



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 18, 2017
7:30 AM

I. CALL TO ORDER

II. ROLL CALL

III. APPROVAL OF MINUTES

- A. Minutes 12/21/16

IV. REPORTS

- A. Development Update

V. OLD BUSINESS

VI. NEW BUSINESS

- A. Village Economic Incentive Programs
- B. Potential Business Seminars/Forums

VII. OTHER BUSINESS

VIII. ADJOURNMENT

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Item: Minutes 12/21/16

Department: Planning & Community Development

ATTACHMENTS:

Description

Minutes

Type

Minutes

DRAFT

MINUTES OF THE MEETING OF THE ARLINGTON ECONOMIC ALLIANCE HELD ON DECEMBER 21, 2016 AT 7:30 A.M. AT THE VILLAGE HALL

MEMBERS PRESENT:

Scott Whisler – Chairman
Tony Guido
Jamie Janeczko
Mike Kalway
Jackie Lewis
Rex Paisley
Dave Parulo
Jon Ridler

MEMBERS ABSENT:

Frank Appleby
Tom Gaynor
Lisa Henderson
Brian Roginski
Andi Ruhl

STAFF PRESENT:

Michael Mertes – Business Development Coordinator

ALSO PRESENT:

Patrick Mogge – Township High School District 214

Call to Order

Chairman Scott Whisler called the meeting to order at 7:36 AM.

Approval of Minutes – November 16, 2016

The meeting minutes of the November 16, 2016 Arlington Economic Alliance meeting were reviewed.

DAVE PARULO MOVED AND REX PAISLEY SECONDED A MOTION TO APPROVE THE DRAFT NOVEMBER 16, 2016 ARLINGTON ECONOMIC ALLIANCE MEETING MINUTES. ALL ALLIANCE MEMBERS VOTED IN FAVOR OF THE MOTION.

Development Report

Shakou has signed a lease for the former Armand's Pizzeria location at 70 N. Vail Avenue in the Downtown. The modern Asian restaurant has four other Chicago area locations and plans to open in spring 2017. Arlington Ale House continues work on their space taking up the 3rd floor of the Metropolis Building (111 W. Campbell Street). They are aiming to be open in the next few weeks. The Arlington Town Square shopping center in the Downtown has been purchased by new owners. Planning & Community Development Staff has been working with the new broker representing the property on filling vacant tenant spaces.

L.A. Fitness continues to progress on their build-out at the Town & Country shopping center, replacing the former Ashley Furniture space. They expect to be open in the next few weeks. Currently Albertson's has control of the former Dominick's/Joe Caputo & Sons location within Town & Country. They are not leasing to competing grocers. Regarding Albertson's, this is a situation that several other Chicago-area communities are dealing with. Village Staff has made recruitment outreach efforts to potential grocers and other big box opportunities for the space, but there are not any commitments at this time.

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The Department of Planning & Community Development continues to communicate regularly with representatives from Yamasho regarding the vacant Yanni's property. No formal plans have been submitted at this point. Ivy Hotel is considering a potential hotel on the site of the European Crystal. The banquet facility would remain open as part of the hotel development. A lack of parking, per Village Code requirements, needs to be resolved. At this juncture, representatives from the hotel have not formally submitted an updated plan for Village consideration. Also, Arlington Downs has not submitted formal plans for Plan Commission consideration regarding the next phases of their mixed-use project. However, construction on 25N Coworking, on the ground floor of the completed One Arlington building, is nearing its completion and the office user should be open in early 2017.

Holiday Marketing Campaign – 2016

Village Staff is conducting an extensive holiday marketing campaign to promote Arlington Heights, totaling a reach 5.3 million impressions. As in past years, the campaign combines print, digital, and radio advertising. The "Suit Up – Exercise Your Inner Santa" ad was used in print for November publication in *Suburban Family* magazine, as well as the *Daily Herald* and *Journal & Topics* newspapers. The "Discover Small Business Saturday" ad was run four times during Thanksgiving week in the *Daily Herald*.

The "Make Merry" ads were printed in the *Daily Herald* and *Chicago Tribune* Friday entertainment sections on December 2nd and December 9th. Also, the ad was run digitally on each newspaper's website, totaling 450,000 impressions on ChicagoTribune.com and over 750,000 impressions on DailyHerald.com. Regarding radio, in past years, Staff had partnered with WXRT - 93.1 FM. This year, Staff elected to partner with WBBM - AM 780. This was due to a comparable cost per commercial as well as greater reach. Last December, AM 780 was the second-most listened to radio station in the Chicago area. Two different commercials were run a total of 68 times over two weeks in December this year.

Chairman Whisler asked about click-thru rates for the digital advertising and Michael Mertes responded that the Village's campaign has received about seven times the interaction rate than that of the industry standard campaign (a 0.05% rate). The ads are still being run on DailyHerald.com through the end of the year. Jon Ridler requested the end-of-campaign click-thru data at the next Alliance meeting. He also added that participation was good at this year's Rotary Santa Run with approximately 1,600 participants. The nearby restaurants received a lot of business that day as well.

Potential Projects – 2017

Lisa Henderson, Mike Kalway, and Rex Paisley all agreed to serve on a subcommittee to work with the Chamber on their Micro Marketing project. Mr. Mertes will be serving as Staff liaison.

Chairman Whisler suggested holding a broker open house in the spring or fall. This was done at Village Hall a couple years back. At the previous such event, Village Staff presented on development projects and incentive programs in the community. Meanwhile, each broker was able to discuss a property that they represent and were able to network with their counterparts who represent properties in, or potential tenants for, Arlington Heights.

Looking at potential topics for a business outreach event, Chairman Whisler asked about the "State of the Village" program held by the Chamber earlier in the month. Mr. Ridler replied that the program went ok and there were about 60 people in attendance. Dave Parulo complimented the program, saying he liked the presentation of unity among various Village-wide entities discussed by the Mayor. In agreement with Chairman Whisler, he would like to see a topical program replace the annual Breakfast. The recently announced loss in population for Illinois in 2016 will only add to economic uncertainty from the business community. They will want to know how the Village is addressing this, and how it will handle any potential future difficulties from the State.

Adding to this, Mr. Ridler suggests representatives from the Village discuss such information. They can speak to what the Village has in place for any emergency situations and can explain the community's financial stability. Currently, Mr. Ridler is talking with other Chambers about having an event with Cook County Board President Toni Preckwinkle to discuss recent legislation approved by the County and its impact on businesses. He added that Arlington Heights, as a home rule community, could potentially opt out of some County ordinances.

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In regards to timing of such an informative program for businesses, Jackie Lewis noted that it might be beneficial to hold the meeting around lunchtime. This is so that business owners who often need to drop their kids off at school and couldn't attend the past Alliance Breakfasts might have a better opportunity to attend such a program. There is no specific time of year set for such a program (or programs), but would replace the annual Alliance Breakfast.

Regarding the Next Level Northwest business accelerator, the Economic Alliance's recommendation was taken into consideration as part of the Village's administrative withdrawal from the program. Village Staff will still monitor the program as it progresses via the other communities involved, and if there is an interest to rejoin the program, Staff will make the Alliance aware for further discussion.

Mr. Ridler also discussed SCORE. Leo Dietlin, a representative of the organization, spoke to the Economic Alliance at their meeting in October. SCORE does not have a lot of money to market itself. However, it can provide opportunities to businesses and serve as an accelerator. Among the free services offered include individual mentoring, as well as assistance in creating a business/marketing/strategic plan. They can also aid businesses looking to acquire an SBA loan. SCORE provides mentoring from professionals who have worked in various industries. Chairman Whisler mentioned the Small Business Development Center at Harper College (SBDC) as another resource for businesses as well, especially those looking to start up.

Chairman Whisler also suggested a program revolving around the permitting process could be of benefit to new or growing businesses. This had been done as an Alliance Breakfast program several years back but could be improved and be more engaging. Mr. Ridler recommended using case studies, as both positive and negative examples, of how to get approval and move through the process. Chairman Whisler added that Sign Code requirements are another area that receives a lot of questions from the business community and could be another potential topic.

Mr. Ridler also suggested giving the school districts a forum or opportunity to explain where taxpayer money goes and how it benefits the business community. Mr. Paulo proposed a program that highlights the benefits of Arlington Heights and what differentiates it from other communities, such as education and safety.

Also discussed was the impact of video gaming. Some adjacent communities have approved it and allow it in bars and restaurants. Approving video gaming in a community does not allow the municipality to restrict the number of machines or venues using them.

Other Business

The Economic Alliance confirmed that they would like to only publish one newsletter per year. Mr. Mertes will send out the 2017 newsletter in the spring. In the future he will plan to distribute it closer to the beginning of the year. Mr. Ridler suggested sending the newsletter to residents via water bills. Ms. Janeczko also suggested Door to Door Direct as a cost-effective way to expand the newsletter's distribution to a greater reach.

Adjournment

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

The meeting adjourned at 8:31 AM.

Scott Whisler, Chairman
Arlington Economic Alliance

Prepared by Department of Planning & Community Development



Item: Potential Business Seminars/Forums

Department: Planning & Community Development

ATTACHMENTS:

Description	Type
Potential Business Forums-Seminars for 2017	Exhibits

Potential Business Forums/Seminars – 2017

- New Laws Affecting Businesses
 - How new government ordinances impact the business community
 - Presenter: Village Staff; Representatives from Relevant Taxing Body?
- State of Illinois Fiscal Situation
 - How the Village is handling the State's fiscal situation
 - Presenter: Village Staff and/or Officials; Representatives from the State?
- How to get to YES
 - How new and expanding businesses can best get through the approval process
 - Presenter: Village Staff; Contractors with Experience Working with Village?
- Understanding the Sign Code
 - What is allowed, and what isn't, for businesses looking to add signage
 - Presenter: Village Staff; Local Sign Company?
- School Districts
 - Where taxpayer money goes and how it helps your business
 - Presenter: Representatives from Local School Districts
- Benefits of Arlington Heights
 - What separates Arlington Heights from other communities and makes it a great place for business
 - Presenter: Village Staff; Local Business Owners?