

MINUTES
Economic Development and Marketing Committee
April 24, 2018 - 6:30 p.m.
Village Hall of Tinley Park – Council Chambers
16250 S. Oak Park Avenue
Tinley Park, IL 60477

Members Present: C. Berg, Chairman
M. Pannitto, Village Trustee

Members Absent: M. Mangin, Village Trustee

Other Board Members Present: None

Staff Present: P. Carr, Assistant, Village Manager
P. Connelly, Village Attorney
P. Wallrich, Interim Community Development Director
P. Hoban, Economic Development Manager
D. Framke, Marketing Director
V. Sanchez, Special Events Coordinator
L. Valley, Executive Assistant to the Manager and Trustees
L. Godette, Deputy Village Clerk
L. Carollo, Commission/Committee Secretary

Item #1 - The Economic Development and Marketing Committee Meeting was called to order at 6:30 p.m.

Item #2 – CONSIDER APPROVAL OF THE MINUTES OF THE REGULAR ECONOMIC DEVELOPMENT AND MARKETING COMMITTEE MEETING HELD ON FEBRUARY 27, 2018 – Motion was made by Trustee Pannitto, seconded by Chairman Berg, to approve the minutes of the Regular Economic Development and Marketing Committee Meeting held on February 27, 2018. Vote by voice call. Chairman Berg declared the motion carried.

Item #3 – DISCUSS THE OAK PARK AVENUE PLAYBOOK GRANT PROGRAM - In June 2017, Mayor Vandenberg met with staff to discuss creation of economic development strategies to assist Tinley Park downtown businesses and address vacancies along Oak Park Avenue. Since that time, staff has been working with the Economic and Commercial Commission and the Economic Development and Marketing Committee to develop specific programs to meet the Mayor's goals. Staff focused efforts on five (5) specific grant programs referred to as the Oak Park Playbook Grants. The approved budget provided a total funding level of \$350,000 for the Oak Park Playbook Grants.

The five (5) grant programs and funding are described below:

- Façade Grant - Provides funding to assist owners of existing buildings or businesses within them to upgrade their building facades. The goal is to improve the appearance of existing buildings consistent with the Village's Architectural Guidelines. A total of \$70,000 for matching Façade Improvement Grants, up to \$35,000 each.
- Code Compliance Grant - Provides funding to enhance the pedestrian experience and aesthetic quality of the downtown Legacy Districts. The goal is to provide an incentive for property owners to conform to the Village Building and Fire Code. A total of \$140,000 for matching Code Compliance Grants, up to \$35,000 each.

- Retail Grant - Provides funding to assist owners of existing buildings with retail businesses to upgrade their buildings. The goal is to assist with startup of small independent retailers with expenses generally associated with a move into a new commercial space. A total of \$70,000 for matching Retail Grants, up to \$35,000 each. If the tenant should close the business before three (3) years, the business will repay: 100% grant funds before one (1) year has passed from commitment date; 75% of grant funds after one (1) year has passed from commitment date, but before two (2) years; 50% of grant funds after two (2) years has passed from commitment date, but before three (3) years.
- Sign Grant - Provides funding to enhance the pedestrian experience and aesthetic quality of the downtown Legacy Districts. The goal is to introduce creative and attractive signs to complement downtown, consistent with the Village's Sign Design Guidelines and remove nonconforming signs. A total of \$55,000 for matching Sign Grants, up to \$5,000 each.
- Landscape Grant - Provides funding to assist owners of existing buildings or businesses within them by upgrading their landscaping. The goal is to assist property owners improve aesthetics of downtown Tinley Park. A total of \$15,000 for matching Landscape Grants, up to \$5,000 each.

A major revision was made to the initial program proposal of delineation of the boundary, which was reduced from the entire Legacy District area to be limited to the Downtown Core and Downtown Flex Legacy Districts due to the limitation of commercial uses outside of these zones. Additionally, a revision includes a "claw back" on the Retail Grant, which will require a business to repay back a portion of the grant if the business closes within three (3) years of receiving grant money.

Item #4 – DISCUSS DESIGN GUIDELINES - FACADE PROGRAM - SIGN GUIDELINES - The adoption of the Oak Park Playbook Grant Programs provides the opportunity for existing and new structures in the Legacy District to preserve and enhance aesthetics unique to downtown Tinley Park as well as to enhance the pedestrian experience.

There is historic relevance of many existing structures with a focus on preservation as well as a design quality established with new construction, creating a design standard for future development. Village staff will work with applicants and their designers to create high-quality and aesthetic improvements to existing structures and new construction. The following architectural guidelines are inherently flexible, with the hope they will influence designers in an appropriate manner to achieve architectural success, which include articulated cornices, upper level band of windows, base cornice and signage area, awning placement, storefront windows and kick panel.

The sign design guidelines will assist property owners, business owners, Village staff and the Plan Commission in planning, designing and reviewing requests for proposed signage by addressing placement, general sign composition, design, materials, color, content, lighting and legibility. The sign design guidelines are to be used in conjunction with the regulations outlined in the Village Sign Ordinance and related sections of the Legacy Code. The variety of sign types that are most appropriate for the unique character of downtown Tinley Park include: Projecting signs, wall signs (including flat signs and individually mounted letters), awning/canopy signs (including under-awning signs), window signs, free-standing hanging signs and free-standing monument signs.

Item #5 – DISCUSS AMENDING MAIN STREET COMMISSION AND ECONOMIC COMMERCIAL COMMISSION ORDINANCES - In the Special Meeting of the Economic Development and Marketing Committee Meeting held on November 28, 2017, consideration for combining the Economic Commercial Commission (ECC) and Main Street Commission (MSC) was discussed as Chairman Berg felt a redundancy between the two commissions. The ECC and MSC are both business-related commissions. The ECC has a community-wide focus supporting the business

environment in Tinley Park, which includes the identification of programs supporting employment and the review and recommendation of business incentive programs. The MSC focuses entirely on Downtown Tinley and the commission reviews and makes recommendations on prospective developments in Downtown Tinley Park. As a result of a meeting with Chairman Berg, staff recommended the two (2) commissions merge into a new eleven (11) member and four (4) associate member Economic and Commercial Commission, which will make recommendations on all business-focused initiatives within Tinley Park.

Motion was made by Trustee Pannitto, seconded by Chairman Berg, to recommend the Village attorney draft an ordinance to combine the Main Street Commission (MSC) and Economic and Commercial Commission (ECC) for future Village Board approval. Vote by voice. Chairman Berg declared the motion carried.

Item #6 – DISCUSS SPECIAL EVENT PERMITTING PROCESS - The Village issues a free Special Event permit to any event organizer hosting an event requiring Village services and/or an event held on public property in Tinley Park. The benefits of the Special Event permit include efficiency for organizations to share details of their event to all supporting Village departments as well as a means for organizations to request assistance from the Village in the form of security, traffic control, Public Works assistance, or use of public property.

To provide additional structure to the permit, an amendment was made to the municipal code in 2014, codifying this permit process and related fees. This amendment gave the President and Board of Trustees the ability to waive fees for any Village-sponsored community event or any special event held by a nonprofit organization providing direct services to the Village.

V. Sanchez, Special Events Coordinator discussed some changes to the 2014 amendment, which include security and traffic control, food safety, restroom facilities, other permits that may be needed and an emergency plan in place, if needed. D. Framke, Marketing Director stated the Special Event permit process was brought forward to the Committee for anyone not aware of a Special Event permit application process in place at the Village. The Economic Development and Marketing Committee were provided a copy of the 2014 amendment for Special Events as well as a copy of the Special Events Permit Application.

Item #7 – DISCUSS BONDING TRANSFER TO WILL KANKAKEE REGIONAL DEVELOPMENT AUTHORITY - The State of Illinois annually allocates \$105 for bonding allocation per population (total \$5.9 million). P. Hoban, Economic Development Manager suggested the Village could reallocate the bond to the Will Kankakee Regional Development Authority (WKRDA), which can issue double exempt bonds and if there is a project within the Village, WKRDA can issue the bond for the project. If the Village does not reallocate the bond, the bond would go back to the State of Illinois. Staff recommended a bonding transfer to Will Kankakee Regional Development Authority. Chairman Berg asked the Economic Development and Marketing Committee if there were any questions. No one came forward.

Motion was made by Trustee Pannitto, seconded by Chairman Berg, to recommend bonding transfer to Will Kankakee Regional Development Authority be brought forward for future Village Board approval. Vote by voice. Chairman Berg declared the motion carried.

Item #8 – RECEIVE COMMENTS FROM THE PUBLIC - No comments from the public.

ADJOURNMENT

Motion was made by Trustee Pannitto, seconded by Chairman Berg, to adjourn this meeting of the Economic Development and Marketing Committee. Vote by voice call. Chairman Berg declared the motion carried and adjourned the meeting at 6:56 p.m.

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