

Minutes of the Economic Development Meeting
Held on February 27, 2019
5:00 p.m.

Attendees: Michael Lewis (Chair), Sterling Burke (Village President) via phone, Trinette Britt-Johnson (Consultant), Hilde Betts (Planning & Zoning Liaison), Phillip Page, Gladys Foster, Trustee Willett Hudson, Trustee Janice Thomas, Trustee Cassandra Matz, Tim Williams, Kevin Brookins, George Chandler

Approval of Agenda: Motion to approve the Agenda and suspend the approval of Minutes from November 28, 2018 until printed, everyone second the motion.

New Commissioner Members Introduction:

Michael Lewis provided detailed background update of the two new commissioners to EDC as their resumes were presented to the Board:

- Tim Williams stated his background was in sales, marketing and telecommunications. Tim is interested in what is going on in Olympia Fields and would like to be part of the new growth and good things within the Village.
- Kevin Brookins stated that he has been a resident for 26 years and he would like to contribute to the Village. He is currently retired and would like give back to the community as he has served on many boards.

Note: Minutes were provided and reviewed.

Trinette Britt-Johnson made a motion to approve the minutes of November 28, 2018 and everyone second the motion.

Michael Lewis made a statement that the EDC Commission has been working on a strategy/work plan since the beginning of the year as an introduction of Trinette Britt-Johnson into the strategy/work plan.

Update (Strategy/Work Plan) – Trinette Britt-Johnson:

- Trinette Britt-Johnson reviewed the presentation that was provided at the February 11th Board Meeting regarding new economic development/restaurants in the Village.
- Trinette Britt-Johnson discussed the new business (Sue Spa and Salon) and to develop a plan for grand opening and to welcome new businesses into the community.
- BMW Championship Golf Tournament Update
 - Discussion of the upcoming BMW Championship Golf Tournament and how the Village can be included and inclusive with ongoing events. This event will take place in August 2020. An estimate of 30K people per day will be in the Village.
 - The highlight of the community and strategize to make sure businesses know about the golf tournament.

- Stoney discussed the details of the BMW tournament and provided information.
- Questions were raised regarding any increase in revenue to the Village and overtime or additional employees (Police/Public Works) because of any golf tournaments.
- BMW will provide the plan upfront to the Village to include and improve parking and traffic flow to run efficiently.
- Discussion of revenue with the BMW Championship and other partners involved.
- Batter & Berries Update
 - Batter & Berries will determine their strategy and concept on a bakery and breakfast restaurant in the Village. The chef lives in the Village and attended the meeting to discuss the restaurant. Trinette stated that the chef attended the meeting as a representative due to a death in the family.
 - Trustee Matz asked the question where is Batter & Berries in the process of opening the restaurant and bakery. Trinette stated that they are in the process of trying to get financing to purchase or lease. The owners have not made the decision to either purchase or lease.
- The 9ner's owner from Texas is working with John McDonnell very closely regarding the property and permits.
- Ace Hardware is working with the Village and they are interested in the Jewel Osco location. Trustee Matz asked the question about what is meant about "interested". Stoney stated that they have met with Ace Hardware about 4 times and provided detailed discussion. Stoney stated that Ace Hardware is a co-op and Culver is a franchisee. Stoney and Trinette are assisting with discussion and moving forward in the process of getting these businesses/restaurants in the Village.
- Discussion of the Village owning the Jewel Place and the revenue that could be brought to the Village. The EDC will come up with a strategy.
- Olympia Fields resident who is interested in bringing a Culvers to the Village has already received corporate approval.

Michael Lewis updated the Commission on some key term definitions of economic development tools. A list was provided to the Commission and there are many more key terms definitions that will be provided in the future. Michael just wanted to assist with the knowledge of the terminology. Hilde suggested the Village needs to build the Village's brand.

There are four areas that the Economic Development needs to concentrate on:

1. Marketing (Hilde & Tim)
2. EDC Resources (Mike & Kevin)
3. Outreach
4. Relationship Retention Business (George & Phil)

The request for a team leader for each of the four groups – Michael stated who he would like to lead each group. Hilde asked for a 30-minutes meeting to discuss further. Mike stated that he will provide more details at the next meeting of the 4 areas and description of what duties and strategy to accomplish.

Old Business/New Business:

2019 EDC Schedule is posted on the website. The EDC does not meet in July and August; as well as, no meeting in December for the EDC Social Meeting. Discussion of additional meetings to be added to calendar, if needed.

Trinette suggested a discussion regarding the budget to submit to the Board for marketing. This budget information was needed yesterday. Budget monies are needed for website and marketing for the Village.

HF Chronicle Update from George Chandler:

- Currently working with HF Chronicle to become the "Homewood Flossmoor (HF) Olympia Fields (OF) Chronicle". Olympia Fields will need to take out a quarter page advertisement in the HF Chronicle to move forward with additional discussion of joining the newspaper. The cost is an estimate of \$4,320.00 per year for the Village to take out an ad in the HF Chronicle which will be included in marketing.
- This is a great way to have a regional/local marketing program in HF and OF to be the big three within the area. Already had two meetings with editors but need to get the other partners involved as a decision will be made collectively. Stoney has been meeting with HF Chronicle for over a year and believes that it will work out.
- Another suggestion that HF Chronicle could feature Olympia Fields with a banner in the newsletter. . Some suggestions to get the name across without changing the name of the newspaper. The Village will continue to work and meet with HF Chronicle.

Open Discussion with Commissions:

- Michael Lewis stated that the surrounding communities has a dedicated function for Economic Development, as well as for marketing. Marketing is the first and most important thing to think about.
- Olympia Fields Country Club (OFCC) has a marketing club. OFCC will provide a copy of the video that they are using to market the Village. OFCC will provide a local and citywide press release.
- Hilde asked the question - what is the elasticity of the budget? The budget is frugal. Maybe 25% more with budget and not come up with ideas that are not able to be supported financially. To prioritize the wish list and competing for funding.
- Ongoing discussion with the professor and Phil Paige regarding the workshop session. Phil Paige was not at the meeting to discuss the details further.
- Trinette suggested to revamp the Business Connections and do complete more site visits. The first visits were questioned differently by Commissioners but Trinette was drilling a little deeper. The Commissioners will need to review again and gather more information.
- Suggestion to do a survey monkey to gather feedback and information. In the past, the Village has sent out about 3 or more survey monkey to businesses after every Business Connections but the businesses were not completing.

Suggestion/Comments from Trustees:

Michael Lewis open the meeting up to the Trustees.

- Trustee Thomas stated what her intention for attending the EDC Meeting is to state that she should not have to attend the EDC Meeting to get information regarding economic development in the Village. Trustee Thomas asked that the information is presented to the Board not only during the meeting but before to make a decision and understand. To present a Culvers, Batter & Berries and 9'ners before the Board and information without any explanation as this is first time of them hearing about these restaurants that is unfair.
- Trustee Matz stated that it is unfair to present information during the same time with the residents. The Trustees are asking for more information to be presented before the meeting especially if a decision will need to be made.
- Trustees suggested that this information is presented to the Board even if it's a closed session. They are elected officials and should know the information. The request is not to learn about new businesses/restaurants and/or economic development during the Board meeting at the same time with residents for a vote.
- Just wanting to know what is going on within the Village when things are happening. If these restaurants are interested is there some form of a letter of intent.
- Questions that are being asked...is there a letter of intent for any of the businesses coming to the Village or any paperwork stating that they will come to the Village or how are they going to get financed? Trustee Hudson stated that she asked these questions several times but have not received any response. Trinette and Michael stated that this is information will not/cannot be provided or asked as this could scare off a potential business/investor. The vote was for the \$400K transaction sales per Michael Lewis to answer Trustee Hudson question.

Adjourned at 7:20 p.m.