

MINUTES
Economic Development and Marketing Committee
August 28, 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: None

Other Board Members Present: None

Staff Present: D. Niemeyer, Village Manager
B. Bettenhausen, Village Treasurer
P. Hoban, Economic Development Manager
D. Framke, Marketing Director
S. Clemmer, Lead Computer Technician
T. Ketchum, FOIA and Compliance Coordinator
L. Carollo, Commission/Committee Secretary

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

Chairman Berg asked if Trustee Curran has been appointed to the Economic Development and Marketing Committee. D. Niemeyer, Village Manager stated Trustee Curran will be officially appointed to committees in September.

Item #2 – CONSIDER APPROVAL OF THE MINUTES OF THE SPECIAL ECONOMIC DEVELOPMENT AND MARKETING COMMITTEE MEETING HELD ON JULY 24, 2018 –

Motion was made by Trustee Pannitto, seconded by Chairman Berg, to approve the minutes of the Special Economic Development and Marketing Committee Meeting held on July 24, 2018. Vote by voice call. Chairman Berg declared the motion carried.

Item #3 – DISCUSS INTERGOVERNMENTAL AGREEMENT WITH SOUTH SUBURBAN

LAND BANK - The South Suburban Land Bank and Development Authority (SSLBDA) was formed in 2012, with an Intergovernmental Agreement passed by the Village of Park Forest, City of Oak Forest and City of Blue Island. Land banks exist as a regional economic development tool for municipalities with limited manpower and financial resources to legally hold, manage and develop tax or bank foreclosed properties and put them back into productive use. The land bank was made possible by a (U.S. Department of Housing and Urban Development) HUD Sustainable Communities Grant awarded to the South Suburban Mayors and Managers Association (SSMMA) in 2011. SSMMA helped establish and provide technical assistance for the SSLBDA.

The SSLBDA facilitates the redevelopment of acquired properties through strategic partnerships with developers, community organizations, lenders and local governments to improve quality of life, stabilize the tax base and enhance economic activities that promote sustainable, healthy and stable communities in a manner consistent with local government plans and priorities. The Tinley Center located at 17700 Oak Park Avenue is interested in working with the SSLBDA. The SSLBDA could possibly acquire liens on properties, bring them up to code and find new tenants.

P. Hoban, Economic Development Manager stated the SSLBDA could additionally assist in properties with back taxes. Russ Rydin was present to provide additional information and answer questions.

Mr. Rydin explained the SSLBDA has an Internal Committee, Executive Committee and a full Board and their roles and functions relating to property sales. Mr. Rydin stated the Village would appoint a board member to represent the Village of Tinley Park and could potentially appoint an alternate if needed. Mr. Rydin stated commonly a proxy from the Village could attend and participate in the meeting after notifying Mr. Rydin. Regarding the Intergovernmental Agreement, the attorney for the SSLBDA would be open in communicating with the Village attorney of any concerns.

Chairman Berg asked Mr. Niemeyer who the liaison trustee might be to serve on the board. Mr. Niemeyer stated the decision will be made after further communication with staff. Trustee Pannitto stated the Village would need to establish a protocol on how decisions would be made.

Motion was made by Chairman Berg, seconded by Trustee Pannitto, to recommend the South Suburban Land Bank Development Authority Intergovernmental Agreement be brought forward to the Village Board for future Board approval on September 18, 2018. Vote by voice. Chairman Berg declared the motion carried.

Item #4 – DISCUSS BUSINESS RETENTION SPECIALIST - Due to the recent Business Retention Specialist vacancy, staff has evaluated long-term needs of the Economic Development Department. Business Retention and Expansion (BRE) is the primary economic development activity a community can execute. Currently, the Business Retention Specialist is a part-time position. Economic Development has many other focuses outside of BRE and the Business Retention Specialist is often asked to perform other duties as assigned such as event planning, research and site selection. Benefits to offering this as a full-time position include increased interested applicants, succession planning and employee retention.

Staff recommended reclassifying the part-time Business Retention Specialist position to a full-time position. The Economic Development and Marketing Committee received a full description of duties and responsibilities outlined for a full-time Business Retention Specialist. Discussion continued on the advantages of creating this position to full-time.

Motion was made by Chairman Berg, seconded by Trustee Pannitto, to recommend moving the part-time position of Business Retention Specialist to full-time to the Board for the next Village Board meeting. Vote by voice. Chairman Berg declared the motion carried.

Item #5 – RECEIVE UPDATE ON OAK PARK AVENUE PLAYBOOK - At the mayor's request, staff created incentive programs to encourage business owners to spur investment and improvement of properties within the Legacy Zoning Districts. The key goals for these incentive programs are to strengthen the pedestrian friendly business district, create a stronger synergy of specialty dining and retail, maintain safe buildings with distinctive architecture and signage, improve economic viability and competition of existing buildings, spur start-up, attraction, and expansion of sales tax-producing businesses, build public spaces with an orientation to music and entertainment and enhance aesthetics of the entire corridor including landscaping on residential properties. Eligible businesses and properties are located within the Legacy Plan zoned districts.

Funding for these programs is recommended to be from Tax Increment Finance (TIF) with potential to also use General Funds. The purpose of the TIF is to provide assistance where "but for" that assistance the development will not occur.

Mr. Hoban stated to date the Village has received twelve (12) applications for sign, façade, code compliance, retail and landscape grants and mostly consist of restaurants.

The Marketing Department created an ad to promote the Oak Park Avenue Playbook to local prospective entrepreneurs and proposed an advertising plan to include a half page color ad to be placed in the Tinley Junction and the Chicago Tribune, posters in high traffic/publicly accessible areas within Tinley Park, community college message boards and postings on key social media sites. Promotion of the Oak Park Avenue Playbook concomitantly with announcement of the Downtown Tinley Plaza start will maximize impact and will be measured by a number of inquiries.

Item #6 – DISCUSS HIGH NOTES: THE BEST OF TINLEY PARK BROCHURE - Per the Branding Action Plan, *High Notes: The Best of Tinley Park* brochure has been created, which identifies attractions and businesses meeting key criteria to include operating hours and days, curb appeal, organic to Tinley Park, positive reviews on websites such as Yelp, Google and Trip Advisor and producing a guide easily available to visitors. The Marketing Department plans to print and distribute the brochure to all Tinley Park hotels, convention center, high visibility areas in town and regional visitor information centers. High Notes will also be downloadable on the visitor's page of the Village website. Funding for High Notes has been included in the FY-19 Budget.

Item #7 – RECEIVE COMMENTS FROM THE PUBLIC - No comments from the public.

ADJOURNMENT

Motion was made by Chairman Berg, seconded by, Trustee Pannitto 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 6:47 p.m.

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