

**Minutes of the Joint Meeting of the  
Northbrook Economic Development Committee (EDC) and  
Industrial & Commercial Development Commission (ICDC)  
Village Hall Terrace Room  
January 28, 2020**

**EDC Members Present:** Chairman Jim Kahan, Matt Cassidy, Mike Gold, Michael Goodman, Judy Hughes, Patrick Keefe, Cathy Lauria, Karen Roloff, Brian Wegley

**ICDC Members Present:** Chairman Patrick Lederer, Jill Carlisle, Tensley Garris, David Gottlieb, Ron Goldblatt, Doug Mahute, Rich Rushkewicz (Joint Member),

**Staff Present:** Tom Poupard-Director - Development and Planning Services, Cheryl Fayne-dePersio – Communications Manager

**Guests Present:** Robert Caldwell

**Public Present:** John Albrecht

**Recorder:** Sue Anetsberger

**Call to Order & Introductions:**

Chairman Patrick Lederer (ICDC) called the meeting to order in the Terrace Room of Village Hall at 7:30 a.m.

**Review of Minutes**

On a motion made and seconded, with one member abstaining, the minutes from the October 16, 2019 EDC meeting were approved as submitted.

On a motion made and seconded, with one member abstaining, the minutes from the October 22, 2019 ICDC meeting were approved as submitted.

**Public Comment-Hear from the Audience-None**

**Annual Report from the Northbrook Chamber of Commerce and Industry**

Tensley Garris, President of the Northbrook Chamber of Commerce & Industry stated that the Chamber is a business association with 700+ members and is the largest on the North Shore. It is an independent association governed by a board. The Chamber operates within Northbrook and receives its funding from Northbrook. It is not affiliated with any other or is a subsidiary of any other organization. The Chamber maintains a strong relationship with the Chicago North Shore Convention and Visitors Bureau.

Robert Caldwell, Chairman of the Northbrook Chamber Board outlined the benefits of the Chamber Leadership Northbrook Program, which provides insightful information on Northbrook's local resources.

This past year the Chamber invested in a new marketing program that was launched in June. It has been tremendously successful. 80 businesses are participating with over 2,000 subscribers. An aggressive social media campaign with Nikki the Shopping Elf took place. The Chamber made 21,000 connections using Facebook. The Chamber prints the annual Northbrook Community Resource Guide as well as the Live/Shop/Dine Northbrook guide and a holiday shopping guide. Chamber staff visited over 130 businesses over the holiday season. Over 2,000 drawstring backpacks were distributed at the 4<sup>th</sup> of July Parade. The Chamber participates in the Northbrook Business Expo that takes place in July.

The Chamber creates opportunities for local businesses to make good connections with the Village Staff. Over 225 guests are expected to attend President Frum's State of the Village speech tomorrow morning. President Frum will outline Village priorities for the current year. The Chamber participates in Hunger Free Northbrook. It helps to provide transportation for seniors to the Northfield Food Pantry. In one Chamber initiative, volunteers from the business community purchase preapproved items from a shopping list. Those items are given to qualifying students who might otherwise not have food over the weekends and holidays. The Chamber delivers those items. The Chamber also supports the Annual Meal Packing program.

#### **Recommendation to Village Board on Continued Support of Chamber**

A motion was made by Member Rushkewicz and seconded by Chairman Lederer for the Village of Northbrook to continue to endorse and support the Northbrook Chamber of Commerce and its efforts towards the community and others. The motion passed by voice vote.

#### **Village Initiative Update**

Tom Poupard-Director, Development and Planning Services highlighted items that the Board wants to address in the current year. Three items highlighted included affordable housing, sustainability, and communication.

**Affordable Housing** – The Board is making good headway with inclusionary zoning developments by defining a larger amount of units as “affordable”, and by having mixed incomes in the larger developments. Northbrook has studied the Highland Park model which has received national attention. Northbrook's largest stock of affordable homes consists of one or two bedroom condominiums built in the 1970s.

Housing Trust Fund - The Board is looking at creating a Housing Trust Fund. The funds will be earmarked for purchasing some of the lower priced homes that come up for sale in Northbrook. The Village can purchase, renovate and make the properties available for rent or for sale. A screening process must be implemented for the applicants that are looking to move in. A member asked if there were other revenue sources to help with the trust. Director Poupard answered by stating that a possibility existed if the Village partnered with the business community and built houses. A member stated that there are a lot of grants available.

Tax or fee on demolition of existing homes – If a current home is being demolished; the Village is looking at imposing a demolition fee. Highland Park and Lake Forest each have a \$10,000 per unit demolition fee. Funds collected from the demolition fee go to the housing trust fund.

Fee in lieu of Providing Affordable Housing – With inclusionary zoning, there is often a developer who wants to opt out and pay fee in lieu. The Highland Park model uses \$125,000 per unit. Developers have largely paid a fee to be free from building an affordable unit. The Board wants to see larger developers have some affordable housing in their plans.

Member Garris asked for more information on for the Highland Park model. Director Poupard answered by stating that Highland Park is very specific and encourages on-site housing. He noted that Northbrook tends to have larger developments than in Highland Park.

A member asked how important is scalability? Director Poupard answered that Northbrook is just under 6% affordable under the State standard. He stated he is not sure if we will reach the state goal of 10% but that the Board will try.

**Sustainability Planning** – The Board has called for an analysis of the Village’s carbon footprint and setting some key indicators and benchmarks in order to address climate change. The Village will use it as a comparison tool to address climate issues. The Village spends millions of dollars on preventing flooding from storms. This study initiative will be good for taxpayers and businesses.

**Communication** - Residents will soon see from the Village a new communications platform, an updated newsletter, a rebranding of social media with new graphics. A dedicated staff member will be in charge of social media and will partner with EDC and ICDC on messages. A focus will be for more collaboration with the taxing districts on policy.

**Downtown** - The Board has authorized a new study with the primary focus being to address the pedestrian safety issues on Cedar Lane. It will improve the overall pedestrian coactivity within the

Village. The study also includes ways to make Meadow Road more pedestrian friendly and make the street multipurpose. Another area being looked at is south Shermer Road. South Shermer will receive a “road diet” and will receive bicycle lanes.

Member Keefe asked if there were any changes coming to the commuter lot. Director Poupard stated that it was part of the study to look at needed improvements, particularly in the evening. The Village wants the lot to accomplish more than simply warehouse cars.

Member Garris asked if the Village considered raising the commuter parking fees. Director Poupard stated that the Village has the lowest fees on the North Shore. He stated that the issue is likely to arise when the Board reviews the Annual Fee and Ordinance in the spring.

### **Development Update (Northbrook Court, Green Acres and Others)**

1) A site plan was submitted for Green Acres in November 2019. 800 units were proposed as well as some commercial out lots. The plan did not address affordable housing. The developer did create a core green space in the middle of the development preserving some of the heritage trees. The Board disliked the density and layout. A main concern is the impact on the school districts, traffic, and affordable housing. The developers left to rework their plan. They are due to return in March. Density is expected to be significantly lower. They will also address affordable housing issues;

2) Groundbreaking took place on the 84-unit townhome development on the former Maurice Headquarters located on Techny Road;

3) The first set of building plans for Northbrook Court were received and included interior remodeling and a new face for the mall. Macy’s is coming down. It is expected to take three months. We received building permits for the first shell of restaurants that will flank the new area. The grocer has not yet been announced. The multi-family component has not yet submitted plans. Ryan decided not to proceed due to the fear over Cook County assessments.

4) A cannabis building permit is expected within the next two weeks for a new dispensary on Skokie Boulevard where the Rehabilitation Institute of Chicago was formerly located. The building will be rehabbed and the gas station will be demolished and refurbished as a green space.

5) The Board of Trustees is looking at a cannabis growing facility in Sky Harbor. It will go to the Plan Commission for public hearings. The staff will be investigating if there are any odors associated with growing cannabis and the necessary air filtration remedies needed.

A member asked about the Cook County forest rehabilitation taking place on Dundee Road near the Post Office. Director Poupard stated that it is a massive prairie restoration program. There are very large volunteer trees that were removed. Director Poupard stated that the project will help improve the quality of the prairie.

A member asked if east Dundee Road will be shut down again. Director Poupard stated that no permanent shut down will take place, only a lane closure.

A member asked about reconstruction of the Pfingsten Road Bridge. Director Poupard stated that construction is expected to last up to six months but is not sure when deconstruction will begin.

Member Garris asked if the Village will put the Grainger property out for bid for multifamily housing. Director Poupard stated that the Village is monitoring housing stock very carefully. If the Village chooses to sell Grainger, there will be some type of offering. He stated that there has been a lot of interest from developers excited about building apartments on the site, given its proximity to the train station and the downtown.

#### **Review of EDC Community Education Campaign**

Member Roloff began with a review of why business development is important to the community and the birth of the Economic Development Committee Subcommittee. The subcommittee looked at how we achieve a level of understanding when there is a lack of awareness. The subcommittee worked with the taxing units and business community to focus on the importance of economic development.

Member Roloff and the subcommittee produced missives that were detailed and thoughtful with graphics. She stated that the messages need to be repeated on multiple platforms. The messages appeared in the Village newsletter throughout the year in 2019. The subcommittee would like their messaging to continue, but the Village is changing the number and format of its newsletters. Member Roloff would not like to see the messages limited to social media messages. The subcommittee will continue to advocate for serious messages. Chairman Kahan states that the committee will move forward. Chairman Kahan suggested that the focus in 2020 should be working with the boards of the taxing bodies and with direct interaction on how to communicate the message. There were no questions.

**Cook County Assessor Update.** ICDC Chair Lederer noted that Assessed valuations have jumped substantially. Assessment jumps are in the 40 – 50% range. Chairman Lederer stated that Cook County property owners are at a huge disadvantage versus DuPage, Lake and Will. Real estate taxes in those counties are one half of what Cook County charges. The disadvantage for Cook County will grow even

more. It was stated that businesses are not even looking in Cook County. Some of the bigger buildings that are available will sit vacant. There will then be requests for 6Bs. The business community is extremely nervous. This also impacts the schools. It will hit all retail and industrial. More information can be found on the Assessor's website. Northbrook will feel the pain because our location is next door to Lake County. At tonight's Board Meeting the Board will look at a 6B for 555 Huehl Road for a large industrial building that has been vacant for about one year.

### **Updates from Taxing Districts**

**District #28** – The District is experiencing transportation issues. It is looking at a 38% cost increase. The District is looking at spending \$350,000 just for buses. The master schedule at the Junior High is being studied in order to add more time for math. A teacher in the district is one of thirty finalists for the Golden Apple Award. The District is focusing on cyber security.

**District #30** – Construction has been completed on the new Maple School. Everyone is thrilled to be in it. The focus is now on elementary capacity. In 2014-15, there were 34 core sections of elementary. This year there are 43 sections. More space is needed at Wescott and Willowbrook. The Board is considering adding on to Wescott School. A replacement for Dr. Carter will be confirmed in February. May 16, 2020 will be the 20<sup>th</sup> anniversary of the Lew Blond Run.

**District #31** – Construction work is taking place at Field Middle School. The exterior is almost complete and is very attractive. The parking lot at Winkelman School has been delayed due to permitting issues. Current studies include curriculum, Multi-Tiered Systems of Support (MTSS), and Special Education study for programming and staffing.

**Library** – Construction is starting on the new study rooms located on the 2<sup>nd</sup> floor. The Library is looking at a new inventory management program, RFID. Staff will then be able to focus on more customer service. The Library is also interested in redesigning the parking lot.

**Chamber of Commerce** – The Annual State of the Village Address will take place on January 29, 2020 at 11:45 a.m. and will be held at the Renaissance Chicago North Shore Hotel. If anyone has not registered and is interested in attending, please see Member Garris after the close of the meeting.

### **Old Business – None**

### **New Business**

Pace Bus Service will hold a public meeting at Northbrook Public Library on restructuring of fixed-route service in North Cook County on February 5, 2020 at 3:30-5:30 p.m. It will include service changes

including the discontinuation of the route from downtown Northbrook to Northbrook Court. Mr. Poupard said that Pace is saying Northbrook Court riders are being directed to Highland Park locations.

**Adjourn**

On a motion made and seconded, the joint EDC/ICDC Meeting was adjourned at 8:50 a.m. The motion passed by unanimous voice vote.

The next ICDC meeting will be held on February 25, 2020. The next EDC meeting will be held on April 8, 2020.

Respectfully submitted

Sue Anetsberger