

MINUTES
VILLAGE OF ELBURN COMMITTEE OF THE WHOLE (COW)
APRIL 30, 2018

Members Present: Mayor Jeff Walter, Trustees Sue Filek, Bill Grabarek, Dave Gualdoni, Patricia Schuberg, Matt Wilson

Members Absent: Ken Anderson

Staff Members Present: Village Administrator John Nevenhoven

Others Present: Elburn Herald reporter Susan O'Neill
ECDC members: Jan Carlson; Cece Roche; Craig Hasenbalg, Pat Leach, Ryan Easter
Shodeen rep Bob Skidmore
Cain & Company Reps: Rick Heffner & Greg Johnson
Custom Direct Reps: Patty Martucci & Jeff Maniglia
Paul Gregory Media Reps: Dusty Holoubek & Paul Feith
Reader Area Development (RAD) Rep: Erik Reader

1. Call to Order – Mayor Walter called the meeting to order at 7:00 PM.
2. Pledge of Allegiance – Trustee Schuberg led the assembly in the Pledge of Allegiance.
3. Roll Call – A roll call vote ensued.
4. Public Comment – None
5. Discussion: Logo/Slogan Rebranding Proposals
 - a. Cain & Company – Rick Heffner (Media Director and Account Executive) & Greg Johnson (Digital Media) were present and gave a history of their full service agency, a brief summary of their clients and projects. They inquired where the Board sees the Village of Elburn heading in the future and if they want to keep the small town feel or become more metropolitan.
 - b. Custom Direct – Patty Martucci (Marketing & Business Development Director) and Jeff Maniglia were present. A packet was distributed explaining who Custom Direct is and their history as a full service marketing firm. Beyond this, Custom Direct said they can help Elburn with ongoing marketing needs. Discussion ensued of Elburn's uniqueness and some of Custom Direct's projects for other municipalities with similarities. The overall process leading to rebranding was highlighted.
 - c. Paul Gregory Media – Business Development Director, Dusty Holoubek, and Creative Director Paul Feith, were present. The background of Paul Gregory was highlighted including awards won for marketing. The firm is very involved with communities and charitable organizations they serve and is well known for their expertise and strategists. They have an understanding of small town residents and will use local residents' collective experience to create the branding.
 - d. Reader Area Development (RAD) – President and Executive Director Erik Reader gave a brief background on himself and his firm, including downtown revitalization expertise. He said a lot of exciting things have already happened in Elburn and his expertise is marketing places and spaces—beyond the logo and motto. Listening, embracing and engaging the “experts” in the community will help to create something everyone will own and be proud of. Reader said the process from start to finish will take no more than 90 days.
6. Discussion: Economic Development/Marketing – Mayor Walter said the discussion this evening is very broad as to what direction the ECDC will go and how they can help with Elburn's economic growth. What is Elburn's vision of economic growth? Elburn is growing and has been approached

about incentives (TIFs, sales and property tax incentives). Village staff needs guidance if approached in the future.

The ECDC (who are all volunteers) is beginning to work on marketing materials to use at trade shows, etc. There was discussion as to what is envisioned and what incentives should be offered to companies. Perceived barriers keeping companies from coming to Elburn were discussed. With the full I88 interchange coming, perhaps a distribution company will come to town. Should Elburn's "emerald necklace" be expanded? It would be nice to envision what Elburn will look like 50 years from now so the ECDC has something to market.

Should Elburn look for a part-time economic development employee? Current Elburn staff does not have expertise to review policies to determine roadblocks. PUDs should also be reviewed as things have changed over time. In addition, Elburn's ordinances should be reviewed as some pertaining to business are very old. Perhaps the Planning Commission should be involved with the review so they are educated as much as possible. The Village comprehensive plan should be refreshed. There is a perception that Elburn is hard to do business with but a lot has changed in the last five years. Licensing, etc. is an area that has been commented as a barrier. What is the process if a new business wants to come into Elburn? Trustee Grabarek explained the process in St. Charles and recommends Elburn progress toward the same.

Internet is a big need in Elburn. The Village is working with Metro Net and has also met with NIU and the Kaneland School District regarding their fiber running through town.

Elburn's quaintness is getting diluted. How do you maintain sense of community if you're losing the symbols that made it what it was originally? What is Elburn becoming and what do we want Elburn to become? For example, there are no farmers markets in Elburn. Hosting events that shouldn't cost much to bring people into the Village was suggested (i.e., Lincoln Highway Weekend).

Shodeen rep, Bob Skidmore, said Elburn Station has business opportunities ranging from small offices to potential big box store near Route 38. Potential companies ask what a community has to offer. Shodeen would like the ECDC and/or Village to establish guidelines along with brochures so they will have an answer to an inquiry. If no answer is available, the big companies will move on. For smaller businesses trying to get established, the question is "can I afford to go to Elburn"? Fiber will be throughout Elburn Station at each residence as well as commercial sites. Shodeen Management owns and manages over 1M SF of business and apartment complexes and would like to meet with the ECDC to learn what incentives are available to draw business to Elburn. If concessions are offered for a few years to encourage businesses to come to Elburn, there will be rewards for the Village after the concessions expire.

Who "owns" economic development in Elburn? As far as TIFs, etc., what is enough—we don't want too much or too little. There has to be a policy determining the type of sales tax rebate, etc. depending on the type of development. In past years, Planning Commissioners attended planning seminars and it was valuable to hear feedback from other communities. The Village needs positive energy on the Planning Commission as well as the Village Board.

Mayor Walter asked for feedback from the trustees and the ECDC as to what they would like to see come to Elburn.

- A hardware store, light manufacturing, offices and a pack-n-ship store.
- Since more business is via the internet, high speed internet is an opportunity and a threat to Elburn—if we don't have it, it will hurt us.
- Interchange of I88 and Route 47 will be huge.
- Nice sit-down restaurant(s) and night life.
- Elburn has "customers" but there are limited reasons for them to shop in Elburn.
- Opportunities/places to shop before having dinner in town.

- Need metrics to determine traffic, etc. that would make Elburn a good place to open a business. Village Board needs to be educated on this.
- Need to review ordinances and policies.
- Need an inventory of properties.
- A regular full service restaurant is needed (family sit-down).
- What is Elburn, who wants to live here and who would come? If we are going to bring people to Elburn, what do we have to offer and what do they offer to us?
- We have fiber all over town—just need someone to connect it for us.
- How can we make it easy for a new business? Remove roadblocks and barriers.
- An updated map (color coded)
- Do we want franchises or small business—perhaps a variety.
- We should embrace what we have been and keep that front line.
- We don't have a seating/incubator facility. There are roadblocks with some downtown building owners—there is no urgency from their viewpoint to move forward.
- Village should engage downtown business owners – rents are very high.
- Some downtown buildings are deteriorated and looking bad. Perhaps code violation enforcement will encourage improvements.
- We have a community center half empty.
- Government/private entities need to continue building relationships.
- As far as rebranding, don't skip on a marketing company.

Skidmore stated Shodeen is willing to work with the Village and the ECDC in cooperation and collaborate how to bring people and business to town.

7. Other Business – None

8. Adjourn – Trustee Gualdoni moved to adjourn the meeting at 9:19 p.m. The motion was seconded by Trustee Wilson and passed by a unanimous voice vote.

Respectfully Submitted,



Diane McQuilkin
Village Clerk