

Minutes of the Economic Development Meeting
Held on January 29, 2020
4:01 p.m.

Attendees: Michael Lewis (Chair-Acting), Trinetta Britt-Johnson (Consultant), Hilde Betts, Phillip Paige, Howard White, George Chandler, Gladys Foster, Fred Veazey (EC), Andrea Davis (CRC), Trustee Sandra Finley, Mel Flowers & Mrs. Flowers

Special Guest: John Harris, Principal & Lizzy Kreindler, Account Manager/Content Specialist, Sandra Finley, Andrea Davis, Fred Veazey, Trustee Kelvin Oliver (via phone)

Approval of Agenda: Motion to approve the Agenda. Approved with the removal of Village President report.

Approval of Minutes: No minutes to approve

Mike Lewis overview of tonight's meeting and what will be accomplished during this meeting including the a5 Branding and the attendance of Educational Commission and Community Relations Commission.

John Harris, Principal & Lizzy Kreindler, Account Manager/Content Specialist – a5 Marketing led a discussion with EDC about the goals for a5's engagement, current economic development efforts and vision discussion.

Discussion Overview with the EDC Commission:

What does success look like?

- Defining the story so it's not defined by others; differentiated from other southland communities, making sure message resonates; success stories; keeping folks engaged/tracking (web site); energy; attract the next generation; we want to stand for innovation

Which communities are benchmark communities?

- Homewood and Flossmoor, locally; Frankfort; Burr Ridge; Oak Park; Hinsdale; Winnetka; Wilmette; Kenilworth

Types of Businesses to Attract

- Medical facilities; professional building/office space; nice restaurants; upscale retail; specialty boutiques; entertainment venues; hotel and more

Members of Education and CRC joined, and we began a SWOT analysis (strengths, weaknesses, opportunities and threats) for Olympia Fields.

- Strengths (Private and charter schools; hospital; Country Club; architecturally significant housing stock; Arcadia Elementary; accessibility; lower property taxes than surrounding area; competitive, collaborative and cooperative; high income earners; residents with

extraordinary accomplishments/talent; safety; two Metra stops and three major Interstates; unique demographics; good name, good reputation; good government, high credit rating; sense of community, helping each other

Weaknesses

- Public high schools (Olympia Fields sends 71 students to the high school); aging population; home prices are down; lack of goods and services (baking ingredients, dry cleaning, stationery or gifts)

Opportunities

- Economic development opportunities. Room for growth; home prices are low; more marketing from existing specialty stores (i.e. mail postcards); more residents attending golf tournaments; a big signature event – a place for people to connect and build relationships; more park district programming for kids

Threats

- Proximity to Indiana; not right off the Interstate...have to drive 5-10 minutes

Planning and Zoning Discussion

- Hilde Betts was not feeling well; therefore left. John McDonnell provided Article V – District Regulation for the committee which will be discussed at the next EDC meeting

EDC Discussion

- Batter and Berries, new tenant will hold a ceremony announcement on February 17th to sign the lease. Village President requested for emails to be sent to heavy hitters, residents, press release, Carolyn Palmer and newspaper. EDC requested the assistance of Andrea Davis.
- Update for the Olympia Corners sign – approval to cover the signs.
- Village President requested that EDC members to attend restaurant to knock on doors for contact.
- Muffler Shop interest. Trinette has talked to 2 developers who are interested in the property.
- Pastor Mel Flowers and wife attended to discuss their economic plan for the US Bank located at 20900 Western Avenue for Little Harvard Daycare Center. Pastor Flowers will attend the next meeting to discuss as this meeting was designated for a5 Marketing Branding.

Adjourned at 6:30 p.m.