



Village of Arlington Heights
Arlington Economic Alliance
Commissions Room 2nd Floor
Arlington Heights Village Hall
33 S. Arlington Heights Road
Arlington Heights, IL 60005
January 28, 2015
7:30 AM

I. CALL TO ORDER

II. ROLL CALL

III. APPROVAL OF MINUTES

- A. Minutes 12-17-14

IV. REPORTS

- A. Development Update

V. OLD BUSINESS

VI. NEW BUSINESS

- A. Discussion of Village Board Meeting (1-20-15)
- B. Alliance Breakfast - Spring 2015
- C. Potential Projects for 2015

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.



Item: Minutes 12-17-14

Department: Planning & Community Development

ATTACHMENTS:

Description	Type
Minutes	Minutes

DRAFT

MINUTES OF THE MEETING OF THE ARLINGTON ECONOMIC ALLIANCE HELD ON DECEMBER 17, 2014 AT 7:30 A.M. AT THE VILLAGE HALL

MEMBERS PRESENT:

Tony Guido - Chairman
Sue Duchek
Mike Field
Lisa Henderson
Jamie Janeczko
Gary Skiba

MEMBERS ABSENT:

Amy Philpott
Regina Schlamp
Scott Whisler

STAFF PRESENT:

Michael Mertes – Business Development Coordinator

ALSO PRESENT:

Jason Kuhl – Arlington Heights Memorial Library
Dave Parulo – Meet Chicago Northwest
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 7:36 AM and introduced Jason Kuhl, Executive Director of the Arlington Heights Memorial Library, to those in attendance.

Approval of Minutes – October 15, 2014

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

MIKE FIELD MOVED AND SUE DUCHEK SECONDED A MOTION TO APPROVE THE DRAFT OCTOBER 15, 2014 ARLINGTON ECONOMIC ALLIANCE MEETING MINUTES. ALL ALLIANCE MEMBERS VOTED IN FAVOR OF THE MOTION.

Reports – Development Update

Michael Mertes provided an update on development in Arlington Heights. Several tenants have begun to occupy the apartments at One Arlington. The next phase of Arlington Downs, a water park expansion and new hotel, is planned to break ground next year. Peet's Coffee & Tea, Dunkin Donuts, and Zip Fitness are all new businesses open in Uptown. Obsession, Charisma, and Pure Salon have all recently opened Downtown. Additionally, Staff is looking to promote wedding vendors in Arlington Heights via a free co-op advertising campaign. The goal of the program is to get engaged couples to plan their entire wedding in Arlington Heights from start to finish.

Discussion of Alliance Mission

Mr. Mertes updated the Alliance on the most recent edits to the Alliance Code. Mr. Guido inquired about terms of service and Mr. Mertes confirmed that all representatives will serve three-year terms and can be reappointed by the Mayor. There are no term limits. Sue Duchek suggested striking "Commercial" from the Real Estate category. Dave Parulo asked what happens if a term is vacated and someone new is appointed to that the organization or business type. Mr. Mertes replied that the new Commissioner would finish the remaining term as opposed to starting a new three-year term.

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Mr. Ridler suggested, per the revised Code, that the new Commissioners may need to serve an initial term of less than three years in order to maintain appropriate staggering of terms laid out in the Code (no more than five terms ending in one year). The Mayor could appoint the new Commissioners for terms less than three years initially, and when the position is up for renewal, then the reappointment can be for three years moving forward.

Mr. Mertes also verified that quorum must be a set number in the Code. Mr. Ridler recommended holding meetings for discussion purposes when a quorum is not attained. The Alliance is aware that no formal decisions can be made when quorum is not met. Mr. Mertes volunteered to notify the Alliance when it does not appear that a quorum will be reached and will offer to hold the meeting for those who are able to attend. He also responded to a question by Mr. Ridler that the organizations listed in the "Organization or Type of Business" section are entitled to recommend their own appointee for consideration by the Mayor. Jason Kuhl asked for verification whether or not a new appointee would need to be chosen for a particular organization or business type every three years. Mr. Mertes responded that an organization can have one person (or position) remain on the Alliance for multiple terms as long as the Mayor reappoints that Commissioner for additional terms.

SUE DUCHEK MOVED AND GARY SKIBA SECONDED A MOTION TO RECOMMEND TO THE VILLAGE BOARD THE PROPOSED CHANGES TO MUNICIPAL CODE SECTION 6-505 WHICH PERTAINS TO THE ARLINGTON ECONOMIC ALLIANCE, INCLUDING THE DELETION OF THE TERM "COMMERCIAL" FROM THE BUSINESS TYPE "COMMERCIAL REAL ESTATE, DEVELOPER OR RETAIL PROPERTY MANAGER". ALL ALLIANCE MEMBERS VOTED IN FAVOR OF THE MOTION.

Mr. Mertes also went over a summary sheet of potential Alliance tasks for 2015. The document is merely a list of ideas to serve as a starting point moving forward. In response to helping businesses through the permitting process as an Alliance Breakfast topic, Mr. Ridler offered to discuss the Village-Chamber small business partnership at the event as a tool to help bridge the gap for business owners. Mr. Guido concurred with the idea and suggested getting an additional speaker to help draw attendees to the event. Ms. Duchek also sees the Alliance Breakfast as an opportunity for the new Village Manager, Randall Recklaus, to introduce himself to the business community.

2015 Arlington Economic Alliance Budget

Mr. Mertes introduced the proposed Alliance Budget to the Commission. It is a pro-rated budget as the next fiscal year will only encompass eight months (May-December 2015). This is so the Village can begin operating their future 12-month fiscal years during the January-December calendar year (starting in 2016) as opposed to the current May-April format.

Mr. Mertes verified that the Commission's typical funding levels are anticipated to return in 2016 when the Village goes back to a 12-month fiscal year. His recommendation was that the Alliance recommends approval by the Village Board for the proposed budget which is summarized as:

- Photocopying = \$300
- Discover Arlington Web Site Upgrades = \$3,500
- Alliance Newsletters = \$4,100
- Retention Outreach/Group Meetings (ex. – Alliance Breakfast) = \$5,400
- *TOTAL = \$13,300*

Mr. Guido inquired as to how the money reserved for the newsletters is used. Mr. Mertes replied that it covers design, print, and postage. Additional promotional methods such as e-mail blasts and posting on the website are free. The budget allotment would allow enhancements to the newsletter such as colorization.

SUE DUCHEK MOVED AND MIKE FIELD SECONDED A MOTION TO RECOMMEND TO THE VILLAGE BOARD THE PROPOSED ECONOMIC ALLIANCE BUDGET FOR FISCAL YEAR 2015. ALL ALLIANCE MEMBERS VOTED IN FAVOR OF THE MOTION.

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Discussion of Village Holiday Marketing Efforts

Mr. Mertes provided a summary of the Village's holiday marketing efforts. The campaign consisted of four unique parts. The first part was "Suit Up! – Exercise Your Inner Santa" which promoted shopping and holiday events in Arlington Heights. The ad was published in *Suburban Family* magazine, the *Daily Herald*, and special sections of the *Journal & Topics* newspaper. It also appeared as a digital ad on 93XRT.com. Neil Scheufler expressed his gratitude for the promotion of the Rotary Santa Run in the ad and said that the event went very well this year.

The second portion of the campaign was "Small Business Saturday" which promotes shopping in brick-and-mortar stores during the holiday season. The ad was run in print form and as tab-ons in the *Daily Herald* in November. The third part of the campaign was "Make Merry", promoting an "eat, drink, and be merry" experience in Arlington Heights during the holidays. Print ads were placed in *Daily Herald* and *Chicago Tribune* entertainment sections. Additionally, "Make Merry" was placed on *Chicago Tribune* websites as a digital ad, totaling 100,000 impressions.

Lastly, the Village committed to a radio advertising campaign on 93.1 FM (WXRT). Two commercials were produced to run a cumulative total of 44 times. One commercial featured the Rotary Santa Run while the other promoted the Metropolis Performing Arts Center. Additionally, both ads highlighted dining and shopping in Arlington Heights.

The entire holiday campaign was also marketed via posters in Downtown kiosks, promotion on DiscoverArlington.com and its Facebook page, and event-related e-blasts sent out Village-wide. Circulation numbers estimate that the holiday campaign will have been seen or heard approximately three million times by its conclusion. Mr. Guido felt the reach numbers were impressive. He stressed repetition of message as valuable for future marketing campaigns. Per Mr. Guido's inquiry about post-holiday marketing, Mr. Mertes replied that advertising typically ramps up again in the spring and summer.

Other Business

Mr. Mertes thanked Amy Philpott for her tenure on the Alliance. The Alliance is looking for a Downtown business owner to fill this vacant seat. Mr. Scheufler noted that the Metropolis Performing Arts Center has a new Executive Director. Ticket sales for "A Christmas Carol" have been excellent as well. Mr. Ridler mentioned that Amy Philpott will be the new Chamber Board President for 2015. Also, the annual installation dinner is coming up on January 22. Regarding Meet Chicago Northwest, Dave Parulo stated that the organization is working on its 2nd annual Restaurant Week, slated for late February. Arlington Heights has several restaurants participating. The program is an opportunity to promote restaurants during a typically slow time of year and will be promoted extensively.

Mr. Field added that the community education foundation is being morphed into a District 214 foundation next year, which will help support all the district's schools. Mr. Kuhl stated that the Library's job placement initiative is being retooled to assist the community's immigrant population (approximately 18% of Arlington Heights residents were not born in the United States). Additionally, the Library will be adding co-working space to its Business Center. Ms. Duchek congratulated Mr. Kuhl on the Library once again being awarded "Five Stars" by the *Library Journal*. Lutheran Home is undergoing an extensive remodel, according to Lisa Henderson. Jamie Janeczko mentioned that things are going well at the Metropolis Ballroom and that community awareness of the venue seems to have increased in the past couple years.

Adjournment

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

The meeting adjourned at 8:36 AM.

Tony Guido, Chair
Arlington Economic Alliance

Prepared by Department of Planning and Community Development



Item: Discussion of Village Board Meeting (1-20-15)

Department: Planning & Community Development

ATTACHMENTS:

Description	Type
Alliance Code Section 6-505 (Edited)	Exhibits

AN ORDINANCE AMENDING CHAPTER 6
OF THE ARLINGTON HEIGHTS MUNICIPAL CODE

BE IT ORDAINED BY THE PRESIDENT AND BOARD OF TRUSTEES OF THE VILLAGE OF ARLINGTON HEIGHTS:

SECTION ONE: That Chapter 6, Boards and Commissions, Section 6-505, The Arlington Economic Alliance, of the Arlington Heights Municipal Code, be and is amended as set forth below (additions are shown by highlighting and deletions are shown by strikeout):

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.
- b. Members. The Arlington Economic Alliance shall consist of ~~44~~ **13** 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.
- 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~~ **five** 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 - two	2 years
top twenty employer	3 years
Industrialist	1 year
Financial Institution	2 years
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
Downtown Business Owner	2 years
Convention and Visitors Bureau	
Arlington Heights Memorial Library	
Arlington Heights Park District	

- 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) Advising the Village on the development and implementation of Developing and implementing a business retention/expansion programs;
 - b) Advising the Village on the implementation of 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~~e) Researching and advising the Board of Trustees, Village Manager and boards and commissions on matters relating to economic development.

gf) 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.

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~~ **Seven** 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 TWO: This Ordinance repeals all ordinances or parts of ordinances in conflict with the provisions hereof, and shall be in full force and effect from and after its passage and approval and publication in pamphlet form in the manner provided by law.

AYES:

NAYS:

PASSED AND APPROVED this 20th day of January, 2015.

Village President

ATTEST:

Village Clerk



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

ATTACHMENTS:

Description	Type
No Attachments Available	