

# Winthrop Harbor Economic Development Commission

## January 9, 2008

### 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: Terry Issacs, Ken Jones, Bob Long, Margo Nelson, Gary Powell, Carl Simmons.

Not present: Harold Logaras (Member At Large), Kurt Melander.

Guests: 2 citizens.

#### **II. Approval of Minutes of November 14, 2007 meeting.**

Motion was made and seconded to approve the minutes. Passed.

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

Jimmie asked the Commission to state goals for 2008:

- Promote concerts in town and at the marina; involve the Chamber of Commerce.
- Market 7<sup>th</sup> street more with beautification, flower pots, and benches.
- Develop a long range plan to complete the Streetscape project; need to find funding by 2010.
- Keep the Website going.
- Work further to connect the village and the villagers with the lakefront.
- Clean up and beautify Sheridan Road by doing something with the bridge, shovel the sidewalks.
- Keep the businesses we have in town; coddle them; perhaps, a Business of the Year financial award.
- Develop a Capital Plan for the village to get things accomplished.
- Continue to promote development in the village.
- Need to develop an effective way of communicating EDC ideas and plans to the Village Board and the Planning and Zoning Board.

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

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

**i. Winthrop Harbor Yacht Club Presentation – Scott DeSoto, Commodore.** Scott, along with two other board members of the yacht club, addressed the EDC about matters of joint interest. They said the yacht club is very interested in working with the EDC and other village departments to reach out to Winthrop Harbor residents to use the club for events, to visit the yacht club, and so on. The Youth Sailing program was mentioned in particular, which is open to all WH kids. There is an Open House at the yacht club on Saturday, Jan 26, from 2 until 5 PM, and all our welcome.

**ii. DNR Land Development Update.** Jimmie, Pat, and Cy met with a group of developers and architects who are interested in developing the marina and lakefront. The group discussed ideas, and then toured the marina and park to the south. The next step is to attain a rough land development plan from the architect, meet with the Trustees and mayor, and then work with State Senator Michael Bond and Rep. Osmond to present the plan to the state.

**iii. Village information for 2008 Boater Packets. (Attachment 2).** It's time to be considering what inserts might go in the 2008 Boater's Packet for 2008. The current packet was passed around; the Chamber of Commerce should have a strong interest in this; other discussion revolved around a Coupon offer or flyer, a map of town businesses, and information re the shuttle.

## **2. Infrastructure.**

**i. Business Occupancy Permits now required (Attachment 3).** – When establishing a new business in town.

**ii. Streetscape Update.** Jimmie mentioned that he and Pat met with Baxter & Woodman, the consultants, and told them that their earlier work was not acceptable, and asked for new ideas for the design of the streetscape. They came up with some renderings which were reviewed by the group. Pat mentioned that the renderings were not the final product. Other discussion: we need the right “emblem” or village brand; building this project probably won't start until 2010 because of the time it takes for engineering, applying for grants, etc.; a part of the funding could come from the Triangle TIF district; the developers of the Triangle may have ideas about the Streetscape; we currently have a grant to cover the engineering; 2 light fixtures were reviewed, choice of which needs to be approved by IDOT because of ITEP funding; Bob can check out fixture quality with a vendor he knows.

**iii. State Transit Budget effect on Streetscape & Metra Expansion. (Attachment 4).** The situation in Springfield was discussed, and how Federal matching funds could be lost if the state legislature doesn't come up with a Transit Budget. The EDC should write a letter to our state representatives, stating our position, especially as it applies to the Streetscape and Metra train station/parking lot projects. Pat mentioned that the Metra Expansion project is not on the current year budget for Metra, but Metra says it was already approved in a previous year. The project to install “pay boxes” at the parking lots, to collect revenues, especially from out-of-towners, was discussed; can WH proceed on its own to build the new lot and install pay boxes? Will WH residents be required to pay for parking? Estimated expense for the project is \$150,000, which would be recovered from parking fees. Motion made and seconded to recommend to the Village Board to go ahead with installing the pay boxes.

**iv. Ice Rink. (Attachment 5).** The Village Board has approved the project, and the new rink will be located at the Schlader Recreation Center.

**v. Street Signs – Repair or Replace.** Carl updated the EDC on research done so far. Motion was made and seconded: To recommend to the Village Board that Public Works should straighten or replace street signs as needed, should install new lighting at the village entranceway signage, and should post service club signs on a separate board than the Villages' board.

**vi. Zoning/Ordinances – R6, Signs, Landscaping, Lighting.** Discussion re the zoning changes made last year; that the above mentioned still need consideration. Motion made and seconded: Recommend to the Village Board to place the new Sign Ordinance package that was approved by the PZB last year, and then tabled by the VB, back on the VB agenda for this year.

**vii. Annexation Strategy.** Jimmie commented that we need to clean up the “rough edges” of our town. We need to be able to control the “look” of our entranceways into town to create the best impression.

### **3. Marketing.**

**i. TIF – Request for Proposals Update.** The Request for Proposal packages were sent out as planned, with instructions to developers to reply by the end of January. Pat mentioned that there have been 3 inquiries from developers, one will probably submit a proposal, and would like to meet with the Mayor and Trustees to discuss the project; 2 others have not yet responded.

**ii. Village Website Content. (Attachment 6).** Discussion re the Website, how does it look, its content, etc. The members generally had favorable comments about the Website.

**iii. Marketing Plan for Spring. (Attachment 7).** Discussion re projects for the spring and summer: should we try the Farmer’s Market again? Concert in the Park? Concert on the lakefront? It was decided that the EDC would not actively pursue this, as it is more in the interest of local businesses and the Chamber or Commerce to develop these activities.

**iv. Film Industry Opportunities. (Attachment 8).** Pat met with Lake County Partners, who suggest we consider trying to get movie producers to make a movie here in Winthrop Harbor and/or at the marina. Discussion: Probably not feasible to get producers to come here; would be worth it to get our application on file so that we at least have a chance; we should shoot film of our village and get it on Comcast On Demand, or public access channels like Channel 18; we could place a video on our Website. It was recommended that a “Power Point” presentation be developed.

**v. Business Solicitation Program. (Attachment 9).** Pat presented a list of desirable business opportunities in town derived from various sources including boater and business surveys. Discussion followed on how to distribute the list. Pat asked the commission members get back to him with ideas.

### **4. Financial.**

**i. Grant Writing Course.** The College of Lake has a course in March re Grant Writing: \$550; 1 day conference. Motion made and seconded that Pat should attend the course.

**ii. Capital Improvement Plan.** After discussion, the EDC decided to prepare our own plan dealing with the implementation of the Streetscape project, then forward that plan to the Village Board.

**5. Legal.**

**i. Mangel Field.** The Commission was updated on the 11 acre parcel that has been donated to the Village to be used as a park. The Recreation Board will decide on how to use it. 5 to 6 acres of the land are wetlands and not usable.

**6. Political Liaison**

**i. Lt. Governor Marina Development Letter (Attachment 10).** A letter was sent to the Lt. Governor pointing out the economic opportunities that exist in northeastern Illinois, and also stating that Wisconsin is taking business away from Illinois by capitalizing on those opportunities by developing the Kenosha and Racine waterfronts.

**V. Adjournment**

Motion made and seconded to adjourn. Passed. The meeting was adjourned at 10:22 PM.

**VI. Notices/Handouts:**

- 1.** Great Lakes Future Article (Attachment 11).
- 2.** Next EDC Meeting February 13, 2008

Submitted by Cy Race, Secretary, Economic Development Commission