

Community & Economic Development Committee

Minutes of the Meeting on
July 11, 2022

**Village of Homer Glen
14240 W. 151st Street, Homer Glen, IL 60491
Community Meeting Room**

1. Call to Order.

The meeting was called to order at 7:00 p.m. by Mayor George Yukich.

2. Roll Call.

Members present at 7:00 p.m. were Eileen Crement, Marcy Cuevas, Dan Kenney, Chris Plouzek, Mike Prodehl, Co-Chair Rose Reynders, Co-Chair Ruben Pazmino and Mayor George Yukich. A quorum was established.

Members Absent: None.

Also Present: Economic Development Director Janie Patch.

3. Approval of Amendments to the Agenda.

There were no amendments to the agenda.

4. Minutes.

Eileen Crement made a motion to approve the CED Committee minutes of May 9, 2022, seconded by Dan Kenney. Voice vote taken, all in favor, none opposed. *Motion Carried.*

5. Old Business.

None.

6. New Business.

a) Marketing Plan: Open for Business.

Director Patch presented a working draft of the Open for Business Economic Development Marketing Plan. The ED Marketing Plan flows from the Village's Comprehensive Plan and Strategic Plan. This will be a living document that acknowledges, formalizes and guides the work of the Economic Development Department to market the Village for economic growth and prosperity. As a planning tool, the ED Marketing Plan will be periodically refreshed to reflect new policy direction of the Village Board.

The ED Marketing Plan draws on the **retail market analysis** for the Comprehensive Plan update (draft 11/2/2020), **market trade area demographics** and resident feedback from the **Village's National Citizen Survey** conducted during the development of the Village Strategic Plan.

Director Patch requested feedback from the CED Committee on the Targeted Sectors/Establishments and Marketing Strategies.

Co-Chair Ruben Pazmino stated that marketing to residents is important. The Village needs to educate residents about the relationship between rooftops and business attraction. Information and messaging should go out with frequency on social media and other channels. A visual preferences workshop similar to the one conducted during the design process for the new marketing brand would help residents visualize development and provide feedback.

Co-Chair Rose Reynders noted that the Village needs more businesses to stabilize and move forward. It will take more rooftops to attract desired businesses like Portillo's. The Comprehensive Plan needs to be updated.

Mayor George Yukich cautioned that we do not want to take away from existing businesses. A wine or beer boutique is a business we do not have already and would be a good addition. The opportunity to bring in a hotel in the nearer term was lost with the sports complex.

Co-Chair Ruben Pazmino indicated that a craft brewery was turned down due to parking requirements. Updating ordinances will also help bring in new businesses.

Mike Prodehl stated that chains look at traffic studies. More homes are needed to attract these businesses.

Dan Kenney noted lots of residents move here for the low density and quality of life but there needs to be a better balance.

Marcy Cuevas asked about the vision for Homer Glen. Mike Prodehl stated that more businesses would be attracted if a downtown is created between 159th and 151st Streets. Marcy Cuevas indicated that residents do not want the density.

Mayor George Yukich noted that the sports complex idea was not supported. Co-Chair Ruben Pazmino stated that residents did not want through traffic and people coming from out of state. A happy medium could be scaled down to baseball diamonds. A pedestrian town center with a mix of uses would also work.

Mike Prodehl noted that Homer Glen does not have a Metra station to serve as a focal point. Another draw is needed. Access to the civic complex could be the attraction.

Co-Chair Ruben Pazmino stated that educational messaging needs to go out to residents. A stakeholder meeting could also help "retest the temperature." He wants to hear from residents about what they want at this time.

Dan Kenney thinks a town center is needed. He believes that the location of multi-family as a housing type behind commercial will not concern residents as much. Mike Prodehl mentioned a development outside of Louisville that offers a mix of rowhouses and detached single family.

Director Patch suggested the path forward includes completing the update of the Comprehensive Plan. Incorporating the town center into the Comprehensive Plan would provide the overall policy direction to guide follow up action strategies. There are also some mixed-use development proposals for 159th Street that are seeking concept reviews at the Village Board in the near term. In the meantime, Director Patch will flesh out the action strategies to complete a draft of the ED Marketing Plan and bring it back for CED Committee review at the next monthly meeting.

Mayor George Yukich stated his concern that the most recent development concept for the 50-acre site west of Glenview Walk does not include commercial. Mike Prodehl indicated all of 159th Street should be earmarked for commercial.

Mike Prodehl suggested that the Village put together a plan for a downtown and present it to the residents. Co-Chair Ruben Pazmino wants to get the pulse from the residents first. Eileen Crement stated that we need to create an attraction to get the public involved. Co-Chair Ruben Pazmino agreed stating that we need to do a better job of getting the message out to the public to get them to participate. Mike Prodehl noted that the process used for the new Marketing Brand development worked. Director Patch noted that a visual preferences workshop was very interactive and informative to help the brand designer create design options. Chris Plouzek suggested that outreach be done online.

Dan Kenney noted that we never had an image of the sports complex proposal and this may have contributed to it failing. A concept for a town center is needed. Mike Prodehl indicated that character is key; it needs to be beautifully landscaped with quality architecture, pedestrian-friendly and offer a mix of uses. Dan Kenney noted that the proposal needs to be described with imagery shown to sell the vision. The benefits need to be shown to residents. Mayor George Yukich and Mike Prodehl both indicated that downtown Naperville is a great example of a successful town center. Dan Kenney stated that he enjoys these conversations and the opportunity to shape the identity for the community.

b) Village Hall Wall Sign Update (Marketing Brand).

Three concepts for design of a rebranded wall sign for Village Hall were presented for discussion. Mike Prodehl recommended that the wall sign be removed and replaced with a monument sign for Village Hall instead. Mike Prodehl suggested the design be consistent with the new Western Gateway sign.

Mayor George Yukich noted that an earlier ground-mounted sign for Village Hall was removed after it was hit by a motorist. Co-Chair Ruben Pazmino suggested that the eastern access drive on 151st Street would be a good location for a monument sign and, in addition, he also supports doing a wall sign. Co-Chair Rose Reynders concurred that she also supports doing a wall sign in addition to a monument sign; a simple design would suffice. Eileen Crement suggested that the hanging "Administration" sign at the reception entrance be replaced with a hanging "Village Hall" sign. All Committee members support a monument sign for Village Hall.

c) Consider a Motion to Recommend Approval of an Ordinance Amending Sections 83-2(A) and 114-11 of the Village of Homer Glen Code of Ordinances Regarding License Fees Charged for Business Licenses and Penalties Assessed for Late Payment.

Director Patch provided background on earlier CED Committee involvement when the Village transitioned from business registration to business licensing in late 2019. The CED Committee at that time recommended maintaining the same annual fee of \$30.00 for the 2020 calendar year. A comparative survey indicates that other towns are charging higher fees for their administration of business licensing.

Motion by Co-Chair Ruben Pazmino, seconded by Eileen Crement to recommend an increase in the annual business license fee from \$30 to \$75 for commercial businesses. Voice vote taken, all in favor, none opposed. *Motion Carried.*

7. Director's Report.

a) Economic Development Activity Update.

Due to the late time, the updates will be held to the next meeting.

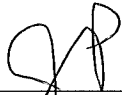
8. Public Comment.

There was no public comment.

9. Adjournment.

Motion by Co-Chair Ruben Pazmino, seconded by Eileen Crement to adjourn. *Motion carried.* The meeting was adjourned at 8:41 p.m.

Respectfully Submitted:



Janie Patch
Economic Development Director