

**MINUTES OF A SPECIAL MEETING OF THE  
ECONOMIC DEVELOPMENT COMMISSION  
6101 CAPULINA AVENUE  
JULY 7, 2014**

1. Call to Order/Chairman's Report. Pursuant to proper notice in accordance with the Open Meetings Act, the Economic Development Commission meeting was called to order at 5:32 pm by Chairperson Wayne Youkhana.

Roll Call

The following members were present:

Wayne Youkhana, Chairman

Drew Massa

Jennifer Mitchell, Vice-Chair

Chris Kintner

Daniel Metz

The following members were absent:

None

The following Village staff and elected officials were present:

Nancy Radzevich, Community and Economic Development Director

Neal Reeves, Economic Development Coordinator

Trustee Janine Witko

Trustee John Thill

The following individuals were present:

Eric Poders, Resident and Media Practitioner

2. Review of Minutes – Commissioner Mitchell made a motion to approve the minutes of June 9, 2014, seconded by Commissioner Metz and passed via a voice vote with one Commissioner abstaining.

3. Chairman's Report

- A. Project "Brainstorming" Session – Chairperson Youkhana stated the discussion on this item is on hold until Marketing/Branding work is complete.

- B. Façade Improvement Program discussion – Chairperson Youkhana stated businesses were interested in the façade improvement program with positive feedback. Commissioner Mitchell walked Lincoln Avenue and met with some businesses but there was not have much interest on Lincoln Avenue in the program. It is hard to visit businesses because many businesses are closed after 5:00 p.m. Commissioner Metz walked the east side of Dempster and he had some interest. He felt some owners were very suspicious when entering the store to provide information about Village programs. There is an existing business on Dempster Street that is putting on a new façade which will be a great improvement for that portion of Dempster Street.

A business on Dempster held an outside barbecue on July 4<sup>th</sup>. Patrons expressed pleasure with this venue and that business owner is considering making improvements in the future.

- C. Health Fair - Commissioner Mitchell stated in previous years food and health places were contacted to be vendors at the Health Expo at the American Legion. Each business was given a booth to display items and promotions. The public was invited to attend. It was a good event. It was beneficial to some businesses that got new clients from the event. The challenge was getting people to attend. Some businesses have asked if the event would be held again. Mr. Reeves suggested, this could be a good event possibly cosponsor with the Farmers' Market. Discussion centered on combining the event with the indoor spring Farmers' Market. In organizing the event, some ideas were to have local businesses set up health programs or demonstrations such as an intro to Yoga class or some type of martial arts demonstration; particularly something that would encourage participation by kids would be advisable. A charge for vendors were also discussed; EDC members and staff concurred that in the past no fee was assessed and expect that if this happens again, similarly, there would be no fees charged. Commissioner Metz suggested a survey to the health-industry related businesses would be appropriate before extending the effort.
  - D. Other – Chairperson Youkhana stated the first Monday of the month has been agreed upon as a set meeting date for future meetings; however, September 1 will be Labor Day. As an option, Wednesday, September 3, was given as an alternative date. Commissioner Massa stated Park Ridge is losing car dealerships and asked if the Village ever pursues businesses like this that are leaving other communities. Ms. Radzevich stated that the Village would welcome another dealership, but one of the challenges is that there are few if any vacant parcels within Morton Grove that can accommodate auto dealerships. Ms. Radzevich references the Audi dealership and the size of that vacant lot is unique within the Village. With that said, the Village believes it is equally important to maintain open communication with the current dealerships to try to keep them in Morton Grove. Commissioner Massa also spoke about the gun range in Niles, which he believes Niles may not want. Ms. Radzevich stated the Village is always pursuing new businesses; however something like a gun range would need to be presented to the Trustees.
4. Director of Community & Economic Development Report/Updates
- A. Marketing and Branding RFQ/P – The consultants work is ongoing. They are doing a lot of data collection. It will be at least a nine month process of collecting data. In late fall we will probably have some preliminary information available.
  - B. Strategic Planning – A framework of the plan was drafted and given to the staff. Staff is currently working on refining the specific goals and working on the implementation strategy. These aspects need to be done internally to ensure that the goals and tactics are implementable.
  - C. Industrial Areas Plan – Ms. Radzevich stated the CMAP plan of the industrial areas plan will be presented to the businesses on Wednesday, July 16. There will be

networking time also. CMAP will compile the feedback and present the Plan to Plan Commission, who will do a final review and make a recommendation to the Village Board.

- D. Sign and Zoning Code – Ms. Radzevich stated the sign code needs to be updated. Time will be spent on reviewing it.
  - E. Other – Ms. Radzevich stated that Mr. Reeves is working on making a business directory and an available properties directory and is also working on a draft business survey. Through outreach to businesses, Mr. Reeves noted that many do not have websites and may need help with that. Staff may be looking at hosting a “How to set up a website” program.
5. Chamber of Commerce Report/Updates –Ms. Radzevich stated Debbie Juris has started to advertise for selling banners on Dempster Street.
  7. Public Comment – Trustee Thill stated Lexington Station has sold 16 units already, even though nothing has been built on the site. There will be 31 townhomes built.  
  
Trustee Thill suggested Ms. Radzevich might want to give the EDC an update on the new Waukegan Road development. Ms. Radzevich stated the Village Board voted to authorize to negotiate a TIF agreement with 8700 Waukegan Road, the southwest corner, behind the Shell station. There will be redevelopment of the site. The owner is proposing to do a multi family development on the backside of the property with about 170 residential units and along the front approximately 16,000 sq. ft. of commercial space on the street side. It is an exciting project and will have a significant and positive impact on this intersection.
  8. Adjournment – There being no further business before the Commission, the meeting was adjourned at 6:24 pm, via voice vote.

Respectfully submitted,

Wayne Youkhana, Chairman  
Economic Development Commission  
NR/mk