



Village of Arlington Heights  
Arlington Economic Alliance  
Commissions Room, 2nd Floor  
Arlington Heights Village Hall, 33 S. Arlington Heights Rd.  
April 20, 2022  
7:30 AM

**I. CALL TO ORDER**

**II. ROLL CALL**

**III. APPROVAL OF MINUTES**

- A. Minutes 3/16/22

**IV. REPORTS**

- A. Development Update
- B. Arlington Alfresco Report
- C. Economic Alliance Working Group Report - Alliance Breakfast

**V. OLD BUSINESS**

- A. Economic Alliance Letter to Village Board

**VI. NEW BUSINESS**

**VII. OTHER BUSINESS**

**VIII. ADJOURNMENT**

Persons with disabilities requiring auxiliary aids or services, such as an American Sign Language interpreter or written materials in accessible formats, should contact Rosangela Maldonado, at 33 S. Arlington Heights Road, Arlington Heights, Illinois 60005, [rmaldonado@vah.com](mailto:rmaldonado@vah.com) or (847)368-5791.



**Arlington Economic Alliance**  
**4/20/2022**

**Item:** Minutes 3/16/22

**Department:** Planning & Community Development

**ATTACHMENTS:**

**Description**

Minutes

**Type**

Minutes

# DRAFT

## MINUTES OF THE MEETING OF THE ARLINGTON ECONOMIC ALLIANCE HELD ON MARCH 16, 2022 AT 7:30 A.M. AT THE VILLAGE HALL

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### **MEMBERS PRESENT:**

Joyce Barabicho  
Rich Casey  
Tonia Etoh  
Tony Guido  
Heather Larson  
Michele Petrie  
Andi Ruhl

### **MEMBERS ABSENT:**

Andrew Stengren – Chairman  
Jon Ridler  
Brian Roginski

### **STAFF PRESENT:**

Michael Mertes – Business Development Manager

### **ALSO PRESENT:**

Melissa Cayer, Resident  
Keith Moens, Resident

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### **Appointment of Temporary Chair**

Alliance Chair Andrew Stengren was unable to attend the meeting, so a temporary chair was needed in his place to oversee the meeting.

**MICHELE PETRIE MOVED AND ANDI RUHL SECONDED A MOTION TO APPOINT TONY GUIDO AS TEMPORARY CHAIR FOR THE MARCH 16, 2022 ARLINGTON ECONOMIC ALLIANCE MEETING. ALL ALLIANCE MEMBERS VOTED IN FAVOR OF THE MOTION.**

### **Call to Order**

Temporary Chair Guido called the meeting to order at 7:31 AM.

### **Approval of Minutes – February 16, 2022**

The meeting minutes of February 16, 2022 Arlington Economic Alliance meeting were reviewed.

**JOYCE BARABICHO MOVED AND HEATHER LARSON SECONDED A MOTION TO APPROVE THE DRAFT FEBRUARY 16, 2022 ARLINGTON ECONOMIC ALLIANCE MEETING MINUTES. ALL ALLIANCE MEMBERS VOTED IN FAVOR OF THE MOTION.**

### **Development Update**

The Village Board discussed the retail adult use cannabis pilot program in mid-February. A final vote was not made, although allowing expansion to two or three more stores within the Village was discussed. The Board may extend the pilot program slightly beyond its current expiration date, in order to finalize any possible new requirements or allowances. A consultant hired to conduct a Downtown special events parking study has finished a draft and Village Staff is reviewing. Anticipated in the final document are recommendations regarding communication from the Village, signage/identification options, and other potential restrictions during Downtown events while taking into account impact from Arlington Alfresco.

## **DRAFT**

Following up to a conversation from the previous month's Alliance meeting, the Village will be initially installing vehicle charging starts in the Vail Garage for residents only. However, the Planning & Community Development Department is collaborating with Public Works on plans for future infrastructure to support more stations. The Village Board recently approved development of a Consumers Credit Union outlot building, with drive-thru, at the south corner of the Southpoint shopping center. This follows recent approval of a Chipotle drive-thru outlot on the north end of shopping center.

At 630 W. Northwest Highway, the Village Board has approved a Special Use for a BMO Bank with drive-thru, replacing a vacant former Firestone location. An update on the Village's Rebranding efforts is tentatively going before the Board on April 11<sup>th</sup>. This presentation will summarize feedback received from focus groups, and request input from the Mayor and Trustees before finalizing the final outputs: new logo, potential new tagline, and a promotional ad series. Lastly, Arlington Heights retail sales were up 13% in fourth quarter 2021, compared to the same period in 2020. Annual retail sales for the year were up 22% from 2020.

### **Arlington Alfresco Discussion**

Weather permitting, Arlington Alfresco commences on Friday, April 29<sup>th</sup>. Street closures will occur a few days prior, to allow for set-up. Village staff is working with other Downtown restaurants on outdoor dining along the public walkway, as has been allowed in past years. For the third straight year, the Village is allowing restaurants outside the Downtown to set up seating areas on private parking lots, with an approved plan, and as long as they do not create a parking deficit at the site.

Ms. Ruhl inquired about a post-Alfresco event. Arlington Alfresco will conclude the final week in September. There are tentative plans to hold a public event at the conclusion of Alfresco, akin to the last year's Harmony Fest. Following the event, the restaurants in the Alfresco zone will be able to have outdoor sidewalk dining, with an approved plan, through October 31<sup>st</sup>.

### **Economic Alliance Working Group Report**

Ms. Etoh, Ms. Petrie, and Mr. Mertes continue to work on a small business program for 2022. A 90-minute Alliance Breakfast is planned for Wednesday, May 25<sup>th</sup> or Thursday, May 26<sup>th</sup> at the Metropolis Ballroom. The program is titled "Roll Up Your Sleeves: Small Business Hiring & Retention in a New Economy". The invitation is being created in-house, and Ms. Etoh offered her company to produce and print it for mailing. It will be mailed out to all commercial addresses in Arlington Heights, and e-mailed to the Village's business contacts. A videographer may be hired to record the event for those who cannot attend, but are interested in learning more.

The Small Business Development Center at Harper College has agreed to provide one panelist, and the Alliance working group is looking for a couple more potential panelists. Ms. Ruhl suggested a DEI professional (Diversity, Equity, and Inclusion). Diversity laws are regularly being reviewed and updated, and navigating these changes is helpful to small businesses. Ms. Barabicho agreed that learning more about diversity in hiring would be valuable. Mr. Casey added that workforce investment and motivation would be of interest, and Mr. Guido suggested finding someone with human resources experience. As Northwest Community Healthcare is one of the largest employers in the area, Mr. Casey offered an HR staff person as a potential panelist.

Additional resources that can be provided, as a follow-up to the breakfast program, would be helpful per Ms. Ruhl. Also, a small business attorney on the panel could discuss current legal requirements and new laws. Mr. Mertes noted that the working group discussed a possible survey at the end of the event. Ms. Cayer, resident, suggested a lobbyist as a potential panelist.

Ms. Barabicho acknowledged that the event is coming up, and waiting until the April Alliance meeting to approve the final program may be too late to get the mailer out. Ms. Petrie suggested approval for the working group to move forward with the program as they feel is most appropriate, based upon all feedback received.

## **DRAFT**

**HEATHER LARSON MOVED AND RICH CASEY SECONDED A MOTION TO ALLOW THE ALLIANCE WORKING GROUP TO FINALIZE A BREAKFAST EVENT AT THEIR DISCRETION. ALL ALLIANCE MEMBERS VOTED IN FAVOR OF THE MOTION.**

Ms. Ruhl wanted to make sure that the \$10 registration fee will cover the expenses for the event. Mr. Mertes verified that there is enough money in the budget to cover the entire event, and that some costs will be recouped via the registration fees.

### **Economic Alliance Work Plan – 2022**

Mr. Mertes brought forward the Work Plan agenda item to see if any Commissioners wanted to add topics to the annual letter to the Village Board that were not discussed in previous Alliance meetings. Or if the Alliance wanted to take on any other projects in 2022, at this point. Ms. Larson wanted to make sure that Algonquin Road is also incorporated into the letter, in regards to improvements to the South Arlington Heights Road corridor. Mr. Moens, resident, suggested adding a demand-based “Shop Local” program that will encourage residents and visitors to patronize local businesses. Mr. Mertes also explained the “Re-Tales” social media program that Staff undertook during the last holiday season, and that may be continued in 2022.

Meet Chicago Northwest is also exploring a game-like app that rewards customers who visit multiple businesses, explained Ms. Larson. Mr. Guido inquired about shuttle buses, used in communities like Schaumburg. Ms. Larson noted that some of these may be operated by Pace. Ms. Petrie encouraged promoting a “complete community” concept where people live, work, and shop within the same community or designated geographic area. It would be similar to the “reshoring” concept in the manufacturing industry. Mr. Guido emphasized promoting the community's accessibility via highways and Metra.

Ms. Ruhl noted the attractiveness of Arlington Heights when she first located her business into the community. But she also encouraged a vision to further enhance the community, aesthetically, especially the Downtown. Mr. Guido also suggested a balance between branding the community as a whole, while also marketing the Village's businesses to potential customers.

### **Other Business**

Ms. Cayer asked the Alliance to use leverage to end the Village's TIF districts, expedite Arlington Park redevelopment, and free up cash for residents to improve their properties.

### **Adjournment**

**HEATHER LARSON MOVED AND ANDI RUHL SECONDED A MOTION TO ADJOURN. ALL ALLIANCE MEMBERS VOTED IN FAVOR OF THE MOTION.**

The meeting adjourned at 8:17 AM.

Anthony Guido, Temporary Chair  
Arlington Economic Alliance

*Prepared by Department of Planning & Community Development*



**Arlington Economic Alliance**  
**4/20/2022**

**Item:** Economic Alliance Letter to Village Board

**Department:** Planning & Community Development

**ATTACHMENTS:**

| <b>Description</b>                        | <b>Type</b>    |
|-------------------------------------------|----------------|
| Economic Alliance Letter to Village Board | Correspondence |

April 20, 2022

The Honorable Mayor Thomas W. Hayes  
and Trustees of the Village of Arlington Heights  
33 S. Arlington Heights Rd.  
Arlington Heights, IL 60005

Dear Mayor Hayes and Village Trustees:

On February 11, 2019, the Village Board requested that the Arlington Economic Alliance provide a list of key economic development items for consideration at your annual strategic planning meeting. This time last year, we provided you with a similar letter, covering relevant topics at that time. Following these precedents, and as the Village's economic development advisory commission, we would like to present you with another letter.

While we understand that not every element outlined in this letter will be included in your next set of strategic priorities, we are grateful for your consideration of what is outlined below.

### **Vehicle Charging Station Infrastructure**

Ford and General Motors are aiming to have 40%-50% of their vehicle sales be electric by the year 2030 (*Reuters*, 8/16/21). Seeing this trend only increasing, the Arlington Economic Alliance recommends that the Village continue to look for ways to install, or incentivize installation of, electric vehicle chargers at key locations. Examples of such locations include:

- Public parking lots and garages
- Outside of public buildings
- Large shopping centers
- Auto dealerships and gas stations
- New large-scale developments

Taking a proactive approach will allow Arlington Heights to be a Chicago area leader in accommodating environmentally-friendly vehicles. This can also be an element of a larger focus on alternative energy, and the Village can seek partnership with ComEd on this. Additionally, a head-first approach will allow the Village to capture a growing audience as the share of the market taken by electric vehicles only increases.

### **South Arlington Heights Road Corridor Reinvestment**

The Arlington Economic Alliance acknowledges substantive efforts that have gone into enhancing the South Arlington Heights Road corridor. This includes the establishment of a Tax Increment Financing (TIF) district, and the development of a comprehensive plan in 2018. Still, several key properties remain underdeveloped or in need of redevelopment. Identifying and supporting Staff and property owners with resources to help maintain and enhance the area are crucial. This can assist with improvements in pedestrian mobility, economic development, and overall aesthetics.

The South Arlington Heights Road corridor, including Algonquin Road, remains a key gateway into the community and hosts numerous assets such as Mitsuwa Marketplace. Seven hotels along Algonquin and Arlington Heights Roads serve business and leisure travelers, and would benefit from a beautified and pedestrian-friendly intersection. Walkable restaurants and other amenities would welcome them to Arlington Heights and encourage their return.

### **Employee Recruitment Assistance for Businesses**

One of the greatest challenges that businesses are currently facing is the recruitment and retention of quality workers. This is not just a local phenomenon, but one faced by enterprises across the country. The Alliance recommends identifying key partners that can help connect job seekers with local businesses. Potential local and regional partners include Harper College and the Illinois Department of Employment Security (IDES).

In an effort to support and educate the business community, the Arlington Economic Alliance is hosting a breakfast program on May 26, 2022 entitled “Roll Up Your Sleeves: Hiring & Employee Retention in a New Economy.” This is one example of ways the Village can partner with its local businesses.

### **“Complete Community” for Workers**

A “Complete Community” offers a variety of elements that make a community self-sustaining, among those being a diverse housing mix, quality of life amenities, and numerous transit options. Another key aspect of a “Complete Community”, is one in which people work within the same town they reside. The Chicago Metropolitan Agency for Planning (CMAP) estimated in 2018 that 11.3% of Arlington Heights residents also worked within their municipal boundaries.

The Arlington Economic Alliance would like to engage residents in potentially working in their home town. This would require drawing attention to employment opportunities within Arlington Heights, and also helping local entrepreneurs grow their businesses within the community. The residual benefits entail more spending on local businesses (due to a higher daytime population), and less environmental impact as travel will be local and not over longer distances.

### **Other Recommendations**

The Arlington Economic Alliance feels that much of what was submitted to the Village Board last year is still relevant. The Commission believes that these recommendations are crucial to the success of the local business community, and the Village as a whole. In summary:

- Continuing to support Arlington Alfresco as an annual program
- Working with partner organizations on programs to incentivize residents to “buy local”
- Supporting a plan for gradual and regulated growth of retail adult-use cannabis
- Allowing the Alliance to provide input on business-related code and ordinance changes
- Promoting the Village’s business-related assets by community stakeholders
- Seeking to promote and educate small businesses through public-private partnerships
- Continuing to establish and grow the Village’s social media presence

The Arlington Economic Alliance is always appreciative of the opportunity to bring economic development matters before the Village Board, and is grateful for your consideration of its input. We welcome any questions, feedback, or direction from the Board stemming from this letter.

Sincerely,

Andrew Stengren  
Chairman – Arlington Economic Alliance

C: Randall R. Recklaus, Village Manager