



Village of Hanover Park Administration

Municipal Building
2121 West Lake Street, Hanover Park, IL 60133
630-823-5600 tel 630-823-5786 fax

hpil.org

Village President
Rodney S. Craig

Village Clerk
Kristy Merrill

Trustees
Yasmeen Bankole
Liza Gutierrez
Syed Hussaini
James Kemper
Herb Porter
Bob Prigge

Village Manager
Juliana A. Maller

VILLAGE OF HANOVER PARK ECONOMIC DEVELOPMENT COMMITTEE

REGULAR MEETING

Held pursuant to 7(e) of the Open Meetings Act (5 ILCS 120/7(e))
Tuesday, June 8, 2021
12:30 p.m.

AGENDA

1. **Call to Order**
2. **Acceptance of Agenda**
3. **Presentations/Reports – none**
4. **Approval of Minutes – May 11, 2021**
5. **Townhall**
Persons wishing to address the public body must register prior to Call to Order.
Please note that public comment is limited to 5 minutes per speaker.
6. **Old Business –**
 - 6-a. Recap of B.E.S.T “10 Social Media Best Practices of 2021” - June 8 @ 10:30am
with Kindra Svendsen, VP of Client Partnerships
7. **New Business**
 - 7-a. Continue EDC discussion regarding what the committee should focus on for the remainder of 2021
 - 7-b. Discuss feedback received from calls made to businesses by each EDC member regarding BEST and business retention questions
 - 7-c. Clerk Merrill will discuss the August 1st Car Show being held at the Metra lot; possibly allowing businesses to set up tables to promote themselves/sell items
8. **New Business Welcomes**
 - Spice 35 (7219 Orchard Lane)
 - Los Cabos Restaurante (6602 Barrington Rd)

- Coming Soon:
 - Karaka Bar & Grill – 5654 Arlington Drive
 - Legend Wings – 1553 Irving Park Road
 - Chemquest International – 820 Turnberry Ct.
 - A&H Manufacturing – 820 Turnberry Ct.
 - Xhomes Realty – 1300 Greenbrook, #101

9. Development Updates

10. Bartlett Area Chamber Update (BACC)

- Annual Golf Outing - June 17 at Bartlett Hills Country Club – Win an autographed Blackhawks Patrick Kane jersey!
- Bi-Weekly LEADS to Business Networking Group via Zoom (Tues. & Thurs)
- Multi-Chamber 9-Week “Business Builder” Series – Every Thursday April 29- June 24 @ 1:00-1:30pm
- Chamber Weekly Bootcamp series on Thursdays

11. Northwest Hispanic Chamber Update (NWHCC)

- El Cafecito – Wednesday, July 7 @ 9:00-10:00am
- El Cafectio – Wednesday August 4 @ 9:00-10:00am
- Membership Meeting for Q3 – Tuesday, Aug. 31 @ 9:00-10:00am

12. Women’s Business Development Center (WBDC)

- Top Shelf: High Volume Retail Growth Insights – June 10 @ 9:00-12:00
- Fundamentals of Teaming & Partnering (3 Part Series) – June 15, July 20, August 17 @ 10:00-11:45am
- Implementing Photos for Your Brand – June 21 @ 12:00-1:00pm
- Starting Your Business in Illinois – June 29 @ 9:00-10:30am

13. Upcoming Village Events

Visit the Village website for complete details on upcoming events:

- June 16 thru August 4 – Wednesday Night Live! Summer Concerts at the Hanover Park Sports Complex Pavilion
- June 25 – Movie in the Park – *Jumanji: The Next Level*
- July 16 – COPS Day Picnic
- July 16 - Movie in the Park – *Tom & Jerry*
- August 13 – Movie in the Park – *Raya & the Last Dragon*

14. Adjournment



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Rick Roberts
Sharmin Shahjahan

Village Manager
Juliana A. Maller

VILLAGE OF HANOVER PARK ECONOMIC DEVELOPMENT COMMITTEE

REGULAR MEETING (Village Hall Rm. 214 and via ZOOM)

Hanover Park, IL
Tuesday, May 11, 2021, 12:30 p.m.

MINUTES

1. Call to Order

Chairperson Tobin called the meeting to order at 12:40 p.m.

PRESENT: Members: Chair Gail Tobin, Minerva Calatayud, Nicole Cox, Edgar Candelas, Mario Farfan, Nan Gudenkauf, Mark Revollo, Kevin Swan, Steven Zanfardino

ABSENT: Members: none

VILLAGE STAFF PRESENT: Director Govind, Planner Weber, Admin Sjodin, Village Clerk Kristy Merrill, Trustee Gutierrez

GUESTS: Tess Records (Jabil Packaging), Dr. Avani Shah (Chiro Center), Nauman Khan Azeemi

2. Acceptance of Agenda

Motion to approve the Agenda for May 11, 2021

Motion by member Revollo, second by member Gudenkauf to accept the agenda.

Voice Vote: All AYES, Agenda accepted

3. Presentations/Reports – Director Govind introduced Kristy Merrill, Village Clerk and Liza Gutierrez, Trustee.

4. Approval of Minutes – April 13, 2021

Motion by member Farfan, second by member Swan

Voice Vote: All AYES, Minutes accepted

5. Townhall - No members of the public were present.

6. Old Business

6-a. Town Hall with workNet DuPage – April 14, 2021

- 26 attendees; most success town hall during the pandemic
- The recording of the meeting is posted online on the Village's website

7. New Business

7-a. Promotion of upcoming events was discussed, including a Town Hall with ComEd on May 12, 2021 and B.E.S.T.- “10 Best Social Media Practices” on June 8, 2021.

7-b. EDC members shared ideas about what the committee should focus on for the remainder of 2021:

- Spend more time going door to door with businesses to ask what they would like the Village to do to help them recover and succeed, although one EDC member noted that attempts to go door to door has been unsuccessful in the past.
- Do more follow-up after delivering New Business Welcome packets
- Get testimonials from a few businesses to build trust
- Businesses need more incentives to come to the Village and overcome their hesitation – they may see the Village only as rule enforcer
- Host a monthly new business orientation meeting (with food and welcome gifts?)
- The EDC needs to create a brand for itself – make a video, introduce members
- EDC members could continually push our businesses to attend special events
- Hosting the Business Expo in 2022 was suggested, but based on past attendance of non-Hanover Park businesses, it was concluded that it has not been beneficial or cost-effective
- The EDC should start reaching out to home-based businesses in attempts to get them to open a location within Hanover Park rather than another town. However, it was acknowledged that supporting existing businesses is higher priority.
- New businesses with immigrant owners need extra help; their children are usually the communicators due to the language barrier
- Trustee Gutierrez suggested that the EDC should be present/attend all community events in Hanover Park, and stated that the Board would like to see the EDC and their great work more often within Village Hall. She also suggested the EDC could have more of a social media presence with a Facebook page. Also, a business survey to educate our businesses on what the Village offers may be beneficial.
- Mr. Azeemi commented that he would volunteer his services to help businesses improve their websites and upload photos on their social media pages. He agreed that immigrant new businesses need extra help.
- Director Govind commented that the Village currently allows the WBDC to use Village Hall conference rooms monthly to meet with new businesses, and that can possibly be expanded if businesses were to reach out to us more. She also agreed that testimonials from businesses are a good idea.
- EDC members should always inform any business they interact with about Next Level Northwest.
- The conversation will be continued at a meeting for a brainstorming session on May 14 @ 12:00pm at Briana's Pancake House.

7-c. EDC appointments and election update:

- There will hopefully be new member appointments soon – openings available for 1 regular member and 2 auxiliary.
- Dr. Avani Shah may apply as an auxiliary member.

7-d. Village Center update:

- Village is working with a consultant re potential new zoning districts for the area around the train station

- The intent is to enable the Village's vision for a new downtown
- The Village will be trying to recruit new development – mixed use, higher density
- The streetscape project is almost complete with landscaping, water feature, new plaza and parking, benches – there are also string lights in many areas
- There will be a grand opening on June 23rd

8. New Business Welcomes

- Pronto Help (2071 Irving Park) – member Gudenkauf
- Farmers Insurance-Claudia D. Rodriguez Agency (7205 Orchard) – member Zanfardino
- Smoothie King (7460 Barrington) – member Farfan

9. Development Updates

- The final plat was approved for 1 Wise Road – 20 townhome units
- Construction is in progress at the northwest corner of Lake & Gary
- Both Habitat and Verandah have new units being constructed
- Next Level Northwest is always looking for candidates. Please advise Director Govind of any businesses that may be interested.
- New businesses coming soon: dd's Discounts, Legend Wings, Karaka Bar & Grill, Xhomes Realty, A & H Manufacturing
- Now Open: Smoothie King, Pronto Help, and Claudia D. Rogriguez Agency-Farmers Insurance

10. Bartlett Area Chamber Update

- Bi-Weekly LEADS to Business Networking Group via Zoom (Tues. & Thurs)
- Chamber Weekly Bootcamp series on Thursdays
- Annual Golf Outing - June 17 at Bartlett Hills Country Club – raffle items are needed!

11. Northwest Hispanic Chamber Update

- The chamber joined the U.S. Hispanic Chamber of Commerce
- El Cafecito – Wednesday, June 2
- Membership meeting – May 25 & June 8 @ 9:00-10:00am
- In-person events will resume in July 2021

12. WBDC Update

- Wall Street Journal: The Future of Everything Festival – May 11-13 @ 8am-5pm
- WBDC 2021 Spring Summit – Selling Strategies (virtual) - May 19 @ 9:00am-12:00pm, Cost is \$50.00
- Want to Become an Online Entrepreneur? 6-Week (virtual) Workshop May 20, 27 and June 3, 10 and 17 (in Spanish only)
- Wall Street Journal - Women In: Women, Power and Equity – May 26 @ 12:00-1:45pm
- ScaleUp – June 16 – August 11 @ 9:30am – 12:30pm (in Spanish)

13. Upcoming Village Events

Visit the Village website for complete details on upcoming events:

- May 12 – Town Hall with ComEd
- May 22 – MLK Build-Up Day

- May 31 – Virtual Memorial Day Observance
- June 6 – Community Apiary Open House
- June 25 – Movie in the Park
- July 16 – COPS Day Picnic & Movie in the Park
- August 13 – Movie in the Park

14. Adjournment: 1:42 p.m.

Motion to adjourn.

Motion by member Farfan, second by member Gudenkauf

Voice Vote: All AYES, meeting adjourned.

Recorded and Transcribed by:

Kathy Sjodin, Admin. Assistant
Community Development
On this 11th day of May, 2021

Gail Tobin, Chairperson

Business Education Seminar on Technology (BEST)

June 8, 2021, 10:30 AM

10 Social Media Best Practices for 2021



” It’s no secret that the algorithms are constantly changing and that the best practices of 2020 aren’t the same for 2021. From organic content to paid ads, we’ll arm you with the best practices you need to know. Following this session, you’ll be able to execute a social strategy that helps you stand out amongst competitors and succeed across all social platforms.



Kindra Svendsen, VP of Client Partnerships, Speak Creative, Nashville

[REGISTER HERE](#)

Brought to you by the Village of Hanover Park Economic Development Committee in coordination with our local development partners.



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May 27, 2021

«Contact»
«Business_Name»
«Address»
«City_State_ZIP»

The Village has approved continued use of sandwich board signs. Banners should be removed by June 4, 2021.

Dear «Contact»,

The 2020 Village of Hanover Park Business Assistance program included marketing assistance (website and social media), an expansion of outdoor dining for our restaurants, and free “open” banners and “A-Frame/Sandwich Board” signs. Over 80 businesses participated in the program and we hope it proved beneficial to you.

To continue assisting our biz, Village Board has approved a text amendment which allows the use of sandwich board signs when the following criteria is met:

- Signs previously issued by the Village may continue to be used – if they have been maintained in good condition and are displayed as outlined in the enclosed **Sandwich Board Permit Guidelines**.
- Any new signs will require a Sign Permit with staff review and approval. Include with the permit a photo showing the type of sign to be used, and the other items listed in the enclosed **Sandwich Board Permit Guidelines**.
- Sandwich board signs are only allowed on properties in the B-1, B-2 and H zoning districts.
- Maximum sign area per side is six square feet and shall not exceed four feet in height.
- Each sandwich board sign is allowed a maximum of two sides and must be constructed of wood, metal, or durable plastic materials, and maintained in good structural and aesthetic condition. Cardboard or rough-cut plywood signs are not acceptable. Each sign must also be heavy enough to not blow away in sustained winds.
- Each business is allowed a maximum of one sandwich board sign.
- All sandwich board signs shall be taken down by the close of business each day.



Village issued Sandwich Board Signs

- Each sandwich board sign shall be within 10 feet of the business's main customer entrance, shall not block any required handicap accessible route, shall not be placed in any required off-street parking space, and shall not be placed on any public right-of-way. A 5' clear path must be maintained around the sign, per the State of Illinois Accessibility regulations.
- Windblown devices, including balloons, shall not be attached or otherwise made part of the sign.
- Sandwich board signs shall not be illuminated.
- Signs to be maintained in good condition or replaced.

The Building Permit Application form for any new sandwich board signs should be obtained from the Village Inspectional Services Department. A copy of the Sandwich Board Guidelines is included in this letter.



Discontinue use of these Banners no later than June 4, 2021.

Finally, at this time, please be advised that all banners provided last year by the Village which are hung outside must be removed by June 4, 2021. Enforcement will begin after that date.

Please contact me with any questions you may have. The Community Development Department phone number is (630) 823-5780. We look forward to assisting you.

Sincerely,

Shubhra Govind
Director of Community & Economic Development

Encl: Sandwich Board Guidelines



I certify that I have received a copy of these regulations and will comply with the regulations contained herein.

Name

Date

INSPECTIONAL SERVICES DIVISION
630-823-5860

VILLAGE OF HANOVER PARK FIRE DEPARTMENT

Sandwich Board Permit

CREATED MAY, 2020

Permit Application

- As of May 20, 2021 the Village Sign Code allows for extended use of Sandwich Board Signs under the following conditions:
 - A Sign Permit with staff review and approval is required for new Sandwich Board signage. *Signs provided by the Village in 2020 as part of the Business Assistance Program may continue to be displayed if they are maintained and remain in excellent condition.*
 - Sandwich board signs are only allowed on properties in the B-1, B-2 and H districts.
 - Maximum sign area per side is six square feet and shall not exceed four feet in height.
 - Each sandwich board sign is allowed a maximum of two sides and must be constructed of wood, metal or durable plastic materials, and maintained in good structural and aesthetic condition. Cardboard or rough-cut plywood signs are not acceptable. Each sign must also be heavy enough to not blow away in sustained winds
 - Each business is allowed a maximum of one sandwich board sign.
 - All sandwich board signs shall be taken down by the close of business each day.
 - Each sandwich board sign shall be within 10 feet of the business's main customer entrance, shall not block any required handicap accessible route, shall not be placed in any required off-street parking space and shall not be placed on any public right-of-way.
 - A 5' clear path must be maintained around the sign, per the State of Illinois Accessibility regulations.
 - Windblown devices, including balloons, shall not be attached or otherwise made part of the sign.
- Submit a completed permit application for a **Sign Permit**. Indicate free-standing sign. *Signs provided by the Village in 2020 as part of the Business Assistance Program may continue to be displayed if they are maintained and remain in excellent condition.*
- Include a site plan or aerial image showing the location proposed for your sign. A plat of survey is not required, but you must include a *Site Plan* indicating where it will be placed, with dimensions relative to the front door of the business and other site features such as walkways, parking, and carry-out/curbside service areas. Confirm that a 5' path exists around the sign.
- Include the overall dimensions of the Sign, the Model information and a photo showing the type of sign to be used if a new one is to be purchased.
- Signs not maintained will be subject to property maintenance regulations and the permit may be revoked if the sign needs replacement, or is not maintained and displayed according to the conditions listed above.
- Approved documents shall remain on-site at all times and will be subject to inspection and verification.



General Requirements

- Permit submittals shall comply with all Hanover Park adopted codes and ordinances as well as all State and Federal guidelines for health, safety, and mitigating the spread of the Covid-19 virus.
- Permit applicants will be required to comply with these Hanover Park Administrative Policy Directive **Sandwich Board Permit Guidelines**. These guidelines are available to all applicants.



Inspection

- A final inspection may be required prior to use of the sign to verify compliance with approved permit submittal documents and all applicable codes.

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