



Village of Arlington Heights
Arlington Economic Alliance
Commissions Room, 2nd Floor
Arlington Heights Village Hall
33 S. Arlington Heights Road
Arlington Heights, IL 60005
March 20, 2019
7:30 AM

I. CALL TO ORDER

II. ROLL CALL

III. APPROVAL OF MINUTES

A. Minutes - 2/20/19

IV. REPORTS

A. Development Update

V. OLD BUSINESS

A. Plans and Goals for 2019

VI. NEW BUSINESS

VII. OTHER BUSINESS

VIII. ADJOURNMENT

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



Arlington Economic Alliance
3/20/2019

Item: Minutes - 2/20/19

Department: Planning & Community Development

ATTACHMENTS:

Description

Minutes - 2/20/19

Type

Minutes

DRAFT

MINUTES OF THE MEETING OF THE ARLINGTON ECONOMIC ALLIANCE HELD ON FEBRUARY 20, 2019 AT 7:30 A.M. AT THE VILLAGE HALL

MEMBERS PRESENT:

Scott Whisler – Chairman
Rich Casey
Tony Guido
Jackie Lewis
Rex Paisley
Dave Parulo
Jon Ridler
Andi Ruhl
Andy Stengren

MEMBERS ABSENT:

Matt Fink
Brian Roginski
Parth Shaha

STAFF PRESENT:

Michael Mertes – Business Development Coordinator

ALSO PRESENT:

Mike Driskell, Arlington Heights Memorial Library
Scott Rowader, Special Events Commission
Melissa Cayer, Resident
Keith Moens, Resident

Call to Order

Chairman Whisler called the meeting to order at 7:34 AM.

Approval of Minutes – January 16, 2019

The meeting minutes of the January 16, 2019 Arlington Economic Alliance meeting were reviewed.

JON RIDLER MOVED AND TONY GUIDO SECONDED A MOTION TO APPROVE THE DRAFT JANUARY 16, 2019 ARLINGTON ECONOMIC ALLIANCE MEETING MINUTES. ALL ALLIANCE MEMBERS VOTED IN FAVOR OF THE MOTION.

Development Update

Work on the annual Arlington Economic Alliance Newsletter has begun. Mr. Mertes requested Alliance feedback on any topics that they would like covered in this publication. Arlington 425, the mixed-use development proposed for the corner of Highland & Campbell, went to the Design Commission. Feedback was mostly positive and the meeting was continued for additional review. The project is slated to go the Housing Commission to discuss the affordable housing component. This would be done prior to the Plan Commission meeting, where there would be a formal recommendation to the Village Board.

Goddard School is going to the Plan Commission tentatively in late February. The proposal would re-occupy the existing 12,000 square foot building on 1.15 acres of land at 1316 N. Arlington Heights Road. Additionally, the Village Board approved the creation of two new liquor licenses on February 18. One allows hotels to sell liquor as retail or in in-room cabinets/minibars to guests that are 21 or older. An additional new liquor license allows cosmetology businesses (barber, salons, nail spas, etc.) to sell beer or wine to clients.

DRAFT

The newest Economic Alliance Commissioner, Andy Stengren, was also introduced. He is the new Residential Real Estate representative on the Commission. He feels that Arlington Heights remains a strong community in terms of real estate demand.

Downtown Parking Study

At the previous month's Alliance meeting, the Commission provided the Village Staff Parking Committee a 10-point set of suggestions for consideration during the implementation of the first phase of the Downtown Parking Study, completed in October 2018 by Rich & Associates. Attached to this month's agenda was a short response from the Parking Committee to each suggestion. Chairman Whisler requested that the Commission be updated when Staff returns to the Village Board with the Phase I implementation plan. Resident Melissa Cayer asked if property taxes are supporting the planned first phase of Downtown parking improvements. Mr. Mertes explained that the Village's existing Downtown parking fund is financing the improvements.

Discussion on Committee-of-the-Whole Meeting 2/11/19

Chairman Whisler summarized the discussion led by the Mayor and Trustees during the Committee-of-the-Whole (COW) meeting from February 11. Although the Board was not in favor of the Alliance's recommended change to the Commission's purpose and intent, the overall discussion was positive. Chairman Whisler noted that he would like to speak with the Village Manager in order to discuss the Board's feedback, and how to move forward. He explained the Alliance's evolution over the years, and how the purpose of the recommendation was to emphasize a desire to become more involved and relevant in the community's business-related matters.

Mr. Stengren expressed concern regarding the wording of the motion as potential overreach, but also recognized the intent of the effort to better utilize the Commission's knowledge and experience to guide the Mayor and Trustees. Mr. Ridler added that there was acknowledgment from the Board that they could have possibly utilized the Alliance more often in the past few years. Further, the Alliance does not want to make policy, which was how some of the Board members felt the wording of the motion alluded. Rather, the Alliance wants to emphasize its advisory role and bring things forward to the Board. At the COW meeting, the Mayor and Trustees asked the Alliance members what they would like to focus on, and bring that back to the Board once the Commission has put that together.

Ms. Ruhl considered the motion as the Commission trying to search for legitimacy in the eyes of the Board. Agreeing, Chairman Whisler complimented the current make-up of the Alliance as a Commission with a lot to offer the Village Board, and the business community as a whole. In past years, the Alliance often struggled to meet quorum, which may have hurt perception of the Commission. He encourages this group to share their opinions. Mr. Guido mentioned the importance of being proactive as a part of the Alliance's mission.

For the Board's annual retreat in the late spring, Chairman Whisler said that the Alliance could provide a list of economic development-related items, per the Mayor and Trustee's feedback at the COW meeting. Mr. Stengren and Ms. Ruhl added that the Board will be working on a strategic plan and could include the Commission's areas of focus in it. Chairman Whisler suggested that the Alliance look at the 2018-2019 Village Board Strategic Plan for reference, in order to align the Commission's goals to those of the Board.

Mr. Parulo feels that there may be a misalignment between the Board's and the Alliance members' vision of the Commission and suggested that Chairman Whisler verify the Mayor and Trustee's expectations when speaking with the Village Manager. The Economic Alliance needs to know its mission, and Ms. Lewis pointed out the importance of determining the appropriate process for providing advisement to the Village Board as well. Chairman Whisler asked for the Alliance to bring ideas to next month's Commission meeting in regards to economic development topics on which the Board could focus on, following their June retreat.

Mr. Stengren voiced his support for the Alliance in terms of taking initiative to make the Board aware that they wish to be a relevant body. To ensure that the Economic Alliance is up-to-date on development in policy in Arlington Heights, Mr. Ridler suggested that at least one Commissioner attend every bi-monthly Village Board meeting. The Commissioners who attended can report to the rest of the Alliance at their monthly meeting. Mr. Stengren volunteered to attend the March 4 meeting, while Mr. Ridler offered to go on March 18.

DRAFT

Plans and Goals for 2019

Chairman Whisler would like to meet with Village Manager Recklaus to get his perception of the Board's direction for the Commission. Based upon this discussion, he can better guide the Alliance towards what the Mayor and Trustees would like to see from the Commission this year. Ms. Ruhl feels that discussing the State's recently approved increase to minimum wage standards would be useful to small businesses. It is important to help educate the owners regarding the new law and how it will affect their businesses.

A small educational program was suggested by Chairman Whisler. On this topic, Mr. Guido suggested placing a section in the yearly Alliance newsletter. Ms. Ruhl sees the library's business center, or an attorney well-versed in the subject, as entities that can help convey important information to small businesses at a public forum. CPAs could also be helpful, noted Mr. Ridler. He also inquired if David Harris, the former State Representative who covered much of Arlington Heights, has been appointed the new Director of the Illinois Department of Revenue. If so, he could potentially be a good speaker on the topic of minimum wage. If the Alliance decides to move forward with a program on this issue, it might be better to do it in the second half of the year when legislation has been finalized. Ms. Ruhl cautioned against holding it in October or later, as this is the beginning of retail's busy season.

Other Business – Arlington Heights Memorial Library Proposed Makerspace

Mike Driskell, Executive Director of the Arlington Heights Memorial Library, discussed a proposal to obtain the Village-owned former Teen Center building at 112 N. Belmont Avenue, in order to convert it into a makerspace facility. This location was home to the Village's Library until 1968, when it moved to its current site. A makerspace has been in the library's strategic plan since 2017. It would provide an industrial arts opportunity for residents, students, and businesses. Tools provided to visitors could include laser cutters, 3D printers, computer numerical control (CNC) machines, and vinyl cutters, among other technologies. Nearby libraries such as Indian Trails, Wheeling, and Northbrook already have makerspaces, as do Elmhurst and Naperville. Other potential offerings within the building would be fine arts and crafts spaces, and a commercial kitchen.

The idea to utilize the former Teen Center property was presented at a public meeting on February 6. Mr. Driskell feels that it could be a great asset to the Arlington Heights business community and would like to solicit the Alliance's feedback. Mr. Parulo inquired about educational training courses, to which Mr. Driskel replied that courses would be offered and the facility would be used as an open lab at other times. Use of the commercial kitchen would probably be by appointment. In regards to Mr. Parulo's question about involving local schools, Mr. Driskel said that the elementary and high school districts have all been contacted about this opportunity. In response to Mr. Guido's inquiry, the makerspace would have a business development component. It can be used as an incubator and educational facility for business owners. A few business owners who attended the February 6 meeting use makerspaces in other communities, and would greatly value having access to one in Arlington Heights.

Mr. Parulo stressed the importance of forming partnerships to try to ensure that the technology does not become stale or obsolete. Regarding Mr. Guido's question about fees, Mr. Driskell noted that the makerspace will be free to use, but any finished product (e.g. from a 3D printer) would be charged in accordance to its weight in order to help offset the cost of materials. Some employees would come from the current Library location, while a few others would need to be hired. Volunteers would be utilized to manage the facility as well.

Mr. Ridler sees the proposed makerspace as another tool to assist start-ups and for helping existing businesses get to the next level. Considering the uniqueness of its offerings, it would not be in direct competition with any existing Arlington Heights businesses either. Mr. Driskel added that classes and programs would be only open to Arlington Heights residents and businesses. However, the lab would be open to anyone who wishes to use it. Extra 3D printers could be available to handle extra load, such as from schools that may have their printers tied up with a large number of students using them.

DRAFT

Other Business

Mr. Rowader noted that the annual Hearts of Gold ceremony was held the previous weekend. Dianna Ehrenfried of VisualEdge was named "Business Leader of the Year". He asked for the Alliance to consider potential nominees for 2020. Nominations begin in September. Spring Sweep, the Village's electronics recycling event, will be held at Arlington International Racecourse on April 27.

Ms. Cayer thanked the Village for placing information on the front page of VAH.com regarding staying warm during the winter months. She asked if the Staff would also mention that residents should not drink alcohol in order to keep warm.

Adjournment

RICH CASEY MOVED AND TONY GUIDO SECONDED A MOTION TO ADJOURN. ALL ALLIANCE MEMBERS VOTED IN FAVOR OF THE MOTION.

The meeting adjourned at 8:35 AM.

Scott Whisler, Chairman
Arlington Economic Alliance

Prepared by Department of Planning & Community Development



Arlington Economic Alliance
3/20/2019

Item: Plans and Goals for 2019

Department: Planning & Community Development

ATTACHMENTS:

Description	Type
Excerpt - COW Meeting Minutes 2-11-19	Minutes
VB Strategic Priorities (2018-2019)	Exhibits

flooding, and it appears it was not planned well on what to do with all the water. Mr. Papierniak said there have been many design changes in the downtown over the years. Originally the deep tunnel was supposed to handle all the water, that didn't work. The impervious area has stayed the same, what was asphalt is still asphalt. The weather patterns have changed, 20 year storms seem to occur more frequently. Mr. Elgas said this will be very disruptive to businesses. Mr. Papierniak said each business won't be impacted the entire time.

B. Economic Alliance Intent and Purpose Discussion

Mr. Recklaus explained that the Economic Alliance was created in 1992 as an appointive, advisory body whose purpose was to promote existing businesses, attract new businesses, develop and support programs in order to foster and support Village-wide initiatives toward promoting quality economic development. Since then, additional representatives have been added as voting members, such as the Chamber and CVB. Representatives from the Park District and Library (taxing bodies) were included as non-voting members. The scope of work changed to 'advising' the Village on the implementation of programs versus the previous 'developing and implementing'.

Mr. Recklaus said some commissions like the Plan Commission and Design Commission are regulatory, but others are more program based like the Special Events Commission or the Arts Commission. The Code in 1992 reflected that the Alliance was originally more of a programming commission. Recently, the Alliance has made policy recommendations on the minimum wage/sick leave ordinance, the Village's water policy and the Hancock Square Parking agreement. These changes mark a notable shift in role, which brings forward the following questions:

- On what basis would the Alliance decide to take on an issue?
- On what basis would the Alliance base its recommendations?
- What if the Alliance takes on an issue which the Village Board has no interest in?
- What would prevent multiple commissions from reviewing the same topic and making conflicting recommendations?
- Does the Board want the Alliance's input on a matter before discussing it themselves?

Staff believes that adding another layer to the policy making process adds time to important discussions and creates the possibility that the Alliance will take on issues/make recommendations that run counter to the Village Board's views. It is important to note that the Village Board is charged with leading policy discussions, not Commissions. Conflicts between the Board and its own advisory commissions could occur. Staff recommends the Board give the Alliance additional guidance on what types of policy discussions it should or shouldn't initiate prior to Board direction and that the Board retain the right to refer policy items to the Alliance if/when it chooses to do so. This direction will help prevent situations where the Alliance takes on an issue the Village Board is not interested in pursuing or that another Commissions may be discussing.

The Economic Alliance is a creature of the Village Board and should operate within a framework that reflects the Board's vision and values. The Alliance membership is looking for Board direction on what the role should be moving forward. They have put forth a motion for Board consideration.

President Hayes said all the Boards and Commissions serve as advisory bodies to the Village Board based on the time and expertise they can devote. The Village Board does not have the time or expertise to

devote to all of the issues that come forward. The Alliance is a very valuable tool, perhaps recently, the Board has not used the Alliance as much as it could have. He said the Board can continue to think of ways to get the Alliance involved.

Scott Whisler of the Alliance said this is coming from a good place, the group is good and wants to make a difference. The agreement with the Chamber and the staff's work on marketing has evolved over time, and has taken away some of the things the Alliance did in the past. Mr. Whisler read the Alliance motion:

To provide for an appointive, advisory body which shall, after due deliberation, make recommendations to the Board of Trustees on matters relating to new ordinances or changes to existing ordinances that will have an impact on the business community of Arlington Heights.

The Arlington Economic Alliance may review business related ordinances, programs and regulations that are being presented new or updated prior to submittal to the Village Board. Village Staff will present information to the Arlington Economic Alliance needed for discussion and recommendations for changes or approval of support. The Alliance may research any existing ordinances, programs or regulations relating to the business community.

Mr. Whisler said there have been issues that went to the Board that he believes the Alliance could have made a difference; like outdoor seating. He said he did not want to slow things down in the process. He said some of the issues they have taken up, like the water supply on Rand Road, come up because people ask them and they wanted to know why. It's somewhat organic.

President Hayes said he thinks the Board needs to be careful about creating another approval process.

Trustee Rosenberg asked if staff could give more information for their agenda, like an overview of the Planning Department's issues or what is coming up. Mr. Whisler said that occurs, but more information could be better. He said for example, the Alliance would be interested in some of the building code revisions that would affect businesses. Mr. Recklaus said a lot of the projects that staff is working on are Board directed, and are already in the business plan. At what point should the Alliance get involved? There is not an easy/automatic check-in point.

Alliance member Andi Ruhl said the intention is to discover the best way they can work for the Board. She mentioned the parking issue, and that is one where the Alliance could weigh in. They don't intend to step on toes, but want to add value.

Trustee Scaletta said the Board weighs making rules and regulations from many perspectives. The Alliance could make a recommendation, but it might not work because of another factor. He said he was trying to figure out what would go to the Alliance, and the exchange of information. They only meet once a month, whereas the Board meets twice a month, how would this not slow down the process? The idea is to reduce the number of days to get things through. He said he doesn't like polls, he likes to hear his fellow Trustee ideas. He said he is searching for an answer.

Trustee Tinaglia said he wants to hear what the Alliance is talking about. He would love to hear their laundry list. The Board has an annual strategy session. They boil it down to a dozen items that staff gets assigned for the next year. Maybe this information could be shared? He wouldn't want the Alliance

weighing in on every different topic. If the Alliance could be on the same page as staff and offer more, it would be helpful. He can't vote in favor of the motion as the breadth is too wide.

Trustee LaBedz said the motion seemed to cede some of the policy making decisions from the Board. The Village Board is the policy making body of the Village and they are accountable to the citizens. As a Board member, they have to consider issues from many perspectives. Tonight, it sounds like the Alliance was trying to make recommendations versus policy. Mr. Whisler said they are not trying to set policy.

Trustee Blackwood said this is a strategic group. The idea is to bring the business community together in a strategic fashion and have an impact in certain areas. The Board didn't want to tackle the minimum wage issue as it saw it as a State initiative. This should be a collective effort the Alliance drives home, like Rand Road development or Southtown. It should be the voice for strategic business development.

Trustee Sidor said the planning session is a public meeting, perhaps the Alliance could come? It saddened him that this problem hasn't been solved as it was raised a few years ago. He said he agreed with Trustee LaBedz regarding the motion. He is also trying to discern the sweet spot. There are three entities, the Chamber, the Alliance and the Small Business Agreement which are business related that need some coordination. Mr. Whisler said they used to overlap, but do so less now.

Trustee Baldino said he was open to sharing Board objectives with the Alliance. What prohibits the Alliance from sharing their views with the Board at a Board meeting? Mr. Whisler said they do, with a motion, that is communicated. Trustee Baldino said if the Board allowed the Alliance to give recommendations, it might look like the Board is skewed as pro-business. Do they create a citizen's advisory commission to go along with it?

Trustee Tinaglia said he is interested in hearing what some of the topics might consider, but they don't have to be the same as the Board's. After hearing the Alliance list, the Board could direct the Alliance on what to pursue. He also does not want barriers to communication.

Trustee Padovani said based on his background, it might be of value that in June, having something from the Alliance on what the Board should consider would be helpful. Mr. Whisler agreed.

President Hayes said the June session is an internal working board session, the Alliance could attend, but would not be a participating member. What needs to be determined is what and when. There needs to be a process.

Mr. Recklaus said one challenge is of overlap. For example, the Building Code is being reviewed by the Building Code Review Board, which will take several meetings over many months. To what extent do we want to duplicate this process with another commission? One idea would be to add Commissions to the existing strategic priorities process. The Code calls for the Alliance to annually submit to the village Board a statement of its goals and objectives. We could have each Commission come up with what is important. These lists could be submitted to the Board along with staff's list. The Board can decide which items to make priorities for a given two year cycle. Then after Board review at its planning session, staff can develop the business plan with these items included, determining how commissions will be woven in to each project. It's a two year process. For other one-off issues that come up unexpectedly, the Commission can always come to a board meeting to weigh in. There is precedent for that. They can also ask the Board if they would like the Alliance to look into a particular issue that bubbles up. The Board can then give direction.

Peg Lane of Reclaim NW Chicago Progressive Political Meetup said she agreed with not creating another level. She would not want any more distance between officials and the public. She said she wanted public comments on the Committee of the Whole Agenda and said she had been shuttled off to talk to staff versus elected officials. She asked the difference between the Chamber of Commerce and the Economic Alliance. She said the Village doesn't need another business alliance, but one for citizens or working families. She said it seems that mostly white males are appointed to commissions, it is clear what kind of recommendations you want. The democratic process is affected by the Board refusal to use the mandated Roberts Rules.

President Hayes explained the Alliance is an appointed Board that advises the Village Board. They are members of the public and citizens, it is anything but shutting the public out. They provide input from the public, it is a Village entity and follows the Village rules and regulations. It reports to the Village Board. The Chamber is not part of the Village but a separate organization. It is a very valuable part of the team to enhance the business climate in the Village.

Keith Moens agreed with Mr. Recklaus. He would not want the Alliance to set policy. If the Board wants their opinion, that is why they are there, and their opinion could be solicited. He would be worried for the Alliance to have input without a balance on the other side, and would like an objective view point coming forward. He suggested the creation of a working family commission that could put forward ideas upon Board request.

President Hayes thanked everyone for the discussion and asked for Mr. Recklaus' suggestions to be moved forward. Trustee LaBedz said every Board and Commission should have the same opportunity as the Alliance. Mr. Recklaus said this desired by a lot of commissions and this is a first step.

VI. Adjourn

Trustee Tinaglia moved to Adjourn at 10:03. Trustee Scaletta seconded the motion. The motion carried.

Summary of Strategic Priorities, 2018 -19

These priorities and sub-priorities reflect the views of the Village Board identified at the June 28th, 2017 Village Board goal setting session.

Explore new revenue sources to fund Village Service

Identify potential new revenues not currently being utilized by the Village to offset State of Illinois actions and flattening sales tax revenues.

Find ways to grow current revenues by facilitating additional activity in growth sectors of the economy.

Improve Building and Life Safety Processes and Customer Service

Identify specific opportunities for process and communications improvement in the Building and Life Safety Department.

Identify and Implement Best Practices in those areas.

Enhance Village Code Enforcement Efforts.

Increase opportunities for feedback from the business community.

Review and Update Village Business Development and Recruitment Strategy

Identify and analyze new uses and business types that have the

most potential for long term growth.

Align Village recruitment and retention efforts and zoning to target growth uses.

Increase organizational flexibility to take advantage of unforeseen opportunities.

Update strategy for implementation of TIF 4 Redevelopment Project Area based on evolving economic conditions.

Review and Update Village Housing Regulations and Strategy

Analyze demographic trends to determine if current housing mix and regulations will continue to support Arlington Heights' population in the future.

Adjust housing strategy to meet emerging needs.

Ensure that current construction regulations support sustainable neighborhood growth and effective storm water management.

Continue Infrastructure Improvement Efforts

Increase Efficiencies in Service Provision

Explore ways to reduce Village expenditures in light of flattening revenues

Strengthen use of technology to increase organizational effectiveness and reduce operational costs

Evaluate the Village of Arlington Heights Identity and Brand in the Community and Region