

MINUTES OF A REGULAR MEETING OF THE
STRATEGIC PLANNING COMMITTEE
6101 CAPULINA AVENUE
OCTOBER 9, 2013

1. Call to Order/Chairman's Report. Pursuant to proper notice in accordance with the Open Meetings Act, the Strategic Planning Committee meeting was called to order at 6:08 pm by Chairperson Keith White.

Roll Call

The following members were present:

Keith White, Chairman
Tony Hofeld
Jeanine Como
Brenda Glen
Eileen Hartford

The following members were absent:

Ed Gabriel
Betty Fergus

The following Village staff and elected officials were present:

Ryan Horne, Village Administrator
Nancy Radzevich, Community and Economic Development Director
Trustee Jeanine Witko
Trustee Maria Toth
Trustee John Thill

3. Purpose of the Strategic Plan – John Houseal stated a strategic plan is not a twenty year policy it is visionary, viable, and actionable. It is intended to clarify working with the community, what the priorities are. The first round will be identify and prioritize issues, identify aspirations and concerns, and then categorize the issues. This is a meet and greet. An identity or branding is needed. Specific plans will be put into action.
4. Role of the Steering Committee – Mr. Houseal continued stating the role of the Steering Committee is it is a sounding board for the community. As ideas get developed, issues get identified, as different strategies get tossed around, this is what the committee does. This is an advisory group or sounding board for the community. One of the committee members stated she felt that there was no one with young children in the group. Mr. Houseal did agree, however, he felt the mix was very good but would like a young person with children also.
5. Scope of Work – Mr. Houseal stated all planning processes must do three things which are: 1)-you must understand and establish a current starting point; 2) where does the Village want to go; and 3) what does the Village have to do to get there. Does the Village need to partner with other sectors? How does it get paid for? These are the

questions that will need to be answered. A market overview and analysis will be needed; engagement and community outreach will be addressed; press releases, newspapers articles will be conducted; community workshops will be held. October 30, 2013, at 7:00 p.m. will be the first workshop. Interviews will be conducted with staff to gain their perspective. A Boards and Commission workshop will be held on November 6, 2013. All workshops are open to the public. Service interviews will be held with libraries, schools, etc. These are other taxing bodies that provide community services or facilities to residents. Business workshops are crucial. Communities are either business friendly or perceived not to be. Developers have this same stigma. Everyone needs to work together. October 30 will be a business meeting in the morning. During the evening the Chamber will host a Business After Hours also. School kids will also be interviewed. Children have a lot of information to give.

Focus workshops are an integral part. Economic Development might want a workshop, Village identity and branding is another.

There will be a web based community outreach. An interactive community website will be set up which will be linked to the Village's home page. There will be online questionnaires and surveys for businesses, teachers, students, and residents. The responses will build a data base. It is not a scientific survey but the response is very good. There is also an online mapping tool used. It is a way to map comments. An interactive icon can be placed on a specific place in the Village and then you can post a comment which will be viewed and decide if something need to be done about it. An email blast and other means will be done so all the information will be sent to the various places and they will only have to click on the link to read and submit the information requesting.

In dealing with difficult residents, they are often asked to join the committee.

A summary after ten days will also be given after each event.

Categories will also be addressed. For example, walk ability is an issue with residents. Commissioner Witko talked about lobbying different issues they felt is important.

A handout was given to explain the workshops. There are exercises done with residents that address issues residents want to happen or change in the Village. The Commission did a trial of the exercise. They brought to light lack of a downtown area, more business friendly, new logo, new sources of revenue, etc. Community life and engagement is a topic residents ask for. This is a guide to try and get things done in the Village. Visualization is a positive tool and seeing items completed on the list helps in the effort to make Morton Grove a better place.

The Commissioners each gave their three ideas in which they felt would improve the Village. Lot/depth is an important issue. A unique branding "Made in Morton Grove" was a suggestion. Renewing of historical buildings in Morton Grove. These were a few of the suggestions given. Two focal areas are acceptable. New municipal buildings are also a suggestion.

Mr. Houseal stated some of the greatest aspects of Morton Grove are the parks, the small town feel, the forest preserve, etc. These are the items residents will bring to the workshop.

6. Project Schedule and Upcoming Events – The report will be the next time to meet. This will be in a few months. Residents, businesses, schools, etc., will be contacted for workshops.
7. Adjournment – There being no further business before the Commission, the meeting was adjourned at 8:25 pm, via voice vote.

Respectfully submitted,

Keith White, Chair
Strategic Steering Planning Committee

NR/mk