

**Winthrop Harbor Economic Development Commission**  
**November 12th, 2008**  
**Meeting Minutes**

**I. Call Meeting to Order.**

Meeting called to order at 18:00 by Jimmie Harris.

In Attendance:

Jimmie Harris (Chairman), Julie Gonka (Vice-Chairperson)

Pat DiPersio (Economic Development Director)

Members: Kurt Melander, Margo Nelson, Carl Simmons, Ken Jones, Shelley Walker and Buddy Hargett.

**Not present:** Terry Isaacs (Secretary), Bob Long, Gary Powell, Harold Logaras (Member At Large), Cy Race (Member at Large)

Guests present were Kimberly Braden and Art Fossland.

**II. Approval of Minutes of October 8th, 2008 meeting.**

MOTION was made by Kurt Melander and seconded by Ken Jones to approve the minutes. MOTION passed.

**III. Chairman's Report:**

- i. **ZB High School Performance** – Chairman Harris advised the Commission that he had contacted the hospital in Zion and that they had taken a position to help in whatever way possible to improve the situation. A meeting is scheduled between the hospital and school officials on December 1/08. Correspondence was distributed outlining an inquiry sent to the Zion Clerk's office by the hospital and a response with details of steps being taken to address the issue.

**IV. Committee Reports:**

**1. Marina Relations.**

- i. **Lakefront Development – Marketing the Idea** – There was a lengthy discussion led by Chairman Harris and Pat about how best to market the village's plans for development. It is felt that it is time to promote the idea of developing more of the lakefront to our residents, our neighbors, the county and the state in an effort to build support to try to move the project forward. Pat advised the Commission that he had held meetings with Lake County Partners, Lake County Tourism and that he and Chairman Harris had met with County Board Representative, Brent Paxton all in an effort to garner input and support for our proposal for the state to develop the lakefront. In all cases the idea was well received and ways to formalize support from these entities are being explored.

Mocked up promotional materials were distributed and suggestions for how to get the word out were solicited. Some suggestions were to produce poster boards to be displayed at village hall and at outside meetings like the Chamber of Commerce; to produce a brochure with all of our development plans (lakefront, streetscape, metra expansion, triangle etc.) to be published on our website, in our newsletter and perhaps to take out newspaper ads.

It was also suggested that a public meeting be arranged where residents could be given an overview of the plans and that it might be helpful to formalize the village board's support with a resolution and/or a letter of support signed by the Mayor.

- ii. **2008 Marina Satisfaction Survey** – Pat distributed the results of the 2008 Slip Holders satisfaction survey. Generally the results suggest that the facilities require some maintenance and that the longer that the slip holder stays at the marina the less satisfied they become. It was suggested that the lack of supporting amenities is the reason for the dissatisfaction over time.

## **2. Infrastructure.**

- i. **Streetscape Plans Submitted for Approval.** Pat stated that the engineer completed the plans and that they have been submitted to IDOT for approval. If approved we could be in a position to go out to bid for the project by April/2009. If funding is available construction could begin next summer and the work could be completed by fall/2009. The village's application for funding through the ITEP program is not expected to be considered until Jan/2009. The outcome of this application will ultimately determine when we will be able to complete the project.
- ii. **Marketing the Streetscape Plan** – As with the lakefront development plan, mocked up promotional materials were reviewed and methods for distributing the information were discussed. Pat suggested that the streetscape plan should be promoted as a part of the overall plan to transform our downtown. It is one of several initiatives underway to market the Harbor as a destination to attract visitors and business investment.
- iii. **Metra Parking Lot – Pre-construction Meeting November 7/08.** Pat attended the meeting along with the building department and representatives from Metra and the contractor. An issue regarding a stormwater management permit was discovered which could delay the start of the project. If this issue is resolved quickly there is still a chance that the parking lot expansion can be finished this fall.

### 3. Marketing.

- i. **ICSC Chicago Dealmaking, Oct 23, 24 – Recap.** Pat recapped the trade show for the group. The show attracted retailers and developers from all over the Midwest and the nation. It was well attended and we were able to get valuable exposure by being a part of the Lake County Partners booth. We were joined by 10 other Lake County municipalities in the booth making for a strong regional representation. Lake County Partners picked up the cost of our marketing materials for the booth including the 2' x 3' poster we are now displaying in the lobby at village hall.
- ii. **Triangle Update.** Attorney Long and Pat are working through the details to be included in a draft Redevelopment Agreement to be presented to the developer. The agreement will include the terms agreed to by the village board at a committee meeting held on October 14/08.

4. **Financial.** – Nothing new to report.

5. **Legal.** – Nothing new to report.

### 6. Political Liaison.

- i. **Letter to DNR Director.** A letter signed by Mayor Leech and Chairman Harris was sent to the Director asking for clarification on the process the state has to follow to consider our proposal for lakefront development.
- ii. **Meeting with Lake County Partners and Lake County Tourism.** Pat met with Bill Whitmer, VP of Lake County Partners and Maureen Riedy, President of Lake County Convention & Visitors Bureau on November 4/08 to present our proposal for lakefront development and to ask for support for the idea. Both were receptive to the plan and Ms. Riedy indicated she would be willing to formalize her support in a letter when and if we need it.

### 7. New Business.

- i. **Metra Expansion – Parking Fees.** Carl requested that the Commission consider putting a plan together to support a recommendation to the village board for the introduction of parking fees when the metra expansion is completed. It was discussed that the fees collected could be used to maintain the parking lot and perhaps to support other downtown beautification efforts like the flower pots and the proposed streetscape. Chairman Harris appointed Carl and Kurt to prepare a plan to be reviewed by the Commission.

**V. Notices/Handouts:**

November 18, 2008 Aligning Community Goals with Real Estate Market Trends  
Next EDC Meeting scheduled for 10 December 2008.

**VI. Adjournment.**

MOTION made by Margo Nelson and seconded by Ken Jones to adjourn.  
MOTION passed. The meeting was adjourned at 19:30.

Submitted by :Pat DiPersio, Acting Secretary, Economic Development  
Commission.