



President and Board of Trustees
Village of Arlington Heights
Committee-of-the-Whole
Board Room
Arlington Heights Village Hall
33 S. Arlington Heights Road
Arlington Heights, IL 60005
May 12, 2014
7:30 PM

I. CALL TO ORDER

II. PLEDGE OF ALLEGIANCE

III. ROLL CALL OF MEMBERS

IV. NEW BUSINESS

- A. 7:33 p.m. - Request from Carlos and Carlos - Outdoor Dining in Harmony Park
- B. 8:00 p.m. - Outdoor Dining - Fencing Requirement
- C. 8:15 p.m. - Request of Arlington Economic Alliance for Village Board Vision of Alliance per March 19, 2014 Alliance Meeting
- D. 9:00 p.m. - Village Board discussion of Objective 1-c: Redevelop the Comprehensive Village-wide Marketing and Business Plan

V. OTHER BUSINESS

VI. 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: Request from Carlos and Carlos - Outdoor Dining in Harmony Park

Department: Planning & Community Development

Request

Carlos and Carlos Restaurant has 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.

Analysis

Staff has reviewed the plan from Carlos and Carlos and has recommended that the size of the proposed outdoor eating area be reduced (see attached plan) since there are conflicts with the utilities to the south and concern with pedestrian circulation between the proposed dining area and the fountain. 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. Below are Staff's comments regarding the proposal from Carlos and Carlos.

Planning and Community Development Department

The Department supports the expansion of outdoor dining.

1. Provide catalog cut sheets for the proposed tables and chairs.
2. The operations of the outdoor café shall be permitted until 11:00 PM.
3. It is recommended that the size of the proposed outdoor eating area be reduced (see attached plan). There are conflicts with the utilities to the south and concern with pedestrian circulation between the proposed dining area and the fountain. Additionally, this will allow for maximum use of the park for public use.
4. A license agreement would need to be approved by the Village Board which may require removal of the outdoor dining during larger special events.

Village Manager's Office

1. Because the proposal includes serving of alcoholic beverages on public property, this will require review and approval by the Village Board at a Committee-of-the-Whole Meeting.
2. In the past, there was no admittance to or exiting from an outdoor eating area, except through the interior of the restaurant. There may now be flexibility in this requirement where patrons no longer need to enter/exit through the restaurant. If this is the case, it would be a recommendation that the applicant surround the designated dining area with a combination of fencing and/or planters to create an "enclosure". This will indicate to patrons that alcoholic beverages must remain inside the designated dining area (see attached photo).
3. Consideration should be given to an outside hostess stand to direct and monitor patrons if needed.

4. Applicant shall address concerns relating to noise either from their patrons or music emanating from their establishment. Applicant shall be aware that there will be music and noise emanating from Harmony Park and the surrounding area during events and summer concerts, which may affect their patrons using the outdoor eating area.

Health

1. No objection subject to compliance with Health regulations.

The biggest concern is maintaining of 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. If someone requests to hold an event that would require some sort of set up, e.g. large tents, use of sound system, something staked into the ground, those requests are denied. Otherwise, Staff has consistently maintained the position that the entire park is for the public use and portions should not be restricted to a private use. Any modification of this practice such as that proposed by Carlos and Carlos potentially exposes the Village to more requests for people to use a portion of the park for a private purpose. It is acknowledged that Carlos and Carlos is proposing to utilize a small piece of the park for outdoor dining. The proposed 11' x 21' area represents approximately two percent of the Park.

Although there are some concerns with the proposed outdoor café in Harmony Park, the addition of outdoor dining would add ambience to the area. In addition, the proposed outdoor café will help stimulate pedestrian traffic in the area and complement the existing commercial uses within the district. The proposed outdoor cafe will contribute to an active commercial environment in the Downtown.

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.

Recommendation

It is recommended that the Committee-of-the-Whole recommend to the Village Board approval of the Carlos and Carlos outdoor eating area subject to the following:

- a) 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.
- b) All outdoor dining fixtures shall be removed during the winter (non-summer) months.
- c) 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.
- d) Outdoor dining shall be open to the public (non-private events).
- e) Compliance with the Village's outdoor dining requirements including but not limited to execution of a license agreement and indemnification.

ATTACHMENTS:

Description	Type
Carlos and Carlos Outdoor Dining Request	Exhibits
Staff Recommended Plan	Exhibits

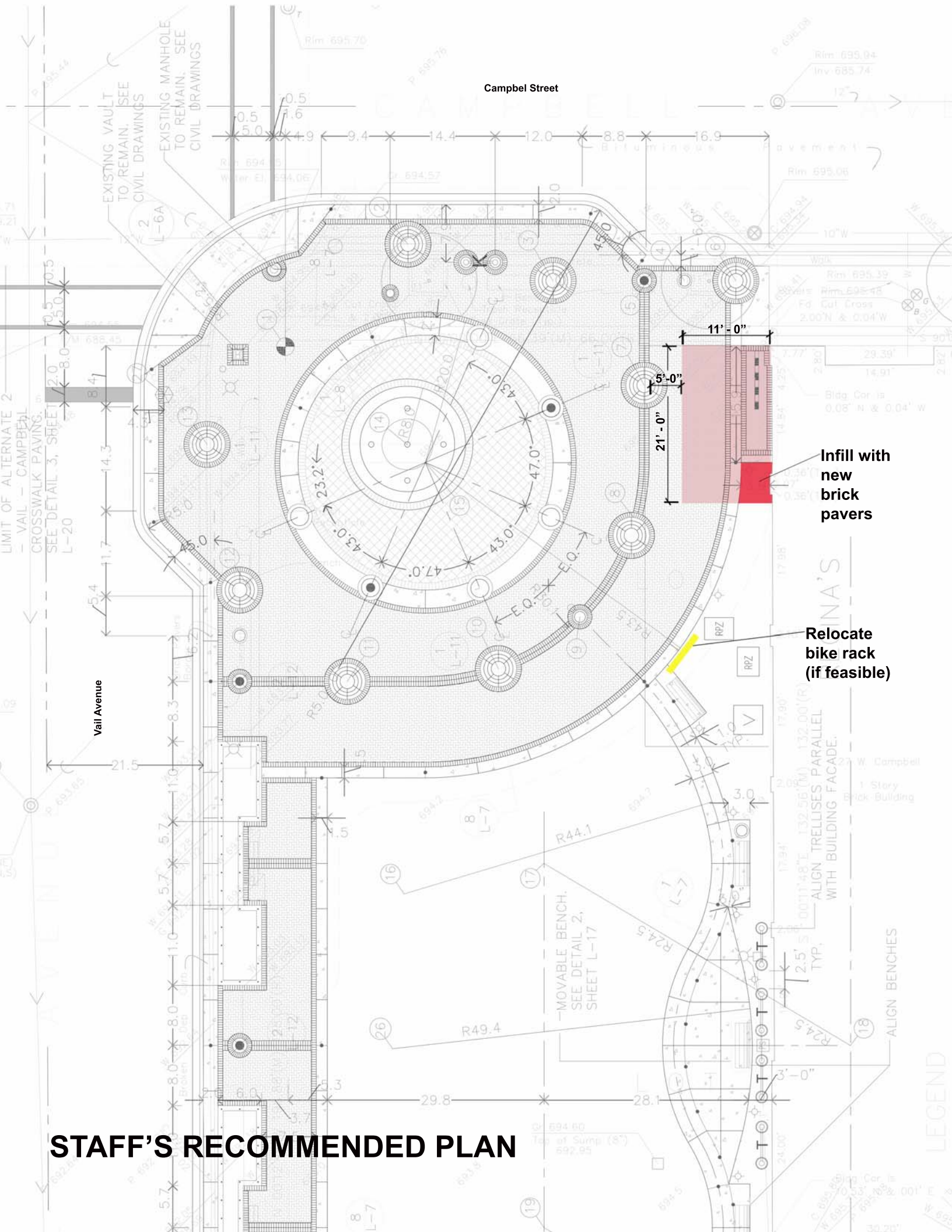




Carlos & Carlos Ristorante

Arlington Heights





STAFF'S RECOMMENDED PLAN



Item: Outdoor Dining - Fencing Requirement

Department: Planning & Community Development

Request

Currently, the Village has an ordinance that allows for the installation of outdoor eating cafés 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.

Background

Permits for the outdoor cafés are currently granted after an administrative review is completed and approved. If alcohol is to be served, review by the Committee-of-the-Whole is required. Pursuant to the regulations for outdoor cafés, in no case shall the operation of the sidewalk café reduce the open portion of the public sidewalk to less than five feet clear of all obstructions. In addition, a minimum of three feet is required within the fenced area for wait staff and restaurant patrons. Therefore, a minimum of eight feet plus space for the tables and chairs is required for outdoor eating. This regulation does make it difficult, if not impossible, for some restaurants to have outdoor dining due to the limited sidewalk width (typically 10-11 feet) in certain areas of the Downtown. 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.

After reviewing alternate fencing arrangements in another community, Charles Witherington-Perkins met with Mayor Hayes and Diana Mikula to discuss the concept of an open fence arrangement. Such fencing would permit servers and the public to utilize the same five foot walkway, thereby allowing restaurants such as LaTasca, Salsa 17, and Bangkok Café to utilize outdoor dining. This option has been discussed with representatives from LaTasca and Salsa 17 and both have expressed interest if approved. Relaxing the fencing requirement has been discussed with the Health Department and they have no objections to the change as long as all other health code requirements are met.

Analysis

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 (see attached photos) 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. Research has been conducted and there are cities that allow outdoor dining without a continuous perimeter fencing requirement. Any change to the fencing requirement would still require that the applicant amend their liquor license and meet all other requirements for outdoor cafes.

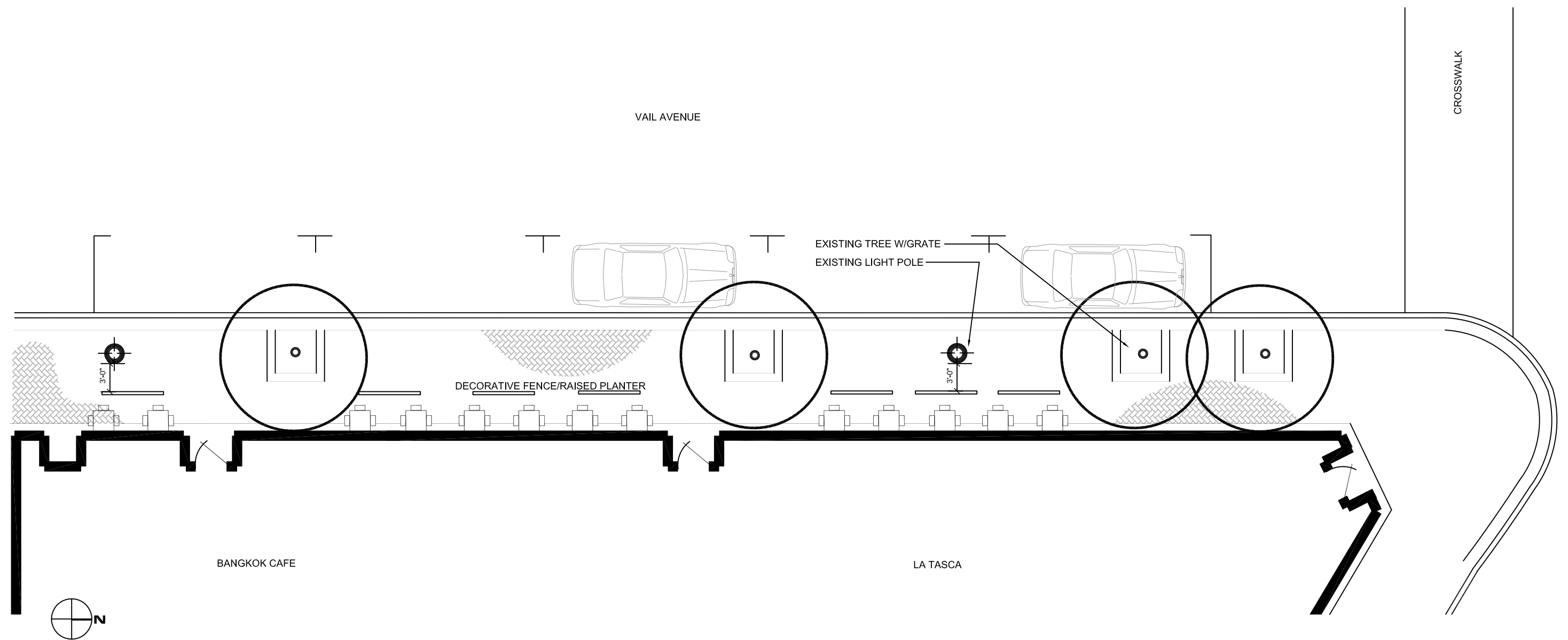
Outdoor cafés help increase the economic vitality of the Downtown. The cafes stimulate additional pedestrian traffic and complement the existing commercial uses within the district. In addition, outdoor cafés contribute to an active commercial environment in the Downtown thereby enticing people to visit the many services available in Downtown.

Recommendation

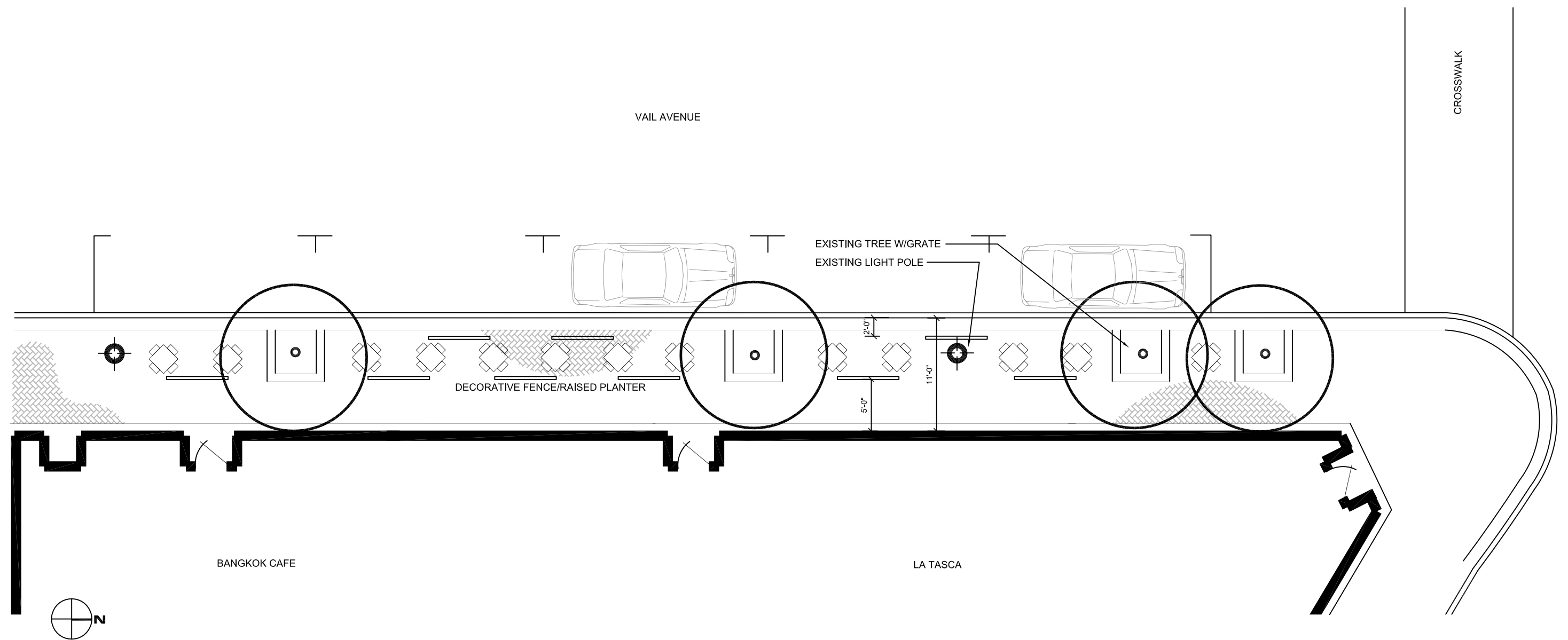
It is recommended that the Committee-of-the-Whole recommend to the Village Board approval of a more relaxed fencing requirement as set forth above in order to allow additional restaurants to have outdoor dining.

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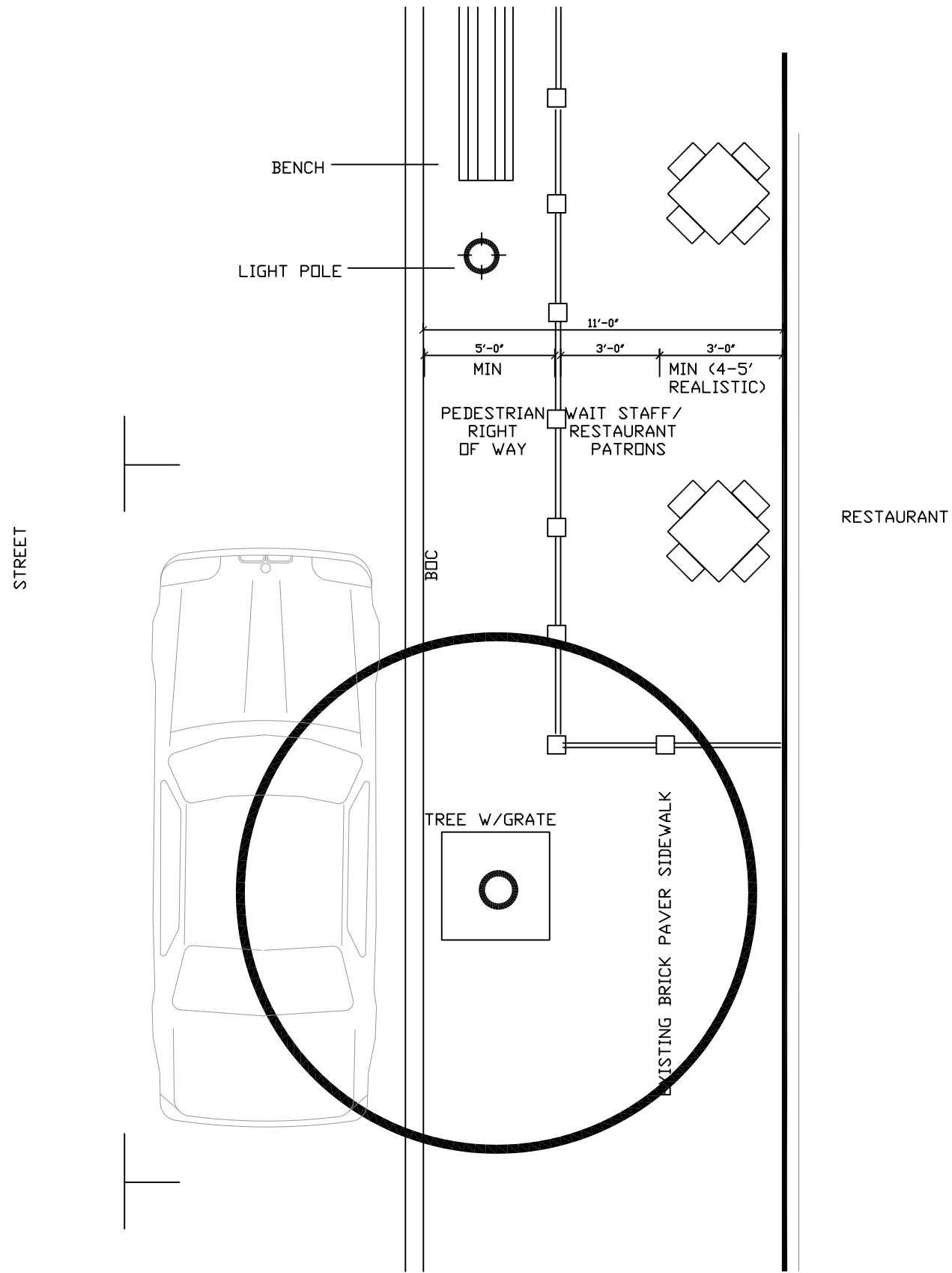
Description	Type
Fencing Requirement	Exhibits



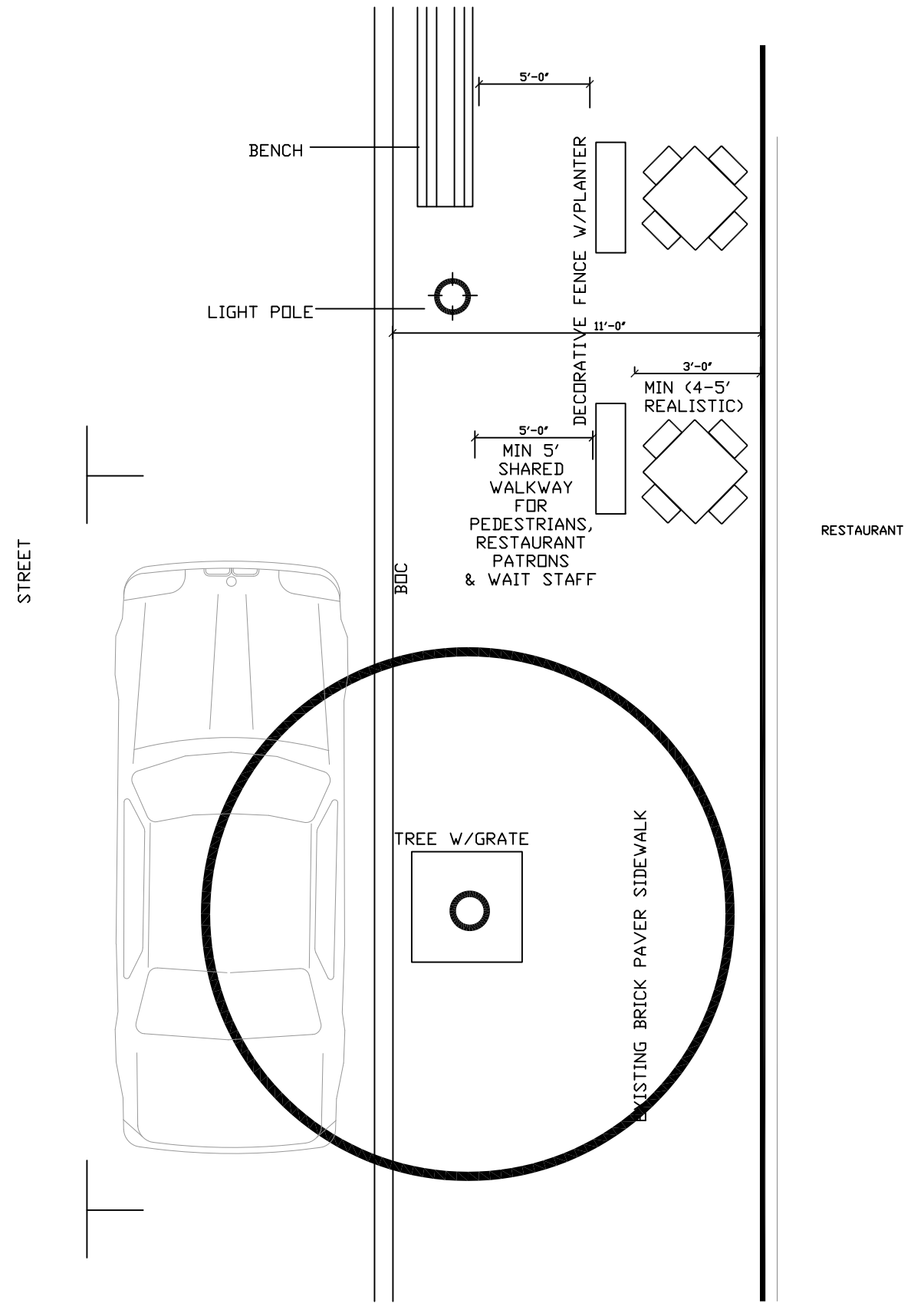
VAIL AVENUE OUTDOOR EATING CONCEPT



VAIL AVENUE OUTDOOR EATING CONCEPT



EXISTING



PROPOSED

OUTDOOR DINING



Item: Request of Arlington Economic Alliance for Village Board Vision of Alliance per March 19, 2014 Alliance Meeting

Department: Planning & Community Development

At the regularly scheduled Arlington Economic Alliance meeting on February 19, 2014, a workshop was conducted to outline a formal plan for the commission over the next few years. This was held in response to interest from Alliance members to create a plan to guide their actions moving forward.

At the following month's meeting on March 19, the Alliance requested a meeting with the Village Board. The request was made in order to seek direction and clarification as to the Board's expectations and thoughts on the role of the Economic Alliance.

To provide background, the following documents are attached:

- Approved minutes from the February 19, 2014 meeting of the Arlington Economic Alliance
- Draft minutes from the March 19, 2014 meeting of the Arlington Economic Alliance
- The "Visioning/Brainstorming Session Summary" from the February 19 Arlington Economic Alliance meeting
- "Economic Alliance Subcommittee Proposed Tasks" which summarize the suggested action items from the February 19 Arlington Economic Alliance meeting, in relation to the Village Code section pertaining to this commission
- Municipal Code Section 6-505, creating the Arlington Economic Alliance

ATTACHMENTS:

Description	Type
Economic Alliance Meeting Minutes 2-19-14	Minutes
Economic Alliance Meeting Minutes 3-19-14	Minutes
Economic Alliance Visioning-Brainstorming Session Summary - 2-19-14 Meeting	Exhibits
Economic Alliance Subcommittee Proposed Tasks - 2014	Exhibits
Arlington Economic Alliance - Municipal Code Section 6-505	Exhibits

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

MEMBERS PRESENT:

Tony Guido - Chairman
Sue Duchek
Jamie Janeczko
Michael O'Connor
Amy Philpott
Regina Schlamp
Scott Whisler

MEMBERS ABSENT:

Mike Field
Gary Skiba

STAFF PRESENT:

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

ALSO PRESENT:

Dave Parulo – Meet Chicago Northwest
Neil Scheufler – Arlington Heights Special Events Commission

Item 1: Call to Order

Chairman Tony Guido called the meeting to order at 7:39 AM.

Item 2: Approval of Minutes – January 15, 2014

The meeting minutes of the January 15, 2014 Arlington Economic Alliance meeting were reviewed.

REGINA SCHLAMP MOVED AND SCOTT WHISLER SECONDED A MOTION TO APPROVE THE DRAFT JANUARY 15, 2014 ARLINGTON ECONOMIC ALLIANCE MEETING MINUTES. ALL ALLIANCE MEMBERS VOTED IN FAVOR OF THE MOTION.

Item 3: Economic Alliance Formal Plan Discussion

Michael Mertes opened by summarizing the attachments to the agenda and confirmed that the speakers have committed to the Alliance Breakfast on April 23rd.

Tony Guido outlined the purpose of the discussion and requested the Alliance determine what it wants to achieve in 2014. He recommended brainstorming ideas, followed by breaking into work groups/subcommittees to progress those ideas.

Charles Perkins concurred that the work groups worked well and that this presents an opportunity to consolidate the ones that already exist into the new subcommittees. The suggestion is to create three subcommittees based on the critical functions of economic development: Business Attraction, Business Retention, and Discover Arlington Marketing. Mr. Perkins used three flip charts to highlight these functions. The main goal this morning is to come up with 5-6 ideas for each subcommittee to work on, and then turn them into projects that can be accomplished in 12-18 months. After today's brainstorming session, each subcommittee would refine and prioritize the ideas and develop timelines and task responsibilities.

A mentorship program was first discussed, an idea initially proposed by Amy Philpott. Sue Duchek feels that an ambassador program for businesses would be valuable. Ms. Philpott referenced Circa '57, in which the owners were

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spoken to by several business owners and representatives prior to their opening. A new or potentially incoming business can be mentored by an established business of the same type (i.e. an established restaurant mentoring a new one), and this presents an opportunity to educate businesses more about the community and what it has to offer. Mr. Perkins added that Alliance members can help the new business owner network with appropriate contacts and connect the owner to business organizations. Scott Whisler asked if this would tie in with the Village/Chamber small business retention partnership. Mr. Perkins said this was possible as long as efforts aren't being duplicated. Ms. Philpott sees this as an opportunity to keep businesses involved, engaged, and educated.

Mr. Whisler asked what Village staff does to recruit businesses. Mr. Perkins replied that Staff attends national and regional trade shows which provide leads, in addition to regular communication with the brokerage community. Businesses that approach the Village are assisted from initial outreach through opening. Planning & Community Development staff keeps a database of every contact made for attraction efforts, but to protect the interests of the business, this list is kept confidential. Ads are also run in trade publications. Target businesses are also identified and attracted via a series of steps and initiatives. Occasional coffees with real estate brokers used to be held to educate realtors about programs the Village offers and other pertinent business news. Multiple brokers eventually conducted deals in Arlington Heights, in part due to introductions at these coffees. Mr. Whisler feels that hosting broker coffees again is a good idea and added that the ICSC (International Council of Shopping Centers) provides lists of national businesses looking to expand, showing the broker name and contact for that particular entity. This is an additional recruitment option that is currently utilized by Staff.

Dave Parulo inquired about incentives that the Village offers. Mr. Perkins responded that retailers seek location and demographics above all else. If the community doesn't offer adequate sales volume, demographics, traffic counts, and the retail center doesn't have their required co-tenants, the retailer won't locate in the community. Incentives may come in to play if the business finds the appropriate site, but needs additional means to open. The Village offers a Small Business Sales Tax Rebate that was approved by the Alliance. The regulations and financial award of the incentive may need to be re-visited though. For industrial and manufacturing businesses, the Cook County Class 6b property tax abatement is available. An incoming company was attracted with this incentive, and they also agreed to the 10% rebate over the first five years to the Village, in order to support the Zero Interest Loan program.

Michael O'Connor suggested creating a list of tools that are used to develop leads and are based upon where the prospective business is in the process. It's important to be able to answer the most difficult questions that such a business would ask the Village. This will help position Arlington Heights as the best option for an interested company. Ms. Duchek alluded to the Village Board's recent approval of same-day permitting for residential properties as something to consider for commercial and industrial properties. Mr. Whisler referenced difficult requests that are sometimes provided by potential businesses, such as "cut down these trees", even if they're not on the property. Mr. Perkins noted that the Village can potentially do things, such as pruning the trees on public rights-of-way, in situations that warrant it.

An event or forum for the industrial companies in Arlington Heights is another retention possibility. Ms. Duchek recommended having goals to get complementary industries to work together and marketing our companies to attract new ones that could benefit from being near the companies already located here. Caterpillar in Peoria is an example of a company that attracts businesses to the area looking to do work with them, according to Mr. Perkins. Mr. Guido pointed out that businesses want to know the location of their nearest competition. In response, Mr. Perkins stated that in the Village's recruitment efforts, a company's nearest stores and closest competitors are researched. Ms. Schlamp asked about the benefits and draw of an industrial forum. Mr. Mertes sees such an event as an opportunity to create business-to-business partnerships within the community. Mr. Perkins also envisions the forum as a way to market employment opportunities, and that local schools may take an interest.

Mr. Parulo asked if the Village has a mechanism to utilize local companies to attract new businesses. According to Mr. Perkins, Arlington Heights once had a "Citizen Lead Program" that incentivized residents to provide leads to the Village. If the lead moved into the community, the referring resident received an award, such as a gift card. The program has since been discontinued, but could be reconsidered, also incorporating business owners. The Alliance Breakfasts have also been used as a retention tool and should be considered for the 2014 Plan. Mr. Parulo

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suggested adding “ethnic business groupings”, promoting businesses that cater to the substantial ethnic demographics in the area.

Ms. Duchek stressed the importance of retention visits. It's crucial to be pro-active and see how well businesses are doing. Mr. Whisler inquired to the status of the small business retention partnership with the Chamber. Responding, Mr. Perkins said that Staff is meeting monthly with the Chamber. In response to a previous retention visit by the Chamber, a follow-up retention visit is planned together by the Chamber and Planning & Community Development staff. The hope is that Village Staff will be focusing more on retention of larger companies and technology-related businesses, while the Chamber will continue to focus on small businesses. It may be helpful for some future retention visits to have an Alliance member come along as well. Visits to shops in other communities and asking if they would consider opening a second location in Arlington Heights would be helpful as well from Alliance members.

The Discover Arlington Three-Year Plan is another priority that the Alliance should look to update, along with prioritizing the One-Year Marketing Plan. The Alliance Discover Arlington subcommittee should meet with the Village Marketing Team to discuss marketing opportunities for 2014. Among the items to be discussed are updating the Discover Arlington logo and tagline. Also, determining the best materials to provide hotels to get customers to dine and shop in the Village. Mr. Whisler asked if Staff has received any feedback on the tagline. Mr. Perkins referred to a meeting with a local marketing firm that likes the Discover Arlington campaign but recommends being more consistent with the brand message. The Alliance recommended that it's important not to get rid of what has already been invested in, and this is something the subcommittee should delve deeper into. Ms. Duchek agreed that use of the tagline should be expanded. Mr. Perkins added that subtle changes can be made to the logo so that is more prevalent in marketing materials, and agreed with Mr. Guido that it can slowly be incorporated into other materials (such as banners), so that the money already invested in those isn't thrown away.

If a firm was to alter the logo or tagline, Ms. Philpott asked if putting the work out to bid was necessary. Mr. Perkins replied that if a bid is over \$10,000 then it needs Village Board approval. If under \$10,000 then it can be approved administratively. Typically a formal bid process is done for printed documents and commodities. However, if just consulting is requested, then a bid process may not be necessary.

Mr. Guido voiced his support for the subcommittee format, acknowledging the ability to produce recommendations that will allow the Alliance as a whole to make decisions more quickly. Ms. Philpott concurred, adding that it would allow for more refining of items before being presented to the Alliance. Ms. Duchek recommends making sure that roles are defined so that projects don't get too big to manage. For example, the Zero Interest Loan subcommittee, composed of three Alliance members and Village Staff, has been helpful in providing background and overview to the Alliance. Continuing partnerships with other organizations such as the Park District, Library, Chamber, Senior Center, and service organizations (e.g. - Rotary) was seen as important for the formal Plan as well. Mr. Perkins requested taking the information provided during the discussion to have it cleaned up by Staff and distributed for any further discussion at the next Alliance meeting. The following subcommittees and proposed topics were agreed upon:

Business Attraction

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

- Broker Coffee Program
- Citizen Lead Program
- Mentorship Program
- Retail Incentive Program (Re-Evaluate)
- Identify Attraction Tools
- Same Day Permitting
- Small Retail Business Contacts

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Business Retention

Subcommittee Members: Tony Guido, Regina Schlamp, Gary Skiba

- Alliance Breakfast
- Ethnic Business Groupings
- Industrial Networking Event
- Retention Calls/Visits

Discover Arlington Marketing

Subcommittee Members: Sue Duchek, Jamie Janeczko, Amy Philpott

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

- Update Existing Confidential 3-Year Marketing Plan
- Prioritize 1-Year Marketing Plan
- Refresh Discover Arlington Logo
- Partnerships

Item 4a: Working Group Reports – Alliance Breakfast Work Group

Mr. Mertes said that a theme/tagline has not been determined, but one can be created based off of the keynote topic (Arlington Downs) and added to the formal invitation. The Alliance has agreed to have the event at the Metropolis Ballroom and will distribute the “save-the-date” flyers to their contacts. Staff will be sending out the information via e-blasts, and Discover Arlington Facebook and website.

Ms. Duchek noted that Alliance Breakfasts at one point had giveaways, such as notepads, and perhaps that was worth exploring again. Jamie Janeczko concurred with the idea and suggested having people drop off business cards to be entered in a raffle with the winner(s) announced at the end of the program. Ms. Schlamp and Mr. Guido also added that they may have gift cards that could be handed out to people upon entering the Breakfast.

Item 4b: Working Group Reports – Discover Arlington Campaign Work Group

There was no news to report on the Discover Arlington Campaign work group.

Item 4c: Working Group Reports – Zero Interest Loan Work Group

Mr. Perkins requested approval from the Alliance to move the Zero Interest Loan program forward and added that budget hearings begin in March. He requested formal approval from the Alliance so that the program could be presented to the Village Board and could be available for discussion at the budget hearings. The Alliance will be notified of the date the program goes to the Village Board.

SCOTT WHISLER MOVED AND MICHAEL O’CONNOR SECONDED A MOTION TO RECOMMEND TO THE VILLAGE BOARD APPROVAL OF THE ZERO INTEREST LOAN PROGRAM. ALL ALLIANCE MEMBERS VOTED IN FAVOR OF THE MOTION.

Item 5: Other Business

A card summarizing the Alliance's intent and purpose (from the Village Code) was provided. Ms. Duchek recommended that the language be less formal and more in lay terms, but otherwise likes the idea. Ms. Philpott complimented the Village and attendees on the previous week's Downtown Signage meeting. She added that the businesses appreciated the meeting and felt that their thoughts and opinions were heard. Mr. Perkins briefly summarized the meeting, describing a visual preference survey which allowed the businesses in attendance to discuss the good and bad of sandwich boards and hanging signs seen around the Downtown this past fall. Overall there was good consensus at the meeting and Village Staff will move forward to look at guidelines allowing sandwich board signs and hanging signs. Jim Platt of the Chamber of Commerce is invited to the next Alliance meeting to speak about the small business retention agreement.

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Item 6: Adjournment

SCOTT WHISLER MOVED AND AMY PHILPOTT 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

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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

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

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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 year and 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.

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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.

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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 it is 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.

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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

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

* * *

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 Duchek, 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.

Economic Alliance Subcommittee Proposed Tasks

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:

- *Continue to implement 5-point recommendation approved by Village Board (July 17, 2012) and referred to Alliance*
 - *Update Existing Confidential 3-Year Marketing Plan*
 - *Prioritize 1-Year Marketing Plan*
 - *Refresh Discover Arlington Logo*
 - *Partnerships*
 - *Creation of Subcommittees*
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 a business retention/expansion program;
 - *Retention Calls/Visits*
 - b. Developing and implementing a marketing program to attract new business and industry;
 - *Citizen Lead Program*
 - *Retail Incentive Program (Re-Evaluate)*
 - *Small Retail Business Contacts*
 - c. Monitoring business activity and trends on the local, state, and national levels;
 - *Broker Coffee Program*
 - *Ethnic Business Groupings*
 - d. Establishing a focal point for businesses to approach and discuss issues that affect them;
 - *Mentorship Program*
 - *Industrial Networking Event*
 - e. Assisting business through mechanisms such as seminars and university programs; and
 - *Business Information Seminars*
 - *Alliance Breakfast*
 - f. Researching and advising the Board of Trustees, Village Manager and boards and commissions on matters relating to economic development.
 - *Identify Attraction Tools*
 - *Same Day Permitting*
 - *Zero Interest Loan Program*
 - *Small Business Retail Sales Tax Program*

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.



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

Department: Planning & Community Development

At a recent budget meeting, the Village Board members asked for the Committee-of-the-Whole to discuss Discover Arlington. Mayor Hayes made a request to the Village Manager for the preparation of a timeline regarding the Marketing Brand Evolution.

The intent of the meeting is for Board members to discuss Discover Arlington amongst themselves. As a result, Staff has not prepared materials or a presentation. Such information can be prepared upon request.

ATTACHMENTS:

Description

Marketing Brand Evolution

Type

[Exhibits](#)

Marketing Brand Evolution



Early Shop Arlington 1991-2001

- Shop Arlington Guide
- Direct Mail to Residents
- Print Advertising

Exclaim Study 2002-2003

- Adopt Exclaim Study
- May 2003 Board Motion approves Staff Team/Arlington Economic Alliance
- Further Marketing Strategy

Discover Arlington 2004-2008

- Physical Improvements Way Finding Signs etc.
- Direct Mail
- Print, Cable TV, Radio
- Posters etc.
- Discover Guide
- Calder LaTour Study

3 Year Confidential Discover Marketing Plan

- 3 year plan developed 2007 and 2011
- COW discuss 10/12/05, 10/9/06 and 9/10/07
- Economic Alliance continually reviews Marketing Objectives

Discover Arlington goes Virtual 2009-2011

- July 2009 web launch
- Expanded Physical Improvements Banner Poles & Kiosks
- Direct Mail, Discover Guide, E blasts expanded etc.
- Billboard advertising
- Social Media Improvements
- Downtown E News
- Downtown Business Survey
- Arlington TV
- On Line Advertising, Print Media, QR code etc.

Village Board Committee-of-the-Whole 2012

- Social Media Improvements
- Feb. 2012 Discover Facebook begins in earnest
- Alliance review
- Focus Groups
- Alliance Recommendation
- C-O-W Meetings 1/12 & 9/12
- New updated marketing campaigns & ads

Refining the Brand 2013 and Beyond

- Consumer research survey
- Facebook exceeds 7,500
- May 2014 Discover web site mobile friendly GEO coded
- C-O-W discuss 5/12/14