

**MINUTES
COMMERCIAL REVITALIZATION COMMITTEE
VILLAGE OF LA GRANGE PARK
January 12, 2012
Village Hall
447 N. Catherine Avenue
La Grange Park, Illinois
7:00 P.M.**

Chairman LaVelle Topps called the Commercial Revitalization Committee (CRC) meeting to order at 7:07 p.m. on Thursday, January 12, 2012, in the Board Room of the Village Hall, 447 N. Catherine Avenue, La Grange Park, Illinois.

Present: Chairman LaVelle Topps, Trustee Patricia Rocco

Absent: Trustee Susan Storcel

Also Present: Assistant Village Manager Emily Rodman, Village Clerk Amanda Seidel, Fire Chief Dean Maggos

Village Clerk Seidel stated that a quorum was present. Chairman Topps said the first item was the approval of the minutes from the November 3, 2011 meeting. Committee Member Rocco said "I move to approve the minutes of the November 3, 2011 Commercial Revitalization Committee Meeting." Trustee Topps seconded the motion. The motion to approve passed unanimously on a voice vote.

Chairman Topps moved on to the next agenda item which was Business Outreach. The committee approved a letter to be sent to businesses, after adding North of I-55 and changing west of 294 to east of 294. The committee moved on to approve the "Top Ten Reasons to do Business in La Grange Park" flyer. The strategy is to send the letter and flyer to companies, village intern Traci can work on building a central database of retail businesses. The committee discussed how they would like to see a better relationship with businesses to fully understand what is going on in the community and the challenges they face. Trustee Rocco shared information that she found useful from Retail123.

Discussion moved to the planning and what the Committee would like to see accomplished at the February Strategic Planning Session with the full board. The Committee mentioned they would like the database worked on, promotional materials developed including information through email and the website and information regarding code enforcement. Chairman Topps would like to present the draft letter, flyer and initial list of businesses to contact for the February session. Assistant Village Manager mentioned that the purpose of the session in February will be to share the accomplishments of the CRC committee, agree on a focus and direction for the committee to take, and get feedback regarding business relationships, code enforcement and general feedback on community revitalization and what the board would like to see. Assistant Village Manager Rodman also mentioned the purpose of the February session will be to make sure the Committee and the Board are heading in the

same direction so staff can pursue a collective goal to create a shared vision and to provide an opportunity for board feedback. Chairman Topps and Trustee Rocco mentioned they would like to have information and data prior to the February session.

Discussion moved to how many businesses would be contacted, who would be contacted and why are we contacting those businesses. Chairman Topps would like to see a list of businesses with contacts and start with contacting 10 businesses in Village Market and 10 not located in the Village Market. Chairman Topps mentioned the Committee should utilize the list that was handed out from the Guest Speaker from NIU. It was mentioned 20 businesses can be contacted by staff prior to the next meeting, reaching out to these businesses' builds connection with the business community and helps maintain business retention. Chief Maggos made some clarifications and suggested the letter be tabled until the strategic planning session, it was agreed to table the letter.

Chairman Topps moved on to the next agenda item which was an Action Plan Review. Chairman Topps mentioned he would like the board to receive a copy of the binder which includes the mission and vision statement. Assistant Village Manager Rodman said that after feedback is received from the board the committee can prioritize the Draft Action Plan Items.

Chairman Topps moved on to the next agenda item which was Forbes.com marketing. Assistant Village Manager Rodman discussed possible sponsorship of the Village Forbes signs, after discussion it was agreed by the committee not to look for sponsors. It was mentioned the Forbes signs will be placed under Village entry signs in the spring.

Chairman Topps moved on to next steps of the Committee which is to send the approved memo to the board regarding a February planning session and to pick a date and confirm a location (Mattones if available). With no further discussion Chairman Topps turned the meeting to Assistant Village Manager Rodman. Assistant Village Manager Rodman handed out a marketing piece from the Village Market "The Village Market-in the heart of LaGrange Park" for the committee to look at.

Chairman Topps moved on to the scheduling the next meeting date. The Committee agreed to meet again after the February strategic planning session with the full board.

Trustee Rocco brought a motion to adjourn, Trustee Topps seconded the motion. With no further business to come before the Committee, Chairman Topps declared the meeting adjourned.

Respectfully Submitted

Amanda G. Seidel
Village Clerk