

# Lincolnshire Business Task Force

February 7, 2011  
Lincolnshire Village Hall

## Meeting Minutes

### Members Present:

Jack Shniderman, Robert Vance Ltd; Kirsten Mormino, Mormino Landscape Services; Art Franke, BankFinancial; Chuck Lamphere, Van Vlissingen & Co.; Jared Margolis, MK Asset Management; Russ Sher, Flatlander's Restaurant & Brewery, and David Saltiel, Village Board Trustee Liaison

### Members Absent:

Hassan El Neklawy, Lincolnshire Marriott Resort; Steve Wild, The Lincolnshire Club; Cindy Herzog, ECD Company; Patrick Lincoln, La Beautè Hair Salon & Day Spa, and Robyn Sprauer, Relax The Back

### Staff:

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

## APPROVAL OF MINUTES

**Chairperson Shniderman** called the meeting to order at 5:45 p.m.

The January 4, 2011, meeting minutes were unanimously approved as submitted.

**Planner Zozulya** distributed an updated Business Task Force contact information sheet, in light of the addition of several new members.

## ITEMS OF GENERAL BUSINESS

### 3/50 Project

**Chairperson Shniderman** stated that **Member Sprauer** (who has been involved in this project) was unable to attend this meeting but had indicated to **Planner Zozulya** that she did not have any updates.

**Chairperson Shniderman** said that the Task Force should be more proactive in order to achieve better results with this project. He suggested that the Task Force discuss at the next meeting how to make this project more meaningful. **Member Sher** inquired about what type of promotion of the 3/50 Project has occurred. **Planner Zozulya** responded that Staff has placed an article in one of the prior issues of the Village's NewsLetter and this article has also been placed on the Village's website. **Member Sher** suggested that the Task Force speak with other towns about their experience with the 3/50 Project.

### Rewards Program

**Chairperson Shniderman** said that his business, Robert Vance Ltd., has an existing rewards program. This program is administered by an outside company located in Omaha, Nebraska. The program works as follows: a participating business sets aside 1% of its revenues that goes into the common pool for its customer rewards. The customers who are issued a card can then redeem their rewards at all

participating businesses. There is a maintenance and administration cost involved to the participating businesses. Robert Vance Ltd. sends out weekly e-mails to its customers and coupons for the customers' birthdays and other special events. **Chairman Shniderman** noted that it would be helpful if the Task Force could get restaurants to participate in this program.

**Vice Chairperson Mormino** stated that the Task Force should consider inviting Ross Buter of the Wildfire Restaurant, regarding his experience with Wildfire's Rewards Program. Mr. Buter is a former Task Force member and is currently on the Chamber's Board. The Task Force felt that a Rewards Program should be pursued by both retail and commercial businesses. **Chairperson Shniderman** will bring more detailed information about this program to one of the upcoming meetings.

**Member Sher** inquired as to whether the Village has done any surveys of residents about the type of restaurants and shops they frequent. **Planner Zozulya** said that the Village did a resident survey regarding economic development issues, including what type of businesses (including restaurants) the residents would like to see in the Village. **Community Development Director McNellis** said that such surveys are done periodically when the performance of each department is reviewed. **Member Sher** stated that the Task Force should do an in-depth survey of Lincolnshire residents to find out about their restaurant and shopping preferences. **Trustee Saltiel** noted that it appears that local businesses need to draw from a wider market area than just Lincolnshire, given Lincolnshire's small population.

**Chairperson Shniderman** requested that the Task Force's Mission Statement be incorporated into Task Force agendas to serve as a reminder of the items the group should be working towards.

### **Additional Membership**

There was discussion about opening Task Force membership to Lincolnshire residents, in either voting or non-voting capacity. **Vice Chairperson Mormino** strongly felt a resident representative should have voting rights in order to make their participation worthwhile. **Member Lamphere** expressed his hesitation about expanding membership to residents as that may take business focus off the Task Force's agenda. He feels there is already a perception in the business community that the Business Task Force is heavily oriented toward the interests of retail businesses. This may explain why industrial businesses have been reluctant to join the Task Force.

## **NEW BUSINESS**

### **Discussion of New Business Attraction**

**Vice Chairperson Mormino** indicated that she is a member of the National Association of Women Business Owners. A large percentage of NAWBO's membership is small business owners. As a small business owner, **Vice Chairperson Mormino** believes that small businesses should be given more opportunities to locate in Lincolnshire. She is bringing this matter to the Task Force to initiate the discussion on how to attract small businesses to the Village. **Member Lamphere** inquired whether the Village currently provides bidding advantages to small women- and minority-owned businesses. **Trustee Saltiel** responded that although the Village has always tried to include local businesses, there is a very limited number of businesses located in the Village that can bid on Village projects due to the nature of their work. Not all projects are bid out by the Village [for example, professional services contracts are not required to go out to bid]. The members stated the City of Chicago offers bidding advantages to women- and minority-owned businesses but they are not aware of any suburban communities doing it. The Task Force will find out more information regarding the City of Chicago's

bidding process for further discussion. **Trustee Saltiel** stated that ultimately any credits to Lincolnshire companies that bid on Village projects will need to be approved by the Village Board.

The Task Force inquired about any new businesses recently located in the Village. **Community Development Director McNellis** stated that one of the new businesses scheduled to open at CityPark of Lincolnshire this Spring is Viper Alley Music and Bowling. **Planner Zozulya** said that another new business, an Italian deli and bakery, is currently receiving Village approvals to locate at the Oak Tree Corners Center in Lincolnshire. **Trustee Saltiel** updated the Task Force regarding the Village's efforts to attract a grocery store to the Village-owned property at the northeast corner of Milwaukee Avenue and Half Day Road. There is some interest shown by grocers that the Village has worked with on this. The vacant piece of property at the southwest corner of Milwaukee Avenue and Half Day Road is still available for development; the company that had previously submitted conceptual plans for the Village's review is no longer interested in this property.

The Task Force discussed how to best promote new businesses in Lincolnshire. **Member Margolis** suggested doing press releases to inform the community of new businesses. **Vice Chairperson Mormino** said it may be necessary for the Task Force to partner with the Chamber on this and form a subcommittee. **Member Lamphere** stated that Van Vlissingen & Co. is currently considering doing press releases for new tenants that locate in the Corporate Center. **Planner Zozulya** said that Staff prepared quarterly "new business" updates that are posted on the Village's website under "Business."

**Community Development Director McNellis** said that beginning this Spring Staff will reach out to all major landlords in the Village regarding new leases signed in their buildings so that Staff can write articles and forward this information to newspaper reporters for detailed coverage to send a positive message that the Village is "open for business."

**Planner Zozulya** stated that the continued Sign Code Public Hearing at the ARB is scheduled for February 15<sup>th</sup> and encouraged members to send a representative to provide direct feedback and recommendations, based on the Task Force memo that was previously forwarded to the ARB. **Member Lamphere** indicated he intends to attend the February 15<sup>th</sup> meeting on behalf of the Task Force. **Planner Zozulya** will contact **Member Wild** regarding his attendance plans, given his attendance at the November 16<sup>th</sup>, 2010, ARB meeting. She also stated that **Vice Chairperson Mormino** may have some additional landscaping information available prior to the February 15<sup>th</sup> ARB meeting, to be submitted to the ARB for consideration.

## **ADJOURNMENT & NEXT MEETING**

The meeting was adjourned at 7:10 p.m. The next meeting is scheduled for 5:30 p.m. on Monday, March 7<sup>th</sup>, in the Village Hall.