that are currently not permitted, a follow-up meeting was held in February 2014 to present a visual preference survey with examples of good and bad signage seen around the Downtown the previous fall. The meeting was well-received by those in attendance and criteria is being developed to possibly allow sandwich board signs and hanging signs in the Downtown. The criteria will be reviewed by the Design Commission before going to the Village Board for final approval. Enhancing the allowable size of blade signs will also be considered. Direct notice will be sent to business owners once the criteria moves forward through the approval process.

Nancy Kluz inquired how the Chamber handles its retention efforts, especially in regards to confidentiality, also asking how the perception of the Village among some business owners can be changed to a more positive sentiment. Mr. Platt responded that outreach aims to get more understanding for the Village and its policies. The level of confidentiality depends on the business, whether they want to remain anonymous or not. The main focus has been to understand common threads more so than particulars. Individual incidents can be time consuming and less involving of the community as a whole. Finding commonalities will help determine what can be done as a group (Village, Chamber, and other entities).

Jon Ridler stated that retention efforts can communicate the Village's side of the story. The permit process is one example where business owners may blame the Village on delays, not realizing their contractor was a source of timing issues. Mike Field noted that getting a fair and honest response from business representatives can be a challenge. Mr. Platt added that some business owners just want an explanation, even if they don't like the response. Providing options is a huge benefit to changing a negative perception. Ms. Duchek asked about best ways to communicate a positive Village message and how communitywide successes can be promoted. Mr. Ridler answered that the collaboration on Downtown signage could be such an opportunity to show a successful partnership between the Village and business owners.

**Item 4: Continuation of Economic Alliance Formal Plan Discussion**
Mr. Perkins referenced the previous month's meeting and a summary of the subcommittees proposed by the Alliance. A more detailed summary of the discussed subcommittee items was handed out for discussion. Broker coffees were done in the past and well-received. They are an opportunity to network and potentially make deals. Citizen Lead programs incentivize residents to provide suggestions for potential new businesses in Arlington Heights. Prioritization of these tasks by each subcommittee is necessary as it's unlikely that all of them could be accomplished in one yearand developing a multi-year plan would be appropriate.

Ms. Duchek expressed the need to drill into a core Alliance mission before heading into action plans. Ms. Philpott felt that there is too much laid out in the proposed summary which would make these action plans difficult to achieve considering everyone's other time commitments. It's important to determine what the Alliance members are able to accomplish and be part of a solution. Disengagement among Alliance members needs to be prevented and a mission needs to be outlined. It was discussed that previous subcommittees have worked well and the proposed subcommittees would be an opportunity to allow the Alliance members to work with Staff on achieving desired goals. Ms. Schlamp recommended that if subcommittees are to occur that they be pared down, as they function better when they have one specific task or goal (e.g. Alliance Breakfast and Zero Interest Loan Program).

Mr. Guido commented that the work needs to have rewards and benefits for the community. If each subcommittee focused on just one or two items, that might be more productive. Michael O'Connor sees the subcommittee summary provided as capturing what was discussed the previous Alliance monthly meeting and that the committee members can be selective about what they want to achieve. In explaining the cards handed out to the attendees at this meeting, Mr. Perkins clarified that the language on them is based on the Alliance purpose as laid out in the Village Code. These are meant as a quick reference tool for discussing the Alliance's efforts towards a more formal plan. The edits requested by the Alliance at the February meeting have been made.

Mr. Ridler offered to discuss in the future what the Chamber has learned, via retention efforts, at the Alliance's request, including at subcommittee meetings. Gary Skiba views the aforementioned summary as an aspect of the overall mission and that the specific tasks and time needed to achieve them can be determined by the individual subcommittees. Adding to this, Mr. Perkins said that the subcommittees would make recommendations to the Alliance, and with the entire committee's approval would then move forward with a particular task. The only exception would be a project requiring funds over $10,000, in which formal Village Board approval would be necessary.

Ms. Duchek suggested that the Alliance present to the Committee-of-the-Whole to better understand the Trustees' vision of the Alliance.

Trustee Sidor recommended that multiple Alliance members, and not just the Chairman, attend such a meeting. This would enable a greater exchange of ideas. It would be an opportunity to get the Village's business stakeholders on the same page and understand the Village Board's and Mayor's expectations. Mr. Guido stressed communication with other entities, such as the Library and Park District. It's important that overlap isn't occurring and that governmental and business-related entities are working together. He also inquired as to how subcommittees function at the Chamber. Mr. Ridler responded that some of the subcommittees have on-going work as directed by the Chamber Board President. Another effort is cross-marketing and making sure there aren't overlapping efforts for sponsorships via the different governmental and business organizations in Arlington Heights. In terms of branding, the Chamber is working with a consultant on determining their "story".

Regarding the Alliance subcommittees, Mr. Guido asked about the advantages of having a smaller group of Alliance members. Mr. Perkins noted that if four members hold a meeting or have simultaneous communication, then public notice is required. However, if three or fewer communicate, no public notice is required under the Open Meetings Act, making it easier to schedule a meeting. Either option is acceptable. Ms. Philpott recommended paring down the tasks of the subcommittees to get things done more quickly. A quicker process can enable greater engagement among participants. Both she and Ms. Duchek want to make sure the roles of Alliance members are defined, as the committee itself is designated as advisory. By request, Michael Mertes then discussed a handout that summarizes the subcommittee tasks discussed at the previous month's Alliance meeting, and how they relate to the language laid out in the Village Code pertaining to the Economic Alliance.

Per the Alliance's direction, Mr. Perkins agreed to discuss with the Village Manager potential Committee-of-the-Whole meeting dates. Regarding the proposed subcommittees, and the request for Jim Platt to attend, he suggested that Mr. Platt attend the Business Retention subcommittee as well.

# DRAFT

Trustee Sidor wants to ensure that retention efforts are cohesive and consistent; not repetitive among the Village, Chamber, and Economic Alliance. Mr. Perkins clarified that overlap would be avoided as the Alliance efforts would be more project-focused, such as organizing a conference with local ethnic businesses and also potentially creating an industrial networking group. Duplication would be avoided, and the Alliance would focus on areas not already being covered. Ms. Schlamp added that the subcommittee could play an advisory role, overseeing the efforts of Village Staff, the Chamber, and the Alliance itself.

Mr. Field expressed concern that the Alliance wasn't moving any closer to establishing an identity and mission. The Village Code defines the Economic Alliance as an advisory board. Yet it uses terms such as "developing" and "implementing" which go beyond the scope of an advisory board. An identity for the group, as a whole, needs to be determined. Mr. Guido commented that the regulations from the Code may be outdated and need to be revisited. It was also explained that terms such as "developing" and "implementing" are typical in Code language for most Commissions.

Ms. Philpott asked who is expected to be the Staff Liaison to the committee. Mr. Perkins stated there is typically one Staff liaison. Ms. Philpott asked who that was, and Mr. Perkins responded itis usually the Business Development Coordinator. Ms. Philpott stated that she would like to hear more from the Business Development Coordinator, and less from the Department Director. Mr. Perkins explained that with Mr. Mertes being new to Village Staff, and in an effort to provide the Alliance with the best resources possible, he has been attending and participating in the monthly meetings. He further explained that this is not uncommon, and his attendance and input has occurred since the inception of the Arlington Economic Alliance. He further elaborated that this is no different than Mr. Ridler and Mr. Platt, both from the Chamber, attending the Alliance meetings. Everyone who attends is there to provide quality resources to the Alliance.

Mr. Skiba expressed his concerns of the time needed to implement various tasks taking into consideration other Alliance members' professional commitments. Mr. Perkins clarified that "developing" and "implementing" are words used in many other Commissions' sections of the Village Code, so this is not necessarily uncommon. The Alliance as a whole could prioritize their work prior from the last meeting, or the subcommittees could do that as well.

Ms. Duchek reiterated the need to get direction from the Mayor and Village Board. Expectations need to be clarified for the group and its role. Ms. Schlamp advised that the Alliance prepare thoughts and questions before going to the Committee-of-the-Whole meeting. In addition, Ms. Philpott suggested reviewing the past and present states of the Alliance while looking forward as well. Change may be something that's needed and reshaping the committee's position could be useful. Mr. Guido requested that the members submit their questions to him, Mr. Perkins, and Mr. Mertes prior to going before the Committee-of-the-Whole. In the meantime, Mr. Perkins will discuss arranging such a meeting with the Mayor and Village Manager. Subcommittee meetings will be postponed until further direction from the Village Trustees is received.

**Item 5a: Working Group Reports – Alliance Breakfast Work Group**

Mr. Mertes reported that formal invitations for the Alliance Breakfast are going to the printer to be mailed out at the end of the week. This will give attendees a five-week notice of the event and piggy-back off outreach conducted via a Save-the-Date flyer sent out in late February. This flyer was also distributed by the Chamber and several Alliance members have been spreading the word, noting substantial interest in the featured topic (Arlington Downs). Mr. Ridler suggested that Chamber members pay directly to the Chamber, and then they can provide one direct payment to the Village. The Chamber and Village Staff will collaborate on this. Attendees can still RSVP directly to the Village as well.

**Item 5b: Working Group Reports – Zero Interest Loan Work Group**

Mr. Perkins gave a report on the status of the Zero Interest Loan program. Due to the budgeting process, it is still awaiting placement on a Village Board agenda for final approval, but should be discussed soon.

**Item 6: Other Business**
Mr. Mertes gave an overview of the Economic Alliance Monthly Update. Discover Arlington's presence continues to grow, especially the Facebook page which has nearly doubled its "likes" in the past six months to over 7,500 cumulatively. The *2013 Business Development Report* summarizes all economic development activities over the past year. The report also provides specific case studies that provide a snapshot into how the Department of Planning & Community Development conducts its attraction and retention efforts.

Trustee Sidor asked about expanding Arlington Heights's presence in the region. Dave Parulo referenced Meet Chicago Northwest's first annual "Restaurant Week" which helped promote dining in Arlington Heights. Bike programs are a way to draw attention to visitors throughout the Chicago area as well.

The Alliance Breakfast will be held on Wednesday, April 23 in lieu of the regularly scheduled monthly meeting.

**Item 7: Adjournment**

**GARY SKIBA MOVED AND SUE DUCHEK SECONDED A MOTION TO ADJOURN. ALL ALLIANCE MEMBERS VOTED IN FAVOR OF THE MOTION.**

The meeting adjourned at 9:05 AM.

Tony Guido, Chair
Arlington Economic Alliance

*Prepared by Department of Planning and Community Development*

**Item:** Discussion of Committee-of-the-Whole Meeting - Alliance Mission

**Department**: Planning & Community Development

Discussion of Committee-of-the-Whole Meeting - Alliance Mission

## ATTACHMENTS:

| Description | Type |
| --- | --- |
| 05-12-14_Draft COW Minutes | Minutes |

# DRAFT – NOT APPROVED

**COMMITTEE-OF-THE-WHOLE**
**MINUTES OF THE MEETING OF THE MAYOR AND THE BOARD OF TRUSTEES OF THE VILLAGE OF ARLINGTON HEIGHTS BOARD ROOM**
**MONDAY, MAY 12, 2014 7:30 P.M.**

BOARD MEMBERS PRESENT: President Hayes; Trustees: Blackwood, Farwell, Glasgow, LaBedz, Scaletta, Sidor and Tinaglia

BOARD MEMBERS ABSENT: Trustee Rosenberg

STAFF MEMBERS PRESENT: Bill Dixon, Village Manager; Diana Mikula, Assistant Village Manager; Nancy Kluz, Communication Relations Coordinator; Charles Perkins, Director of Planning; Eileen Hellstrom, Recording Secretary

SUBJECTS:

A. Request from Carlos and Carlos-Outdoor Dining in Harmony Park
B. Outdoor Dining-Fencing Requirement
C. Request of Arlington Economic Alliance for Village Board Vision of Alliance per March 19, 2014 Alliance Meeting
D. Village Board discussion of Objective 1-C: Redevelop the Comprehensive Village-wide Marketing and Business Plan

Other Business
Adjournment

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President Hayes called the meeting to order at 7:30 PM. The Pledge of Allegiance was recited.

Trustee Farwell entered the meeting at 7:33 PM.

## A. Request from Carlos and Carlos – Outdoor Dining in Harmony Park

Bill Dixon, Village Manager, said that Carlos and Carlos submitted an application for outdoor dining on public property. The request is to create an outdoor dining space within Harmony Park adjacent to their restaurant at the northeast corner of the park. If the proposal from Carlos and Carlos is to be considered, a license agreement would need to be approved by the Village Board, which may include a condition that requires the removal of the outdoor dining during larger special events. The biggest concern is maintaining the park for public use. In the past the Village has denied requests to close off portions of the park for private weddings or other private events. In all cases the Village neither permits nor prohibits such events to take place but if someone requests to reserve the park and have a special set-up those requests have been denied.

The Village has consistently maintained the position that the entire park is for public use and portions should not be restricted for private use. Any modification of this practice such as the proposal by Carlos and Carlos potentially exposes the Village to more requests from people to use a portion of the park for private purposes.

In this case, Carlos and Carlos is proposing to use a small piece of the park for outdoor dining. The proposed 11′ x 21′ area represents approximately two percent of the Park.

The Board has three options:

a) Approve the request.
b) Decline the request due to concerns about using public park space for outdoor dining.
c) Approve the request with conditions including a time limit in order to evaluate the outdoor dining at a future date.

Carlos Montiel of Carlos and Carlos Inc., said the restaurant has been in the Village for almost eight years. He would like the opportunity to have a few tables outside. They are willing to do whatever the Village needs them to do to have the outdoor seating.

Trustee Scaletta said initially he was completely opposed to this concept, but looking at the conditions and recommendations he feels more comfortable with a few concerns. One of them is how the fencing would work around the property.

Charles Perkins, Director of Planning and Community Development, explained that the current policy of the Village is a complete fenced in area with a minimum three foot walk way per code for the patrons and servers. Pursuant to the regulations for outdoor cafes, there also has to be a minimum of five feet wide public access walkway along the sidewalks. A minimum of eight feet plus space for the tables and chairs is required for outdoor eating. This regulation does make it difficult for some restaurants to have outdoor dining due to the limited sidewalk width.

If the requirement for a continuous four foot high fence was modified, the overall required width for outdoor dining would be significantly reduced. Instead a requirement for a barrier that consists of planters/fencing with openings could be installed which would allow the wait staff, restaurant patrons and pedestrians to share one walkway. This would allow additional restaurants to have outdoor dining and would reduce the width requirement from a minimum of eight feet to a minimum of five feet.

Trustee Scaletta asked if Carlos and Carlos would be required to put up a fence.

Mr. Perkins said that was correct unless the Board would like to change the fencing policy then Carlos and Carlos would not have to do a complete fenced in area. They could go with the concept that was just described.

Trustee Scaletta asked what events would be included that would require the outdoor tables and chairs to be removed.

Mr. Perkins responded the thought was it would remain during the Sounds of Summer, but for the larger events like Mane Event and Taste of Arlington it would need to be removed so there would be more room in the park.

Trustee Scaletta wants to make sure that the park is always available to people since it was through tax payer dollars that this park was put together. He asked if everything would be removed during a large event including tables, chairs, and fencing.

Mr. Perkins said that was correct, during a major event Carlos and Carlos would remove everything for the event.

Trustee LaBedz said she had some concerns. She paced out this area to see if this property was two percent of the park. She was at the park on a Saturday night and there were many people at the park enjoying themselves.

She is concerned about some of the Sounds of Summer concerts that are well attended and some of the audience goes out onto the street. If a part of the park is being blocked off for Carlos and Carlos then the area would be less available for Sounds of Summer. Not removing the chairs for Sounds of Summer might cause overcrowding.

Trustee LaBedz talked about another concern which is if there is no fencing requirement and someone who is not a patron of Carlos and Carlos sees an empty table and chairs and decides to sit there while the restaurant is open for business.

Trustee LaBedz asked about a small portion of the 11 x 21 area that would need to be paved per the diagram she was given to review.

Mr. Perkins replied that the area was reduced because the bike rack would have to be relocated and the area would need to have brick pavers added at Carlos and Carlos expense to get additional seating. This does not have to be done but would add extra seating if completed.

Trustee LaBedz asked that since it’s a public park, is there an issue having alcohol served.

Mr. Dixon said the Village does allow liquor on public property during certain events but as a general rule it is prohibited on public property.

Trustee LaBedz thought the idea of outdoor seating would add ambiance to the Downtown area and would attract more patrons for Carlos and Carlos or any of the restaurants during good weather, she just has a few concerns.

Trustee Glasgow said one of his concerns is that this is public land. The fact that this is only two percent of the park was important to him. He would not see this being utilized during large events.

Trustee Glasgow said this is a unique situation the way this piece of property sits and it is the only contiguous business next to a park that is owned by the Village. He was concerned about the opportunity of someone who would argue precedence and sees this is a unique property due to the way it is situated.

Trustee Glasgow asked Diana Mikula, Assistant Village Manager, what kind of lease would be anticipated in terms of length of time to see if this works out.

Ms. Mikula responded if the Board was agreeable this would be a trial period this season during the warm months and make a final determination the following year.

Trustee Glasgow asked Carlos and Carlos if it would be agreeable to a test period and a one year lease with the option to renew.

Mr. Montiel replied that he has no problem with the lease to see if everything works for the Village and for them. With their investment in tables, chairs, etc. they would like to see this work.

Trustee Blackwood asked if the outdoor property that Carlos and Carlos would use, would it be possible to have a lease with rent during the months he uses the property.

Ms. Mikula replied that if the Board wants to so it could be done.

Trustee Blackwood said that the Downtown area is a destination for restaurants and entertainment and from her perspective if everything is agreed to we need to do whatever we can to make sure people take advantage of our downtown restaurants and the entertainment that is provided. She is in favor of this as long as Carlos and Carlos have agreed to the requests mentioned.

Trustee Farwell said he likes this idea and is very much in favor of this. He asked about Unplugged Thursdays and if Carlos and Carlos can use those tables during this event on Thursdays.

Mr. Montiel replied yes, he thought that he could use his outdoor seating for patrons during Unplugged Thursdays.

Trustee Farwell asked about the hours that Carlos and Carlos is closed and is the outdoor area going to be open for the public to use the tables and chairs?

Mr. Montiel replied yes he does not have a problem with that.

Trustee Farwell asked if the tables and chairs would remain when the restaurant is closed or would they be stacked away.

Mr. Montiel said they would move the tables and chairs during a large event when the Village asks them to do so, but during the other times when the restaurant is not open he does not see the need to remove the tables and chairs.

Trustee Farwell discussed that the lease would immediately terminate upon the revocation of the liquor license or the delinquency of sales tax revenue or any other occurrences.

TRUSTEE GLASGOW MOVED, SECONDED BY TRUSTEE SCALETTA THAT THE COMMITTEE-OF-THE-WHOLE RECOMMEND TO THE VILLAGE BOARD APPROVAL OF THE CARLOS AND CARLOS OUTDOOR EATING AREA SUBJECT TO THE FOLLOWING:

1) The outdoor dining shall be removed from the park at the request of the Village during special events or in the event the Village receives objections from the State of Illinois regarding use of this portion of the park.

2) All outdoor dining fixtures shall be removed during the winter (non-summer) months.

3) Carlos and Carlos shall be responsible for replacement and repair of any damage to the park resulting from the outdoor dining as well as any costs associated with the initial creation of the outdoor dining area.

4) Outdoor dining shall be open to the public (non-private events).

5) Compliance with the Village's outdoor dining requirements including but not limited to execution of a license agreement, indemnification, and/or a lease.

Trustee Sidor wanted to clarify if Carlos and Carlos could use their proposed outdoor dining during Unplugged Thursdays or Sounds of Summer Fridays.

Mr. Perkins replied that Unplugged Thursdays is not as well attended as Sound of Summer Fridays and if Carlos and Carlos is making this investment, not to be open to use the outdoor dining Thursday and Friday night might be a problem.

# DRAFT – NOT APPROVED

Trustee Glasgow said once the event is over, he has no problem if Carlos and Carlos wants to use the tables at that time.

Trustee Sidor said Unplugged Thursdays is not as well attended with plenty of room at the park and he feels Carlos and Carlos could use the outdoor seating during this event. He would like a recap during the next week about Sounds of Summer and what those events are going to be and whether or not they need to utilize that space.

Trustee Sidor asked when alcohol is allowed in Harmony Park.

Mr. Dixon replied that alcohol is allowed in Harmony Park for Mane Event, Taste of Arlington and Promenade of Art.

Trustee Sidor agrees with Trustee Glasgow and would like to see the list of events in the agreement that Carlos and Carlos can't use the outdoor tables and chairs so they know up front.
He feels this would add to the ambiance of the Downtown area and is in agreement with the outdoor eating area.

Trustee Tinaglia asked Mr. Montiel how many months of the year this outdoor dining area be used.

Mr. Montiel replied they would like to use this outdoor space from the end of April until the beginning of October.

Trustee Tinaglia asked if they had any intention of using outdoor heaters.
Mr. Montiel said they do have outdoor heaters they could use.

Trustee Tinaglia asked if there was going to be any additional rent for using this space in the park.
Mr. Perkins responded that rent was not included but would take direction from the Board on this question.

Trustee Tinaglia would like to see the outdoor seating happen.

Mr. Montiel asked if it is done beautifully, why the tables and chairs would need to be removed. Why couldn't the public use them during a large event. It would serve a purpose for people to use the tables and chairs.

Mayor Hayes said this is an evolving process and the Village will have to see what works and doesn't work. Mr. Montiel will have to be willing to work with the Village to address any concerns in terms of removing the tables and chairs or leaving them there depending on what works best for everyone concerned.

Mr. Montiel agreed to be flexible.

Mayor Hayes said because this particular business is unique and is located contiguous to this public park it provides justification for granting this particular request.

**Upon a voice vote, the motion passed unanimously.**

### B. Outdoor Dining – Fencing Requirement

Mr. Dixon said currently the Village has an ordinance that allows for the installation of outdoor eating cafes as permitted uses in the Downtown on public sidewalks and on private property if operated in conjunction with a restaurant. The current Village practice is to require outdoor dining areas that serve alcohol to be completely fenced. Staff is seeking direction from the Village Board regarding relaxing the fencing requirements to permit gaps in the decorative fencing and permit the public and restaurant servers to utilize the same walkway space. This would allow additional Downtown restaurants to have outdoor eating in those instances where the sidewalk is limited.

When a restaurant serves alcohol, it has been the policy of the Village Board to require a four foot high fence around the perimeter of the outdoor dining. This fencing requirement adds to the difficulty for restaurants such as Salsa 17 and LaTasca, among others, to have outdoor dining.

Relaxing the fencing requirement has been discussed with the Health Department and they have no objection to the changes as long as all health code requirements are met.

A barrier that consists of planters/fencing with openings could be installed which would allow the wait staff, restaurant patrons and pedestrians to share one walkway.

Mr. Dixon wanted to clarify that this practice regarding fencing is not an ordinance but was a condition the former Mayor as Liquor Commissioner imposed and the Village has been enforcing for some time.

Mayor Hayes said from a practical standpoint he doesn't think a four foot fence is really going to prevent a liquor violation from occurring. He said this is one of the reasons he would be in favor of the planters.

Trustee Tinaglia said this is exactly what we are trying to change in town and if we make it too difficult for businesses to grow and expand, it becomes too much of a road block which is what the fence is. The photographs are very pleasing and he hopes this passes.

Trustee Sidor agrees with Trustee Tinaglia and likes this concept as well. It's very open and he likes the renditions that have been proposed.

TRUSTEE SIDOR MOVED, SECONDED BY TRUSTEE TINAGLIA THAT THE COMMITTEE-OF-THE-WHOLE RECOMMEND TO THE VILLAGE BOARD APPROVAL OF A MORE RELAXED FENCING REQUIREMENT FOR OUTDOOR DINING AND MODIFY THE REQUIREMENT FROM A CONTINOUS FOUR FOOT HIGH FENCE TO A BARRIER THAT CONSISTS OF PLANTERS/FENCING WITH OPENINGS THAT ALLOW FOR A SHARED WALKWAY FOR PEDESTRIANS, RESTAURANT PATRONS AND RESTAURANT SERVERS.

Trustee Scaletta asked when using the planters instead of a fence what would stop someone from getting up from their table and walking away with their drink.

Mr. Perkins agreed that someone could do that since it would be easy to walk through the planters. He recommended working with the restaurants to advise their customers that they can’t move away from the table with their drinks. These are some of the things we have to work through.

Trustee Scaletta suggested re-evaluating using the planters instead of fencing at the end of the season to make sure it is working without issues.

Trustee LaBedz concurs with Trustee Scaletta and is in favor of the trial period.

Trustee Farwell talked about treating this like a licensure so it would be annual licensure and not a lease. The licensure could be revoked upon any violations of liquor ordinances such as a patron walking away with alcohol.

Mayor Hayes said it would make sense to have a re-evaluation at the end of one year.

**Upon a voice vote, the motion passed unanimously.**

**C. Request of the Arlington Economic Alliance for Village Board Vision of Alliance per March 19, 2014 Alliance Meeting**

Mr. Dixon said Section 6-505 of the Village Code discusses both intent and purpose and subsection E discusses powers, duties, and responsibilities of The Arlington Economic Alliance. There are very specific assignments/delegations to the Alliance.

Mayor Hayes thanked the Economic Alliance for all the great work the Alliance does on behalf of the Village as the Villages’ representatives. They are one of the key entities in terms of economic development and the business environment and community.

Tony Guido, Chair of the Arlington Economic Alliance, discussed that the Alliance has read the code and has looked at the accomplishments the Alliance has done over the past years. Some of the events they pride themselves on is the economic breakfasts they have had along with the speakers at this event which helped the community with information regarding small business loans and educating them on where to go with any kind of help they need with their business.

Mr. Guido said what the Alliance is looking for right now is the fact that the code is in place, but the landscape in the Village along with the rest of the businesses in the Village have changed. The way the Village is marketed, branded and social media have changed over the years. Some of the code is outdated. Some of the things they are looking for is a vision of what the Board thinks the Alliance should be doing. Over the years they have done marketing, branding, and helped develop websites, retention visits, and helped with the permit processes.

Mr. Guido said the Alliance would like some direction from the Board on what the Board thinks the Alliance's future should be for the next three to five years and how they can help market the town or what they should be doing at this point. Most of the members on the Alliance run businesses in Arlington Heights. Mr. Guido's business has been here for 30 years and being here for 30 years, they have seen things come and go, but they don't want to lose track of what makes this town what it is, including the library, parks, the Village, the Chamber, the schools, entertainment and community events.

Over the last six to eight months the Alliance talked about branding. They did surveys and talked about advertising. They know that some of the codes are outdated. They came up with "Power of Partnership." Partnership with the library, park, schools and how they can work together. Right now working with the Chamber they are doing retention visits and report back to the Alliance to give them updates. But there should not be overlap in what the Chamber is doing and what the Alliance is doing. They should be working on the same idea in different directions with the same common goal of the "Power of Partnership" to bring all these different entities together by communicating with each other. The Alliance talked about advertising or communicating with each other using different avenues such as using their newspapers, bulletins, letters to keep residents informed since people read all different forms of media. Anywhere from "apps" to mail, etc. The Alliance would like to ask the Board how to move forward. They would like a plan for the next three to five years to look at how to bring all of these different groups together as one with the Alliance.

The Alliance has made retention visits, they have listened to the businesses, they have made recommendations, but all these other entities are promoting themselves when it is all for Arlington Heights. The Alliance thinks this is something that should be looked at and they are looking for help, guidance, and input from the Board. What does the Board think the Alliance should be doing and what the Chamber should be doing so they are not over-lapping and become more productive in the next three to five years?

Mayor Hayes said some of the things that Mr. Guido mentioned are already in place over the past year, for example, the Small Business Development

Agreement. The Alliance was involved in this process so efforts where not duplicated. He thinks the Board has tried very hard over the past year to try to utilize this community partnership approach utilizing all the available resources and not duplicate efforts.

Trustee Glasgow thanked Mr. Guido for all the work that is done with the Alliance. One of the concerns he has is does the Alliance feel they are duplicating efforts.

Mr. Guido replied that yes, that some of the things the Alliance has done over the past years the Chamber is currently doing.

Trustee Glasgow said one of the things he sees is that the members of the Arlington Economic Alliance are the trusted business leaders appointed by the Mayor because of their knowledge of businesses and Arlington Heights. They represent all of the businesses in Arlington Heights. He thinks there is a place for both the Chamber and the Alliance using their different views. Do you feel that the Arlington Economic Alliance is beneficial at this point in the form that it is and if not, what suggestions do they have.

Sue Duchek, member of The Arlington Economic Alliance, talked about why they asked for direction which is due to frustration within the Alliance. She had been on the Alliance for ten years and has seen how it was when she started and how it is today which is two different things completely. This started as an advisory position, which was bringing to the Alliance what they heard on the streets within each of their own industries since they are all representing positions within the Village. She looks at her role on the Alliance not as a business owner but as a voice of other businesses and bringing those concerns to the Alliance to discuss. She has seen a lot larger work load being given and she feels like she somehow inherited a job along the way that wasn't necessarily the initial role. If this is what it has become, then the Alliance needs to have some direction as to what is exactly their role, advisory or to be making retention calls. Not just to be given a project to work on. In other words, how could the Alliance best serve.

Mayor Hayes agrees that some of the code language needs to be changed. He said looking at 2A and B rather than charging the Alliance with the development and implementation of business retention and expansion program or marketing program the Alliance should be assisting in the development and implementation of those items through an advisory role. He does not think the Alliance should be making retention visits.

Trustee Tinaglia said the Alliance should put together a code on how the Alliance can best help Arlington Heights. As an Economic Alliance what can they bring to the table to offer as business entities? This could be reported back to the Board.

Trustee Scaletta discussed when the Alliance talked about partnerships with the park district and the library that would be a good opportunity for everyone to get together and use resources. The Board would like to hear what makes the business community happy, what does not make them happy and how things can change in a positive way that benefits the businesses. That's everything that the Alliance has been doing to make things better. The Alliance was part of streamlining the codes, streamlining processes, giving feedback on what works and what does not work in the business community whether it has to do with marketing or any other facet. It would be great if the Alliance would come back to the Board and let them know what needs to be focused on and what would be better handled by staff. They should make a motion and bring it to the Board for anything they want to change. The Alliance should use this as an opportunity to re-evaluate the commission and say this is what we were, this is what we became and this is where we want to go.

Trustee LaBedz said learning about how extensive the activities are that the Alliance is doing, she can see how they would want direction and discussion about narrowing their focus since it can be overwhelming. She appreciates the Alliance's comments on partnerships including the library, parks and schools. There is more to the Alliance than the businesses since it involves the economy in the Village that will attract the businesses to come into the Village.

Trustee Blackwood discussed that when she looks at the composition of the Alliance she is looking at leaders of industry in various sectors within the community. It would be a representation of large organizations all the way down to store front businesses. Do we have the right component of small business vs. large business? This would be information that would help Charles Perkins attract businesses into the community. What does the Village want economically and this is what the Alliance should be talking about. What is important is each member of the Alliance has a voice as to what is happening in their industry and how that industry is affecting the Village.

Trustee Farwell thanked the Economic Alliance for all their hard work. As a Board the Trustees look to the Economic Alliance as a true business advisor for the businesses in the community. You're not advising a business you are advising this governmental entity which is hard to do. This is the perfect time to ask the Alliance to re-group and redefine themselves and come to the Board maybe in an informal setting.

Trustee Sidor said pro-active information from the Alliance would be very helpful.

Mayor Hayes said the consensus is that the Alliance should take a look at the code provisions and as Mr. Dixon mentioned to take a pen and mark up what needs to be changed. Come back to the Board with what the Alliance envisions as the role of the commission based on what was said tonight and what your additional thoughts might be.

**D. Village Board discussion of Objective 1-c: Redevelop the Comprehensive Village-wide Marketing and Business Plan**

Mayor Hayes said he wants to make sure everyone is on the same page and staff has clear direction on where the Board wants to go with a new marketing plan, re-branding or business strategies. He would like a Village Board discussion to see if they want to make any policy changes or give any policy direction in this area.

Trustee Sidor discussed the Village being one thing ten years ago, but the Village keeps evolving and the Village is something different now. He doesn't think the Village can do the Village wide marketing and business plan yet because we don't know who we are or where we want to be. In his opinion the Board needs to talk amongst themselves and do some strategic planning to find out how we can differentiate ourselves from other communities. The Village is much more than Discover.

Mayor Hayes said the policy question he wanted to address tonight is should the Board embark on a rebranding strategy for the Village of Arlington Heights. We would then move forward with what is the first step.

Trustee Blackwood asked how satisfied is the Board as a Village promoting ourselves through the Discover program. Also, how relevant is the program when you take into consideration the other municipal branding initiatives that are going on in the area. Is the Village attracting people into our community through our marketing efforts? There is not a driving plan initiative that says what Arlington Heights is and gives a direct message. This message could be promoted through marketing. She is not satisfied with the current marketing and feels the Board could do more and do it better.

Trustee Tinaglia said over the last ten years the Downtown area has become this great place with restaurants and good entertainment. He believes rebranding is necessary. The Village spends money on Engineering studies, Planning studies and other avenues to make Arlington Heights better. This would pay the Village back if we can bring and excite people to come here because of the things that we say we are. He is totally in favor of this.

Trustee Glasgow asked how relevant is branding and how relevant is it to spend money on branding the Village. The Village's brand has developed over the years by the policies that have been set, the infrastructure that has been put into the Village and the businesses that have been fostered. This can't be changed by having a label. He makes decisions based on data and he has not seen anything that gives him a concrete return on municipal branding. To spend the money on a branding campaign would be irresponsible and he doesn't know if it would create a return on his investment. He has never heard branding from Mt. Prospect, Des Plaines, or Schaumburg. Most people don't know what the slogan is for Mt. Prospect or Elgin. For the branding campaigns there is no quantification as to what they do. The Village is not in the business for branding.

Trustee Scaletta said it is a good opportunity for the Village to look at a change.

He agrees with Trustee Glasgow and couldn't tell what the brand is for any municipality around Arlington Heights. He thinks it would be good to have a new message. The Board needs to figure out the parameters of developing a new message and plan. This year on the Discover campaign the Village has budgeted $59,000. A new brand can be developed but in order to brand the Village it's going to cost a lot more than $59,000. What would be the budget for this branding? Does the Village need to hire a company to develop the new brand? Does the Village need to hire a company to develop a new marketing plan? Could the Village find a way through a task force to develop a brand?

Trustee LaBedz talked about being very skeptical about the whole idea of branding. In her perspective she feels branding is a "buzz word." She doesn't see what is the difference is between branding, marketing or advertising.

Mayor Hayes said there may be some benefit to changing the branding, but he understands the concern that Trustee Scaletta raises with the cost benefit analysis. The first thing the Board is going to have to do if they embark on this is to find out what potential costs are involved and is that something that the Board can support.

Trustee Sidor talked about the Economic Alliance saying the Village should keep Discover as a brand. The research study told the Village that 70% of the residents don't know what Discover is. If we are fiscally responsible, the Board should have pulled the plug on Discover. Why spend another dime on Discover if 70% of the people don't know what it is.

Trustee Scaletta asked if Staff could put together some ideas of what it would cost to develop a brand and new marketing plan.

Mayor Hayes replied that the Board needs to come to some resolution and see if there is some consensus for exploring a rebranding effort. The question in some of the Trustees minds is whether or not the Board wants to spend the money to do so. The Board needs to know how much money would be involved in this effort and what would be the next steps if the Board would embark on this. The question is if Discover is too old and does it need to be refreshed. This would be for the Village only and not the schools, parks, etc.

Mayor Hayes asked if Mr. Perkins could put something together and asked if he understands what the Board is looking for.

Mr. Perkins replied that he could put an outline together and send it to the Board to see what other communities have paid for these kinds of studies and find out more about it.

Angelique Gunderson, 624 N. Highland, wanted to say that the Board is getting hung up on the words branding and advertisement. You don't want to just put a brand out there with a false message. The point is that the Village of Arlington

Heights is like a quilt with different patches such as the Library, the great school system, a safe community, thriving bustling restaurant business, and entertainment options. The issue is the quilt is not sewn together, it's a bunch of separate patches so we are not capturing the magic of what this Village is and we are not communicating that. We do need a committee and the committee needs to be a representative of the community, such as from the school district, library, businesses, and some residents, a multi-cultural committee to help articulate all the great things about Arlington Heights. Then narrow that down into two or three distinct messages and chose from those messages to promote them. What makes Arlington Heights unique? Once you figure that out, then you start embarking about branding.

Tim Meyer, 29 S. Mitchell, said the key for him regarding a good brand is that a good brand will tell you a sense of place, who the people are, what the community is about. Discover doesn't do that, it leaves it up to someone else to find out what that is. We are not telling people what makes us unique. The biggest flaw about Discover was that Discover was based on economic wants. A branding is giving people a sense of the community. That is why Discover doesn't succeed because when people hear anything coming from Discover, all they hear is money. He talked about getting the word out by using the kiosks in the Downtown area and in the following years expand on that by using radio, etc. The Board needs to focus on the creation of the brand that we are going to rally around and then create the layers over it.

Trustee Sidor said he would like to make a motion to move forward with the redevelopment of the marketing plan.

Trustee Tinaglia talked about the direction being a task force before money is spent and the Board enlists some local residents and experts.

Trustee Sidor replied the motion would be to create a task force to study the redevelopment of the brand.

Mayor Hayes said when you create a task force it is very difficult to come up with a consensus as the Board has seen with some other task forces in the past.

Mayor Hayes said at this point, Trustee Sidor and Trustee Blackwood could put together a proposal for a task force and who would be on it and what their mission would be and bring that back to the Board. Trustee Sidor and Trustee Blackwood could work with Staff to come up with a composition of a task force that could work on this and bring this back to the Board at a COW so the Trustees could vote on a creation of the Task Force.

Trustee Sidor withdrew the motion.

**Other Business**

None

**Adjournment**

TRUSTEE SCALETTA MOVED, SECONDED BY TRUSTEE LABEDZ TO ADJOURN THE MEETING 10:45 P.M.

**Upon a voice vote, the motion passed unanimously.**