

Approved

Minutes of the Joint Meeting of the
Northbrook Economic Development Committee (EDC) and
Industrial & Commercial Development Commission (ICDC)
Village Hall Board Room
January 9, 2019

EDC Members Present: Chairman James Kahan, Frank Andreou, Jessica Donato, Jennifer Gallison, Tensley Garris (ICDC), Jay Glaubinger, Michael Gold, Michael Goodman, R. J. Gravel, Kate Hall, Larry Hewitt, Patrick Keefe, Harley Korman, Cathy Lauria, Ihab Riad, Karen Roloff, Richard Rushkewicz (ICDC), Kenneth Slepicka, Joel Taub, Brian Wegley, Glen Weintraub

ICDC Members Present: ICDC Chair Patrick Lederer, Mark Bernhard, Robert Caldwell, Jill Carlisle, Ron Goldblatt, David Gottlieb, Doug Mahute, Curtis Wilens

Staff Present: Tom Poupard-Director, Development and Planning Services; Deputy Director of Development & Planning Services Michaela Kohlstedt; Communication Director Cheryl Fayne

Guests Present: Gina Speckman, Executive Director – Chicago’s North Shore Convention & Visitors Bureau, Brian Lee

Public Present: None

Recorder: Sue Anetsberger

Call to Order & Introductions:

Jim Kahan, Chairman of EDC called the meeting to order in the Board Room of Village Hall at 7:30 a.m.

Review of Minutes

On Page 2, Line 4, the following words should be added to read, “because of the schools, **parks, library,** and business community...” On a motion made and seconded, the minutes from the October 10, 2018 EDC meeting were approved with one addition.

On a motion made and seconded, the minutes from the October 23, 2018 ICDC meeting were approved as submitted.

On Page 3, Line 21, the following word should be added to read, “The Park District will hold its Winter Festival **which** will take place...” On a motion made and seconded, the minutes from the November 27, 2018 ICDC meeting were approved with one correction.

Public Comment-Hear from the Audience-None

Annual Report from the Chicago North Shore Convention and Visitors Bureau

Gina Speckman, Executive Director of Chicago's North Shore Convention & Visitors Bureau reported that CNSCVB is the official marketing organization for the North Shore and their mission is to promote Northbrook as a business, meeting, event and visitor destination. The Bureau's annual budget is \$1.8 million. One half of that amount comes from the State of Illinois Office of Tourism and the remainder comes from membership. Ms. Speckman stated that their State grant was increased by \$233,000. The grant is based on hotel tax collected by the State. This enabled the Chicago North Shore and Convention Bureau to hire a new staff person to help with sales and meetings. An incentive program was introduced in partnership with the hotels so that incentives and rebates are now offered to clients to compete for their business. Information was included in the packet that was distributed at today's meeting. Past year statistics show that the hotel occupancy rate was up 1.8%. The average daily rate for hotels rooms has remained flat. The revenue for available rooms was up a little over \$1 per room.

Tom Poupard mentioned that a new logo for the bureau was recently introduced. Ms. Speckman explained that this led to a new brand strategy review for the Chicago North Shore and Convention Bureau. The website and Visitor Guide are being revamped. Restaurant Month begins February 1st and will be combined with theatre week and also in conjunction with Chicago Theatre Week. 2 for 1 museum exhibitions are offered in the month of April. Ms. Speckman urged membership to support local restaurants. Tom Poupard, Village liaison thanked Ms. Speckman for her appearance at today's meeting. There were no questions from the audience.

Annual Report from the Northbrook Chamber of Commerce and Industry

Tensley Garris, President of the Northbrook Chamber of Commerce & Industry stated that the Chamber has 720 members and is the largest on the North Shore. It is an independent business association governed by a board. The Chamber operates within Northbrook and receives its funding from Northbrook. She stated that it is not affiliated with any other organization. Ms. Garris introduced Robert Caldwell as the new chair of the Chamber's Board of Directors.

An annual Northbrook Community Resource Guide as well as Shopping/Dining publications is circulated to every household within Northbrook. The Chamber promoted Nicki the Shopping Elf between Thanksgiving and Christmas with digital advertising. The commercial reached 500,000 Facebook users, aired 1,500 times across the North Shore and reached 500,000 cable viewers. The Chamber's printed

holiday guide was inserted into local papers and was delivered to 30,000 households. The Chamber hosted its first job fair at the Library. The shortage of labor is a constant theme on the minds of local businesses. Twenty businesses participated along with nearly 100 candidates. The Chamber of Commerce is participating in the Hunger Free Northbrook Initiative, raising awareness and finding innovative solutions for the problem of food insecurity in Northbrook. The Chamber helped to arrange free transportation for seniors to the food pantry and for food recovery from Medline, Allstate and Glenbrook Hospital.

Recommendation to Village Board on Support of CNSCVB and Chamber

EDC Chair Kahan stated that the two groups traditionally make a recommendation to the Village Board concerning the continued support of both groups.

Member Gottlieb made a motion and seconded by Member Andreou to recommended that the Village continue support of the North Shore Convention & Visitors Bureau and the Northbrook Chamber of Commerce and to approve funding as in the past years. The motion passed by unanimous voice vote.

Development Update (Northbrook Court and Others)

Tom Poupard, Director, Development and Planning Services provided information on slides that were included in the packet including the Northbrook Court redevelopment proposal. The developer is requesting a public/private partnership and a tax financing district for just Macy's portion of the property. A sales tax rebate program with the Village would involve the entire shopping center. The developers have offered information to the Village in support of their request.

The Village Board began the official TIF review process. The Village public hearing date for the TIF District is April 9, 2019 and a Joint Review Board will also convene, which involve the taxing districts. The School Districts will be involved to discuss the number of new apartment units and how many units will generate new students. The developer's perspective and expectation is that the units will be very high end rents and luxurious. The general thinking is that the higher rents will not generate a large number of school age children. Director Poupard delivered an overview of the planned changes at the mall. The Plan Commission public hearings have not yet been scheduled. Director Poupard stated that the initial TIF plan is on the website and initial schematic plans for the shopping center are also posted.

Member Keefe asked if more stores would be added along Lake Cook Rd. The answer was "no". A connection is trying to be made to Crate and Barrel. The idea is to create a pedestrian environment with a downtown atmosphere.

A member asked if there were any issues with the Metropolitan Water District with regards to redevelopment. The answer was that a big detention basin exists to the south and was part of the Northbrook Court development. Significant measures were taken at the time the center was constructed in the 1970's, but the Village will be looking at storm water. It is hoped that the area will not have to be treated as a "green site" and start from scratch.

EDC Chairman Kahan stated that the Village needs to be responsible when looking at incentive requests and that there is not a lot of precedent in the Village for any incentives associated with residential construction.

Member Bernhard asked, "Has the Village ever done a sales tax rebate?" The answer was "Yes". Examples provided were Steve Foley Cadillac and Ultimo Motors. Director Poupard stated that as details are outlined, there will be an opportunity for information and further discussion. Membership discussed as properties age out, redevelopment will be necessary in the future.

ICDC Chairman Lederer asked, "Can incentives be used for other redevelopment?" The answer is that the TIF is limited to a specific geographic area and there would be a redevelopment agreement that ties the incentives to a specific set of plans. If they vary from those, an amendment would be needed.

Director Poupard offered a chart for the high school and elementary school districts that show information on subdivision growth and projections for child growth.

Director Poupard stated that retail is on a roller coaster ride. Vacancies are creeping up and the lingering vacancies at Sanders Court remains the biggest concern. Industrial vacancies are generally good. Village rates are dropping and rents are going up. The office perspective is not as cheery. Our largest office vacancies are along Skokie Blvd. The large Walgreens space in Sky Harbor that will be vacant is a major concern. When asked what the Village could do to address the Walgreens space, Director Poupard stated that he felt that the best thing the Village can do is to strengthen the transit and pedestrian connections to the Lake Cook train station for UL and Sky Harbor.

Director Poupard-Director went on to highlight items contained in the handout. (1) NorthShore 770 is occupied and has generated some elementary school children; (2) Anets Woods is on its way; (3) Finger Company apartments are under construction, approximately one year away from occupancy; (4) The Jacob's townhome development on Shermer is very slow going, but the first ten units are under construction; (5) A new seven-lot subdivision is proposed on Dundee; (6) An 84-unit townhouse project

is planned for the Maurice property on Techny Road; (8) No information has been filed on behalf of Green Acres - the developer is working on a detailed market study; (9) Dundee and Sanders (Dominick's) is still a challenge; (10) Timber Edge is well under way.

Report from EDC Subcommittee on Community Education Campaign

Karen Roloff provided an overview on the need for education of the public, and that the impetus for the campaign was to counter the argument that Northbrook favors businesses over residents. A subcommittee was formed to design an ongoing informational program with targeted messaging. A new logo was introduced. Messages will appear in the Northbrook newsletter. It is hoped that other taxing districts will include these types of messages in their own newsletters and websites. Upcoming message themes will provide information on the critical element of the tax base within Northbrook, provide an understanding of the tax bill, the excellence of our schools, excellence of the library system and park districts, and information on upcoming public works projects. The goal is economic development and how it benefits all the folks in Northbrook. Ms. Roloff asked for comments/suggestions.

Chairman Lederer stated that some prospective business owners view Northbrook with a negative perception.

Member Keefe stated that some views are that it is too difficult to open a business in Northbrook.

Chairman Lederer stated that his Commission would be interested in having suggestions from the subcommittee on how to get messages to the business community. The ICDC is looking at how to simplify the Special Permit process.

EDC Member Hall suggested using a narrative to inform the public. Member Hall stated that small business owners often use the library and that the library has captured some of those stories. She offered to promote those kinds of opportunities that are available to businesses.

Updates from Taxing Districts

District #27 – The tax levy was approved at 3.98% a slight increase, but will generate income in the amount of \$27.5 million. School will be in session on Veterans' Day. Three board seats are open. Candidates are running unopposed. Enrollment is in good shape.

District #28 – The tax CIP is 2.1%, about a 3.2% increase is expected. 1400 new units are going up within

the District. The District is keeping watch on the numbers of possible new students. The District is aligning its schedule with the other school districts on school holidays.

District #30 – Maple School project is on time and on budget. Dr. Wegley thanked the School Board, Village, La Salceda, Wintrust Bank & Trust, all school districts and neighbors all for their support. Dr. Wegley highlighted the features of the new school. Closing ceremonies at Maple will take place on May 23, 2018. Four board seats will be open in spring.

District #31 - Winkelman School received an occupancy permit. Classrooms were filled on December 3rd. Landscaping will begin in the summer. Other 2019 summer projects include updates to the building. A new superintendent search will begin in spring. A traffic study is taking place. Transportation for special education students has increased dramatically and is challenging.

District #225 – The Glenbrook musical, “Momma Mia” will be held at GBS this year. A replacement has been sought for Dr. Riggle as he plans his retirement. Information will be forthcoming as the Board finalizes their decision. A final report will be forthcoming on the school calendar regarding final exams. Through collaboration efforts and the transportation system, both Glenbrook schools could be on the same schedule. A decision will be made within the next month.

Library – The Winter reading program is in full swing. The Collaboratory was popular over the holidays with the laser cutter and CNC machine both being very popular. The library is gearing up for finals week and parking may be limited. Remodeling will take place in Tech Services and Maintenance departments. The Board will review bids next week.

Park District - Construction on the activity center will break ground this year and expected to be completed in late 2020. The Park District hopes that the building will be net zero. A grant is available and has been applied for. A golf course renovation with a public/private partnership would create an innovative golf center with an eighteen-hole course. Unique opportunities would be available. Northbrook Park District’s Teams Elite Junior Team has been invited to attend the international competition February, 2019 at the Spring Cup in Milan, Italy.

Chamber of Commerce – The Annual State of the Village Address will take place at the Renaissance Chicago North Shore Hotel on Monday, January 28, 2019 at 11: 45 a.m. featuring Village President Sandy Frum. The Chamber of Commerce Annual Meeting will take place on February 25, 2019. Scott Goodman of Farpoint Development will be the featured speaker.

Old Business

None.

New Business

None.

Adjourn

On a motion made and seconded, the meeting was adjourned at 9:12 a.m. The motion passed by unanimous voice vote.

Respectfully submitted

Sue Anetsberger