



Village of Arlington Heights
Arlington Economic Alliance
Commissions Room 2nd Floor
Arlington Heights Village Hall
33 S. Arlington Heights Road
Arlington Heights, IL 60005

April 15, 2015
7:30 AM

I. CALL TO ORDER

II. ROLL CALL

III. APPROVAL OF MINUTES

- A. Minutes 2/18/15

IV. REPORTS

- A. Development Update

V. OLD BUSINESS

- A. Alliance Breakfast (Spring 2015)
- B. Potential Projects for 2015

VI. NEW BUSINESS

- A. Marketing Update (Spring / Summer 2015)

VII. OTHER BUSINESS

VIII. ADJOURNMENT

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Item: Minutes 2/18/15

Department: Planning & Community Development

ATTACHMENTS:

Description

Minutes

Type

Minutes

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MINUTES OF THE MEETING OF THE ARLINGTON ECONOMIC ALLIANCE HELD ON FEBRUARY 18, 2015 AT 7:30 A.M. AT THE VILLAGE HALL

MEMBERS PRESENT:

Tony Guido - Chairman
Sue Duchek
Mike Field
Lisa Henderson
Jamie Janeczko
Scott Whisler

MEMBERS ABSENT:

Regina Schlamp
Gary Skiba

STAFF PRESENT:

Michael Mertes – Business Development Coordinator

ALSO PRESENT:

Jason Kuhl – Arlington Heights Memorial Library
Anita Pacheco – Arlington Heights Park District
Dave Parulo – Meet Chicago Northwest
Jim Platt – Arlington Heights Chamber of Commerce
Jon Ridler – Arlington Heights Chamber of Commerce
Neil Scheufler – Arlington Heights Special Events Commission

Call to Order

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

Approval of Minutes – January 28, 2015

The meeting minutes of the January 28, 2015 Arlington Economic Alliance meeting were reviewed.

SUE DUCHEK MOVED AND MIKE FIELD SECONDED A MOTION TO APPROVE THE DRAFT JANUARY 28, 2015 ARLINGTON ECONOMIC ALLIANCE MEETING MINUTES. ALL ALLIANCE MEMBERS VOTED IN FAVOR OF THE MOTION.

Reports – Alliance Breakfast

A subcommittee consisting of Lisa Henderson, Jamie Janeczko, Anita Pacheco, Dave Parulo, Jon Ridler, and Michael Mertes met the previous Friday to discuss plans for the Spring Alliance Breakfast. Mr. Mertes summarized that the goal is to focus on business retention and provide attendees with interesting, useful information. “10 Seeds to Grow Your Business in Arlington Heights” is the title of the program and would give organizations around the community an opportunity to share the resources they have available to help support the business community. Each entity would speak approximately 3-5 minutes. This is an opportunity to bring these organizations together in one location, rather than individually disseminating information on their business-related resources.

The tentative date for the program is May 6th, and is planned to be held at the Metropolis Ballroom. Ms. Henderson weighed in that by having multiple speakers and shorter speaking times, this should allow for greater engagement from the audience. The purpose is to promote the resources, not just the entity. Mr. Ridler stated that the program will identify key things that every business owner wants to know. Multiple podiums will be used to keep the presentation moving. This is not a commercial for particular organizations, but rather an opportunity to connect the attendees with key resources across the Village. Each presenter will be able to submit a few PowerPoint slides for

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inclusion on a USB drive provided to all attendees to take home after the program. This will allow those in attendance to contact the individual presenters after the Breakfast. The next step is confirming the ten topics to be covered at the event. The subcommittee came up with a few initial ideas at the previous week's meeting.

In addition to the important resources provided by each speaker, Ms. Pacheco and Ms. Henderson noted that workforce development and the impact of demographics are other areas that could be discussed. Mr. Guido concurs that it's important to narrow down the ten topics to be covered. Reaching out to a business that has gone through the process with the Village and gathering their thoughts and pointers might be one possibility. An initial list of ten organizations that could speak at the event was discussed by Ms. Janeczko, and Ms. Henderson mentioned that the invitation could be modified since the format of the Breakfast will be changing this year. Per School District 25, Ms. Duchek recommended a Human Resources contact as a possible speaker. The school district is actively looking to get the word out about their services to the community. Mr. Guido recommended an agenda for the event so that all attendees can better follow along.

To add visual to the presentations, a projector will show a slide identifying the speaker at that moment. Per Mr. Guido's inquiry about Q&A time, Mr. Ridler replied that the subcommittee would rather allow more time for the speakers to discuss the resources and then leave the attendees with that information at the end of the Breakfast. The attendees could then follow up regarding the particular resources that interest them. The Alliance complimented the Subcommittee on their efforts.

Discussion of Alliance Mission

Mr. Mertes provided an overview of which business types are currently represented on the Alliance, which types were highlighted in the updated version presented to the Village Board in January, and two potential options the Alliance could use in light of the Village Board's feedback. These latter two options include representation by Residential Real Estate, Retail, and Restaurant, per the Village Board's comments. Whichever direction the Alliance chooses, it will be discussed at an upcoming Committee of the Whole meeting. Ms. Duchek feels that ultimately a decision should respect what the Mayor and Trustees want. She highly respects the opinion of the Library and Park District. However, taxing bodies already have vehicles outside of this Commission to bring issues to the Mayor and Trustees. The Village Board would like to see new positions filled by people from the business community, while still allowing the taxing bodies to provide input outside of a voting role.

Scott Whisler feels that Mr. Field and School District 214 provide business-related services not typical of a taxing body, such as continuing education, and therefore should still be considered for a voting position. Experience in providing community education provides a different perspective than what another taxing body might be able to offer. Mr. Field commented that the individual shouldn't determine the position. A specific person might not be able to serve on the Commission long-term, and the decision to add an entity as a voting member should be based entirely on the need to have that organization represented on the Commission.

Neil Scheufler sees the resources offered by the Library as unique and relevant to the business community. In response to Jason Kuhl's question regarding the Alliance mission and what entities should be represented in a voting role, Ms. Duchek replied that Alliance Commissioners should be stakeholders in industry. That being said, the taxing bodies are encouraged to attend and participate in the meetings as ex-officio members. Their input is still highly valued. Ms. Janeczko and Mr. Field asked about the role of "Business Representative". Mr. Mertes clarified that it is a position that could be filled by anyone representing the business community. The role currently exists to allow flexibility in selecting a member.

Ms. Pacheco feels that the Park District is an economic driver that engages the community and helps maintain property values. It is a significant employer as well. However, she is willing to still attend Economic Alliance meetings and participate in an advisory non-voting role if this is the direction the Commission wishes to go. Ms. Duchek agrees in the value of having the taxing bodies at the table, even if they are in non-voting roles.

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Industrialist, Downtown representative, and Business Representative are the positions currently vacant on the Alliance. Mr. Parulo suggested having Commission members representing Uptown and Southtown, in addition to Downtown. This would create geographic balance. Mr. Ridler understands this point but feels that different entities can and do represent different parts of town. So, various Commissioners would not only represent their business type, but would also represent the region of the community in which they're based. The Mayor has flexibility in choosing someone for a vacant position, taking into consideration an area of the Village that might be in need of additional representation.

Mr. Whisler made clear that the Alliance members would like the taxing bodies to be present, to participate, and to interact with the Commission. Additionally, Mr. Guido values knowing what activities and projects the taxing bodies are undertaking and how the Alliance might be able to help. Mr. Kuhl inquired as to if the Downtown is being favored by having a specifically-designated role while Uptown and Southtown don't have geographically-determined voting roles. In response, Mr. Ridler sees the difference in that the Downtown is the Village's center for events and activity. However, it's important to ensure that Uptown and Southtown are represented regardless.

The Economic Alliance informally agreed to present a modified version of the business type listing to the Committee of the Whole for discussion. The meeting would also cover all proposed changes to the Alliance Code Section (6-505), not just the updated business types. The newly proposed breakdown of the business types is:

- Automobile Dealer
- Business Representative
- Chamber of Commerce
- Convention and Visitors Bureau
- Downtown Business Owner
- Financial Industry
- Hospitality Industry
- Industrialist/Manufacturer
- Real Estate, Developer, or Property Manager – Commercial
- Real Estate, Developer, or Property Manager – Residential
- Restaurateur
- Retailer
- Top Twenty Employer

Education, the Arlington Heights Memorial Library, the Park District, and Special Events would all be represented as ex-officio members. The Alliance will go to the Committee of the Whole to discuss what they have proposed in regards to Code changes thus far. The Commission will take the Mayor's and Trustee's feedback and then make a formal recommendation at the following Alliance meeting. Mr. Parulo also suggested that the Alliance mention the proposed ideas for the upcoming Breakfast to show the Mayor and Trustees that they are working on new ideas as well. Mr. Mertes agreed to obtain a date to be placed on a Committee of the Whole agenda and will report back to the Alliance when he has this information.

Other Business

Jim Platt gave an overview of the Chamber's business retention efforts per the Small Business Development Agreement with the Village. He will be giving his annual presentation to the Village Board on March 16. Regarding retention efforts, the past 18 months have been focused on getting a pulse on the business community and reporting back to Village Staff. This has entailed making initial calls and searching for common threads. Some businesses have expressed a need for marketing resources while others have expressed concerns over the permitting process. James McCalister, Director of Building Services, has begun attending the monthly meetings with Village and Chamber staff, and has provided explanations for how the process works which has been helpful for businesses.

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Now the Chamber is looking to have deeper conversations with many of the businesses with whom they initially reached out. They are putting together case studies, some of which they will present to the Village Board in March. A few business owners are also proactively coming to the Chamber to discuss their needs as well. From their outreach efforts, there are many satisfied businesses within the Village. However, Mr. Platt would like to target “liabilities”; businesses in need of assistance, especially those looking to close or move out of the Village.

Mr. Platt has learned a lot and enjoyed the growing relationships with Village Staff and the business community. Per Ms. Pacheco’s question regarding topics covered in his business outreach efforts, Mr. Platt responded that a standard form is used to begin the conversation. However, the goal is to have more open-ended dialogue and make the business owner feel more comfortable. So he will often diverge to focus on their thoughts and needs.

Mr. Parulo asked about the efforts to reach the more high-risk businesses. Mr. Platt is trying to identify lease expiration dates. However, he understands that some brokers might see the Chamber seeking this information as potentially trying to move businesses elsewhere in the community, even though this isn’t the case. Mr. Whisler stated that there are online lease databases where brokers can denote lease expiration information. However, that information gets out to other entities. This puts the property owner at risk if people try to poach their businesses when the lease expiration is coming up. Mr. Ridler added that the Chamber wants to have conversations with local realtors and clarify that they want to help retain at-risk businesses in their current spaces.

Mr. Platt is also working with the Village’s Building Department regarding businesses that have had delayed openings. This is to learn why they haven’t been able to begin their operation yet and help them understand what they need to do to get open. Many of these businesses that have had issues at the start end up blaming the Village, not knowing that it isn’t the Village’s fault. An example is when the property owner or general contractor might not have pulled the permits and the business owner is still waiting on them. Other times, they simply haven’t yet submitted necessary documentation. By reaching businesses early in the process, the Chamber can help assist the Village in getting them open sooner. Ms. Duchek and Ms. Henderson complimented Mr. Platt on his role. They appreciate his efforts to help bridge the gap between businesses and Village-wide resources.

The Downtown Panera Bread’s closing was discussed. Mr. Mertes verified the information provided to him is that the corporate office and property owner could not come to an agreement. A re-location to Uptown is unlikely at this time as a franchise store is already located on Rand Road. But Staff has remained in communication with the company for future possibilities in Arlington Heights.

Mr. Mertes also mentioned that Parkview Apartments was approved by the Village Board on Monday, February 16. The developers plan to build a seven-story structure with 45 units, some of them to be designated as affordable. There will also be private parking and a 1,300 square-foot retail space on the first floor.

Ms. Duchek announced that her term is expiring and will be stepping down from the Arlington Economic Alliance. She thanked all those in attendance. The Alliance expressed their gratitude to Ms. Duchek for her years of service as well.

Adjournment

MIKE FIELD MOVED AND SCOTT WHISLER SECONDED A MOTION TO ADJOURN. ALL ALLIANCE MEMBERS VOTED IN FAVOR OF THE MOTION.

The meeting adjourned at 8:59 AM.

Tony Guido, Chair
Arlington Economic Alliance

Prepared by Department of Planning and Community Development



Item: Alliance Breakfast (Spring 2015)

Department: Planning & Community Development

ATTACHMENTS:

Description

Invitation

Type

Exhibits

ARLINGTON ECONOMIC
ALLIANCE

P R E S E N T S

10 SEEDS TO GROW YOUR BUSINESS...

Wednesday, May 6, 2015

7:30 a.m. – 9:00 a.m.

at Metropolis Ballroom

6 South Vail Avenue • Arlington Heights, IL 60005



JOIN US

FOR AN **ENGAGING HOUR** INTRODUCING YOU TO
FRESH IDEAS THAT COULD **BENEFIT YOUR BUSINESS!**

Marketing
Opportunities

Funding
Programs

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Assistance

Workforce
Development

Business
Consulting
and
much
more...

The Village of Arlington Heights is
also pleased to introduce the new
Village Manager Randy Recklaus.
Please join him, **Mayor Tom Hayes**
and **Economic Alliance Chairman**
Anthony Guido!
Your RSVP is appreciated by
April 24, 2015.

*To register, please send \$10 per person payable to
the Village of Arlington Heights and a completed
registration form to the following:*

Linda Pasucci, Village of Arlington Heights
Department of Planning and Community Development
33 South Arlington Heights Road
Arlington Heights, IL 60005 • (847) 368-5200

of Persons Attending: _____ Company: _____

Name(s)/Title(s): _____

Address: _____

Phone: _____ Email: _____

METHOD OF PAYMENT: (\$10 PER ATTENDEE) ☐ Cash or check made payable to the Village of Arlington Heights enclosed \$ _____
☐ Visa ☐ Mastercard ☐ American Express ☐ Discover

Name (as it appears on credit card) _____ Signature _____

Credit Card Number (include all digits) _____ Expiration Date (month/year) _____ \$ _____ Total Amount



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Department of Planning and Community Development
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Item: Potential Projects for 2015
Department: Planning & Community Development

ATTACHMENTS:

Description	Type
Potential Projects 2015	Exhibits

Discussion Items – Potential Projects for 2015

Alliance Breakfast

Annual meeting with invitations sent to all businesses in the community. Also promoted in the spring Alliance Newsletter and via e-mail.

- “10 Seeds to Grow Your Business in Arlington Heights”

Business Survey

A brief survey of businesses in Arlington Heights to gauge their thoughts on the benefits, and any negatives, to doing business in the Village.

- Can be done on-line to save resources
- Mail out a postcard with the survey link?
- Potential questions?

Small Business Sales Tax Rebate Program

Analyze the current program and determine if it needs to be altered to be more enticing and effective.

Industrial Networking Event

An event in which industrial-type businesses in the Village are invited to network, learn more about what the Village offers, and potentially create business partnerships.

Village Marketing Efforts

Advise Village Staff on spring/summer and holiday advertising campaigns for 2015.

Retaining/Educating Businesses

Consider opportunities to help businesses stay, grow, and thrive in Arlington Heights.

Business Attraction Tools

Advise and consult on information and programs available to Village Staff to recruitment new businesses to the community.