

Lincolnshire Business Task Force

December 7, 2009

Lincolnshire Village Hall

Meeting Minutes

Present:

Hassan El Neklawy, Lincolnshire Marriott Resort; Kirsten Mormino, Mormino Landscape Services; Jon Janas, J2 Real Estate Group; Cindy Herzog, ECD; Chuck Lamphere, Van Vlissingen & Co.; Steve Wild, The Lincolnshire Club; Judy Scalzitti, Greater Lincolnshire Chamber of Commerce; David Saltiel, Village Trustee & Board Liaison.

Absent:

Jack Shniderman, Robert Vance Ltd.

Staff:

Steve McNellis, Director of Community Development; Tonya Zozulya, Planner & Staff Liaison

CALL TO ORDER

1.0 APPROVAL OF MINUTES

1.1. Review of the minutes of the Task Force kick-off meeting held on Wednesday, October 28, 2009.

Tonya Zozulya, Planner/Staff Liaison, called the meeting to order and announced that **Member Jack Shniderman of Robert Vance Ltd.** will not be able to attend and **Member Steve Wild of the Lincolnshire Club** will arrive late due to a prior commitment. She further stated that since a Task Force chairperson has not been selected yet, Staff would offer to take the lead in the interim. **Planner Zozulya** requested that Task Force members review the current agenda and the October 28, 2009, meeting minutes. With no corrections or comments from the members regarding the minutes, introductions were made.

2.0 ITEMS OF GENERAL BUSINESS

2.1 Consideration of the selection of additional members and identification of sector “gaps.”

Planner Zozulya noted that the seven appointed members represent various business groups, including hospitality, office/industrial ownership/management, retail center ownership/management, health/fitness, retail business and service business. Staff has determined that, given the Village’s mix of businesses, there are a number of other business groups that are currently not represented. They are furniture, banking, restaurant and industrial business. The Village Board would support expanding the Task Force to 11 members. She said that if anyone

would like to offer any candidates for the Board's consideration, they should feel free to do so. **Member Chuck Lamphere of Van Vlissingen & Co.** stated that he would like to see representation from an industrial business, to which all other members concurred. **Member Cindy Herzog of ECD** said she could contact **Ross Buter of Wildfire Restaurant** at CityPark regarding the interest he has shown in being considered for Task Force membership. **Planner Zozulya** will forward **Member Herzog** a Task Fore Questionnaire for **Ross Buter**.

2.2 Consideration of the appointment of a Task Force Chairperson.

Planner Zozulya said that the Task Force may wish to consider whether a chairman should be selected at this meeting or this matter postponed until a later date. **David Saltiel, Village Board Trustee Liaison**, noted that the Task Force may also consider selecting a chairman pro tem for this meeting only. **Planner Zozulya** asked if anyone would like to nominate themselves or anyone else for this role. **Trustee Saltiel** stated that **Member Shniderman** has expressed an interest in becoming a chairperson. After consideration, the members decided to postpone the selection of a chairperson until the January Task Force meeting so that all members are present, and continue with Staff fulfilling this role for the evening only.

2.3 Review and adoption of By-Laws.

Planner Zozulya requested the members' review of, and comments on, the proposed By-Laws. **Member Lamphere** suggested inserting a range for Task Force membership, which is 8-11, in order to give the Task Force additional flexibility in membership selection. The Task Force indicated they would vote on the By-Laws at the January meeting.

2.4 Staff update on previous issues/concerns.

Staff provided the Task Force with Staff's responses to previously expressed concerns, regarding their status. There were no additional comments from the Task Force about this.

2.5 Identification of priority review projects.

Planner Zozulya stated that Staff would recommend the Task Force identify a group of priority projects that the Task Force can undertake. **Trustee Saltiel** mentioned issues with the recently adopted Sign Code as an example. **Member Lamphere** stated he had received a number of phone calls from Lincolnshire Corporate Center businesses regarding the "non-compliant" letters they received from the Village and concerns that some stated violations are actually inaccurate. **Member Lamphere** asked for an explanation of the new landscaping requirements. **Steve McNellis, Director of Community Development**, said that the revised Sign Code now requires that a sign landscape bed consist of a minimum of three species that add color, texture and year-round interest. The old Sign Code contained landscaping size requirements only. Businesses have one (1) year to comply with the new requirements. A link to the new Sign Code is on the front page of the Village's website. **Member Lamphere** questioned the timing of the letters in this economic downturn and stated that it was a bad public relations decision for the Village. He believes all non-conforming signs should have been grandfathered-in. **Community**

Development Director McNellis said that the timing of when the letters were sent out was dictated by the completion of the Sign Code in the summer of 2009 and an inventory thereafter. **Trustee Saltiel** noted that non-conforming signs were not grandfathered-in because the intent was to replace them over the 7-year sign amortization.

Member Wild suggested that the Village Board consider suspension of the Sign Code's requirements for temporary signs or a longer amortization period for non-compliant signs, in an effort to help businesses to draw more customers and save money. He inquired whether the Village consulted with businesses during the Sign Code re-write process. **Community Development Director McNellis** said that the Village Boards and Staff worked with the Chamber's former Executive Director who was a voice of the local business community. **Trustee Saltiel** noted that the Board also visited a select group of Lincolnshire business sites.

Member Wild proposed the Shop Lincolnshire First program as a priority project, referencing a similar program in Lake Forest called 3/50 (www.the350project.net). He also alluded to a book on the subject titled "Local."

Member Kirsten Mormino of Mormino Landscaping suggested looking into ways to attract more people to shop in Lincolnshire. The biggest challenge to bringing people into the community is road congestion, due to various construction projects. This is negatively impacting the Village's sales tax revenues. **Community Development Director McNellis** offered to invite **Jennifer Hughes, the Village's Public Works Director/Village Engineer**, to the next meeting, to speak about road construction. **Member Hassan El Neklawy of Lincolnshire Marriott Resort** stated that he believes people are avoiding Lincolnshire roads and using other hotels outside the construction zone. **Member Mormino** inquired if the Village had a liaison to Springfield. **Trustee Saltiel** said that although the Village does not have such a position, the Mayor and Village Manager have performed this role and have worked through our state representatives.

Member Wild expressed a safety concern about the Lincolnshire police pulling over car drivers on Half Day Road, stating that it would be safer to use parking lots for this purpose. **Community Development Director McNellis** noted that there is likely a specific protocol for this and Staff will get an answer from the Police Chief.

Member Lamphere noted a lack of cable service in the Lincolnshire Corporate Center, which puts local businesses at a competitive disadvantage. He is working on this and appreciates the assistance provided by the Village.

Member Lamphere also raised the issue of the Village proposing to have only one commercial wastehauler in the community. He felt that some larger commercial and industrial users may lose while smaller businesses may win, as a result of this change. **Trustee Saltiel** noted that the Board will consider this when the matter is presented to them for approval. **Public Works Director/Village Engineer Hughes** will also be able to comment on this when she attends a Task Force meeting.

The Task Force discussed the Taste of Lincolnshire that was held at the Lincolnshire Commons development this year. **Trustee Saltiel** said that although he appreciated Lincolnshire Commons' restaurants request to have this event at their Center, he feels that the Village Green Center provides a more appropriate environment, due to its pedestrian and "market square" characteristics, and should be considered for future events. **Member Jon Janas of J2 Real Estate Group** remarked that the Chamber's decision to move the Taste of Lincolnshire event out of the Village Green was not influenced by the Center's management. **Member Judy Scalzitti of the Greater Lincolnshire Chamber of Commerce** said that she became the Chamber's new Executive Director a month before the event. **Member Mormino** noted that the Chamber is working on several quarterly events in order to add more events to its schedule.

In summary, the following five priority projects were identified by the Task Force:

1. Sign Code.
2. Shop Lincolnshire First.
3. Road construction.
4. Cable service for commercial/industrial businesses.
5. Commercial wastehauler.

3.0 UNFINISHED BUSINESS

3.1 Confirmation of regular meeting time for future meetings.

It was decided, by the members present, that the Task Force will meet at 5:30 p.m. on the first Monday of the month. Next meeting is on January 4th, 2010. **Community Development Director McNellis** said that Staff will generally email meeting packets to the Task Force the Thursday before the meeting.

4.0 NEW BUSINESS

There was no new business.

5.0 CITIZEN COMMENTS

Anderson Castillo of Digital Effects, a Village Green business, announced that he was launching a new show called "Local Birds." **Mr. Castillo** intends to reach out to 100 towns, with a focus on Lincolnshire. He invited ideas from the Task Force. **Community Development Director McNellis** said that Staff will obtain details about this show and will bring it back to the Task Force.

6.0 ADJOURNMENT

The meeting was adjourned at 8:40 p.m.