

Lincolnshire Business Task Force

January 4, 2010
Lincolnshire Village Hall

Meeting Minutes

Members Present:

Jack Shniderman, Robert Vance Ltd.; Kirsten Mormino, Mormino Landscape Services; Cindy Herzog, ECD Company; Chuck Lamphere, Van Vlissingen & Co.; Steve Wild, The Lincolnshire Club; Judy Scalzitti, Greater Lincolnshire Chamber of Commerce; David Saltiel, Village Board Trustee Liaison

Members Absent:

Hassan El Neklawy, Lincolnshire Marriott Resort; Jon Janas, J2 Real Estate Group

Guest Speaker:

Jennifer Hughes, Public Works Director/Village Engineer

Staff:

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

CALL TO ORDER

Tonya Zozulya, Planner/Staff Liaison, called the meeting to order at 5:40 p.m. and announced that **Member Jon Janas** will not be in attendance tonight due to some issues with the Village Center ownership and management, details of which were provided to Task Force members via email. He is hopeful to return to the Task Force once these issues are resolved.

Given that some members had not yet arrived, the Task Force addressed Agenda Item 3.1 first.

3. 0 ITEMS OF GENERAL BUSINESS

3.1 Presentation by the Village's Public Works Director/Village Engineer Jennifer Hughes regarding Construction Projects

Public Works Director Jennifer Hughes indicated that the Tollway construction project has been completed. Although the Route 22 at Milwaukee Avenue project is currently in "shut-down" state due to the cold weather; its estimated completion date of June 10, 2010, has remained the same. The timings of the traffic signal at Milwaukee Avenue and Olde Half Day Road have been adjusted. Milwaukee Avenue takes priority over Olde Half Day Road due to its U.S. route status. In responding to prior questions from the Task Force, **Public Works Director Hughes** noted that if the signal time is extended for Olde Half Day Road, the Milwaukee Avenue signal time will decrease, which will cause back-ups on Milwaukee Avenue. Construction crews

are unable to work at night because night work generally occurs on highways with high traffic volumes, such as interstate highways. In addition, lane closures would still occur during the day. Another new project planned for this year is a roundabout at Riverwoods Road and Everett Road. This project will relocate the current intersection slightly northwest. An April bid letting is projected for this project, with construction scheduled to start at the end of April and take one full season. The Village will continue to issue road construction updates every Thursday afternoon. Interested businesses should contact **Carol Marshall, Communications Manager**, to sign up for electronic updates (these updates are also posted on the Village's website).

Public Works Director Hughes mentioned the proposed future widening of US 45 and Milwaukee Avenue, which will mostly affect neighboring communities (Mundelein and Vernon Hills). Phase 1 of the project will affect Lincolnshire at Walgreens turning south on Milwaukee Avenue, down to Marriott Drive. Two public meetings have been already held, with the third one yet to be scheduled. Once completed, Milwaukee Avenue will be widened to eight lanes.

Public Works Director Hughes stated that Highland Park and several other neighboring communities have commercial wastehauler agreements which offer group pricing. This is a new concept for Lake County and is complex due to different business needs. In an effort to provide financial relief to the Village's commercial and industrial businesses, the Village has been studying the issue. The Village conducted a preliminary survey of businesses, which indicated that rates vary widely. The Village also issued a Request for Proposals to all wastehaulers asking about their rates for predetermined scope of work in multiple areas. The Village has obtained pricing data from the City of Highland Park. Staff will be submitting recommendations to the Village Board for their consideration at the January 11th Village Board meeting, at which time a review process will begin. If approved in the future, the franchise agreement will start 15 months after the public hearing. Staff intends to meet with local businesses to obtain their feedback once the rates are available from the approved wastehauler.

Patrick Lincoln of La Beaute Studio & Spa inquired whether recycling has been included in the package of services the wastehauler would provide. **Public Works Director Hughes** responded that recycling will be included as an option. The Village is currently evaluating whether recycling should be made mandatory for all businesses. **Member Chuck Lamphere of Van Vlissingen & Co.** stated that although it is unknown how this would affect larger businesses, including Van Vlissingen & Co. and ECD Company, he believes these companies would have to pay more as they currently have negotiated very competitive rates. **Public Works Director Hughes** said that Staff is aware of the possibility of some businesses having to pay more and that the Village Board will examine this and other scenarios and may ultimately decide not to make any changes. There would be an opt-out option for those businesses that are tied to national contracts that can not be broken. **Member Lamphere** would like to further discuss this with the Village Staff. **Member Kirsten Mormino of Mormino Landscape Services** inquired if the Village considered partnering with neighboring villages in order to reduce wastehauler costs. **Public Works Director Hughes** replied that the Village has not considered this to date. **Lydia Scott, Environmental Supervisor**, is the main contact person on the commercial wastehauler franchise issue.

1.0 APPOINTMENT OF A TASK FORCE CHAIRPERSON AND DISCUSSION OF ADDITIONAL MEMBERS

Planner Zozulya requested that the Task Force select a Chairperson to run its meetings and be in a leadership role. She stated that Staff would recommend that the Task Force also consider selecting a Vice Chairperson, who would chair meetings in the absence of the Chairperson (unless the Task Force determines that it is more appropriate to appoint a Vice Chairperson on a case-by-case basis). **Planner Zozulya** asked the group if anyone was interested in becoming a Chairperson or would like to nominate someone from within the group for that role. **Member Mormino** stated that she would like to nominate **Member Jack Shniderman of Robert Vance Ltd.** for the Chairperson position and that she would be willing to serve as the Vice Chairperson. The Task Force unanimously approved **Member Shniderman** and **Member Mormino** for these roles by voice vote.

Community Director Steve McNellis introduced **Ross Buter, General Manager and Managing Partner at Wildfire Restaurant** in CityPark, who submitted an application for Task Force membership and was present at the meeting. The Task Force unanimously recommended approval of his candidacy to the Village Board as the eighth (8) voting member. **Member Lamphere** stated that representatives of HydraForce at 500 Barclay Boulevard are considering submitting an application. The Task Force requested that Community Development Staff contact Art Franke of Bank Financial at 1 Marriott Drive, as well as representatives of the three furniture stores along Milwaukee Avenue, encouraging them to submit an application. **Member Judy Scalzitti of the Greater Lincolnshire Chamber of Commerce** remarked that she could approach the Lincolnshire Commons management regarding their interest in serving on the Task Force. **Trustee Saltiel** suggested contacting the owner of Relax the Back, a Lincolnshire Commons business. **Chairperson Shniderman** said that he would like to nominate **Patrick Lincoln of La Beaute Salon and Spa** to become a member. **Vice Chairperson Mormino** and **Member Wild** felt it would be a valuable addition, given **Mr. Lincoln's** small business/beauty salon experience. **Community Development Director McNellis** stated that Staff will bring **Mr. Lincoln's** previously submitted application to the next Task Force meeting, for the Task Force review.

Mr. Buter inquired if Sedgebrook should be contacted regarding membership. The Task Force concluded that their involvement would be more important once they resume construction activity in Lincolnshire.

Member Lamphere encouraged the group to hold an open slot for an industrial business, as previously discussed. The Task Force concurred, stating that although there is an opportunity to increase Task Force membership beyond 11 voting members, they would prefer to keep the group small.

Chairperson Shniderman asked Community Development Staff to disseminate Task Force member contact information among the Task Force. **Planner Zozulya** will email the Task Force a contact sheet.

Staff provided the Task Force with a copy of the revised Sign Code for their files, as requested by **Trustee Saltiel**.

3.2 Review and Adoption of By-Laws

Planner Zozulya stated that the By-Laws have not changed, with the exception of the addition of the 8-11 voting membership range, per the Task Force suggestion. Having reviewed the revised By-Laws, **Member Lamphere** made a motion to adopt the By-Laws as written. The motion was seconded by **Vice Chairperson Mormino** and unanimously approved.

3.3 Staff Update on Previous Issues/Concerns

Planner Zozulya said that Staff's responses to the previous issues and concerns are attached to the Task Force meeting packets provided to the Task Force at the meeting. She gave an overview of those responses. **Trustee Saltiel** requested that Staff further explore the possibility of installing a directional sign for the Village Green Center on the Village-owned yet-to-be-developed downtown property. **Member Lamphere** asked Community Development Staff for an update on the building permit process research. **Community Development Director McNellis** responded that Staff will be holding meetings with the Village's building consultants as well as surrounding communities regarding their review timeframes in the near future. The results of these meetings and additional Staff's research will be shared with the Task Force and the Village Board. **Member Lamphere** stated that nearby communities have increased their in-house review capacity, which has allowed them to accelerate their permit processing times. Regarding Staff's response provided by **Police Chief Randy Melvin** that it was not the police's policy to stop cars in construction zones, **Member Wild** and **Vice Chairperson Mormino** felt that this was still an issue.

Planner Zozulya announced that the Community Development Department will be holding two educational forums (one for residents and the other for the business community) regarding the Village's building permit process (including the need for a permit, application submittal requirements, inspections, etc.) and encouraged participation from Lincolnshire businesses. This is implemented at the suggestion of Mary Anne Ehlert of Protective Tomorrows at 103 Schelter Road. **Planner Zozulya** said that a forum flyer was included in the meeting packets. The Task Force suggested videotaping the forums and additional building information and placing it on the Village's website. **Vice Chairperson Mormino** encouraged Staff to prepare a series of building-related webinars for the public.

Vice Chairperson Mormino inquired if the Village had a Marketing Strategist position on Staff. **Community Development Director McNellis** responded that it did not, as it is not common for Villages of our size to have one. **Vice Chairperson Mormino** believed it should be required for the Village to have a marketing plan, especially while making budget decisions. This plan would address such issues as filling vacant properties and retail development. She suggested the Village consider outsourcing marketing like she and some other businesses do in order to save funds. **Community Development Director McNellis** stated that the Village created an Economic

Development Strategic Plan in 2006, a copy of which will be provided to the Task Force prior to the next meeting.

3.4 Beginning of Discussion of Priority Projects

Shop Lincolnshire First Program

Member Scalzitti gave information about the Shop Lincolnshire First Program, which is in its third year. Participation in this program was low last year. The Chamber's Retail Committee is planning to revamp the program to make it a year-round holiday program and to find ways for all Lincolnshire retailers to accept gift certificates. The Chamber did not install Shop Lincolnshire First banners last year due to high costs. **Chairperson Shniderman** is interested in instituting a rewards program with points. The Task Force discussed Project 3/50 (www.the350project.net) in more detail, stating that more emphasis should be given to an educational campaign. An email blast to the businesses' customer base was suggested by the Task Force. This should remain as the top priority for next meeting's discussion.

Strategic Marketing Plan/Outline

Vice Chairperson Mormino stated that the Task Force should examine ways to get daily commuters to stop and spend money in Lincolnshire. **Member Lamphere** said that he believes that Lincolnshire's employment is 5,000 down and the office vacancy rate is the highest among north suburban communities (35%). The Task Force requested that Staff provide a flip chart for the next meeting so that the Task Force can start putting ideas for prioritization of projects and develop a vision/mission statement. **Community Development Director McNellis** stated that Staff will provide a flip chart for the Task Force's use and bring some initial vision/mission statement ideas to the next Task Force meeting.

Member Wild of the Lincolnshire Club said that one of the priorities should be recommending that the Sign Code's temporary sign timeframes be extended, given the current economic climate.

The Task Force indicated that they are all members of the Chamber. **Member Scalzitti** said that bigger retail businesses tend to be not as active in Chamber's membership. **Chairperson Shniderman** suggested studying marketing practices in other communities, such as Highland Park.

Mr. Buter provided an overview of the Lettuce Entertain You rewards program used at the Wildfire Restaurant in CityPark, which awards points and bonus certificates to frequent diners or customers spending certain amounts of money at the restaurant. **Vice Chairperson Mormino** inquired about the possibility of Wildfire's marketing person coming to speak to the Task Force regarding this and other marketing programs at Wildfire. **Mr. Buter** stated that he would be glad to invite this person.

2.0 APPROVAL OF MINUTES

2.1 Review of the Minutes of the Task Force Meeting Held on Monday, December 7, 2009

Member Wild moved and **Member Herzog** seconded a motion to approve the minutes as submitted. The motion passed unanimously by voice vote.

4.0 UNFINISHED BUSINESS

Chairperson Shniderman initiated discussion about the most appropriate meeting schedule for the Task Force. It was determined that, based on the majority members' availability, the best time will be the first Monday of the month at 5:30 p.m. The next meeting will be held at 5:30 p.m. on Monday, February 1st, in the Village Hall Community Room.

5.0 NEW BUSINESS

There was no new business.

6.0 CITIZEN COMMENTS

Anderson Castillo of Digital Effects offered to provide a projector for the Task Force's use.

7.0 ADJOURNMENT

The meeting was adjourned at 7:45 p.m.