

# Winthrop Harbor Economic Development Commission

## November 14, 2007

### Meeting Minutes

#### I. **Call Meeting to Order.**

Meeting called to order 7:00 P.M.

In Attendance: Jimmie Harris (Chairman), Pat DiPersio (Economic Development Director), Julie Gonka (Vice-Chairman), Cy Race (Secretary), Members: Ken Jones, Kurt Melander, Margo Nelson, Gary Powell, Carl Simmons.

Not present: Terry Issacs, Harold Logaras (Member At Large), Bob Long.

Guests: Terry Race, 2 citizens.

#### II. **Approval of Minutes of October 10, 2007 meeting.**

Motion was made and seconded to approve the minutes, as amended. Passed.

(Amended to change IV 1. i. line 3 to read: consideration be given to RETURN a portion of the land back to the village).

#### III. **Chairman's Report:**

Jimmie stated that there were a lot of political issues last month. Turned the meeting over to Pat DiPersio. Pat stated that the PZB approved new zoning for the Triangle at their 11/13/07 meeting. He then reported that he attended a recent trade show and stated with our current numbers the village will continue to have trouble attracting national retailers. Pat stated that we need to focus and emphasize that Winthrop Harbor's income level, based on a scale of 1 to 65, (see **Attachment A – Study of Retail Goods and Services Expenditures by Income Tapestry**), is as follows: In a 5 minute drive from the village's downtown, 65% of the population is in the top 1/3 of wealth earned (this drops to 30% in a 10 minute drive) and 18% is considered blue collar. Pat passed out a study of the businesses we currently have in the downtown (see **Attachment B – Winthrop Harbor Downtown Business Mix**), and asked for ideas on whether these businesses satisfy the needs of the town's income level. We then discussed what we felt the needs and wants of the village population are: Winthrop Harbor is between two large cities (Chicago and Milwaukee) and thus does not follow norms for the rest of the country; instead of trying to get franchises in town, encourage local people to develop businesses, perhaps help them financially or otherwise; business owners need to be "good business people, not dreamers", need to be properly capitalized; need a facility to host corporate business meetings from companies like Abbott Labs; need an office building to create jobs in town to increase the daytime population in the downtown area; office space in Lake County is currently at around 19% vacancy; go after successful businesses in the surrounding area to come to Winthrop Harbor; perhaps its time to do a new traffic count study – last one done 3 or 4 years ago. Jimmie asked each of us to submit a list of businesses that we felt was needed in Winthrop Harbor.

#### IV. **Committee Reports:**

##### 1. **Marina Relations:**

**i. DNR Land Development Update.** Pat is working with a developer to develop an economic impact study of proposed development at the marina. State Senator

Michael Bond is interested in this, and will present it to the Governor. Pat also met with Marina manager Dave Sutherd, and Bill Taft from the DNR, about redoing the RFP's to make them more attractive to developers; he told them there is a shortage of "shovel ready" plots available.

## **2. Infrastructure.**

**i. Central Business District (CBD) Zoning Change update.** The Village Board will vote on the proposal to zone the Triangle TIF district as a CBD at the next Village Board meeting.

**ii. Metra Parking Fees (Attachment C).** Pat received a response to his correspondence with METRA re administering the collection of fees from fee box. The response stated that the Village would administer the collection of revenue, and would keep the revenue to maintain the commuter lots. The coin boxes are being re-bid in December along with the parking expansion project.

**iii. Baxter & Woodman Streetscape Meeting 10/22/07.** Jimmie and Pat met with Baxter & Woodman, and asked them to come up with more and other ideas for the Streetscape plan. They asked for more input from the Village and IDOT. They did follow up with a very preliminary plan (see **Memorandum and Photo – Attachment D**), and said more was coming. The EDC discussed the photo, pros and cons of a "stamped" sidewalk rather than paving blocks, who will maintain the new plantings, the light stanchions, etc. Pat mentioned that work will probably be not ready to start until spring 2009.

## **3. Marketing.**

**i. TIF – Request for Proposals.** A Request for Proposal package will be sent to a list of developers soon.

**ii. BPIP Program Changes (formerly Façade Program) Recap (Attachment E).** The Village Board tabled the request from the last applicant for the year, will take it up again at the next Village Board meeting. There is \$1,300 left in the budget to be awarded.

**iii. ICSC Chicago Deal Making Conference Recap.** This was covered in the Chairman's Report section above.

**iv. Marketing Plan for Spring '08.** Pat presented a list of possible community activities for next year. There was much discussion re the EDC's role in these type of activities, and it was decided that it is not the EDC's role to run these events, but rather, organizations like the Chamber of Commerce, Veterans groups, the Recreation Department, and so on.

## **4. Financial**

**i. Grants.** Nothing new to report.

## **5. Political Liaison.**

**i. October 19<sup>th</sup> meeting with Senator Michael Bond.** Jimmie and Pat met with Senator Bond to discuss the letter to the Governor, and the possibility of development of additional land around the marina. Senator Bond understood the

potential in the plan and offered his support. He suggested we complete a conceptual plan and economic impact study.

**V. Adjournment**

Motion made and seconded to adjourn. Passed. The meeting was adjourned at 8:59 P. M.

Submitted by Cy Race, Secretary, Economic Development Commission