



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
Eira L. Corral Sepúlveda

Trustees
Liza Gutierrez
James Kemper
Herb Porter
Bob Prigge
Rick Roberts
Sharmin Shahjahan

Village Manager
Juliana A. Maller

VILLAGE OF HANOVER PARK ECONOMIC DEVELOPMENT COMMITTEE

REGULAR MEETING (via Microsoft Teams)
Tuesday, October 13, 2020
12:30 p.m.

Join via Microsoft Teams

Please click the link to join the webinar: <https://tinyurl.com/EDC101320>

OR call +1 708-391-0051 Conference ID: 542 456 178#

AGENDA

1. **Call to Order**
2. **Acceptance of Agenda**
3. **Presentations/Reports – none**
4. **Approval of Minutes – September 8, 2020**
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 - none**
7. **New Business**
 - October Small Business Forum – Wednesday, October 14 @ 9:00am
 - Shop Small Saturday – November 28th - Neighborhood Champion applications coming soon; HP will apply
 - Business of the Year – details, how to promote, timeline
 - B.E.S.T. – November 10, 2020 – topic ideas include Hanover Park Community Bank/Wintrust to do presentations on small business borrowing basics, and credit principals.

8. New Business Welcomes

- Halcones Boots – 1808 Irving Park (western boots, shoes & clothing)
- Luminosity Skin Care – 1300 Greenbrook, Unit B2 (skin care & facials)
- DiTuri Group – 1060 Lake (hair salon)
- Begum C – 1060 Lake, Suite 201A (sells wholesale CBD/CBG products)
- USDoctors.co – 1060 Lake, Suite 201A (provides clinical rotations to foreign medical students)

9. Development Updates

- Business Assistance Program - details and status - signage program and online marketing assistance
- Status of development projects (see attached PowerPoint)
- COVID-19 Update – What is the committee hearing/seeing from businesses throughout Hanover Park? Roundtable discussion

10. Bartlett Area Chamber Update (BACC)

- Midday Membership Meetup – Thursday, October 12, 12:00-1:00pm
- When the Crisis Passes, Will Your Small Business Still Be Standing? – Tuesday, November 17, 3:00-4:30pm

11. Northwest Hispanic Chamber Update (NWHCC)

- NWHCC Meet Up with the Arlington Heights Memorial Library – bi-lingual discussion with Director Mario Farfan on resources, challenges and planning for 2021 - Tuesday, October 13
- NWHCC Members Only Networking Event – Tuesday, October 27, 4:00-6:00pm
- El Cafecito – “Financing-Investing in Real Estate” - Wednesday, November 4, 9:00-11:00am

12. Women’s Business Development Center (WBDC)

The Power of Allyship – Wednesday, October 21, 12:00-1:30pm

13. Upcoming Events

Visit the Village website for complete details on each event:

- Small Business Forum – October 14, 2020
- CIDC Leaders Reception – November 10, 2020
- B.E.S.T. – November 12, 2020
- Veteran’s Day Observance – November 11, 2020
- Tree Lighting Ceremony – December 4, 2020

14. Adjournment



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VILLAGE OF HANOVER PARK ECONOMIC DEVELOPMENT COMMITTEE

REGULAR MEETING (via ZOOM)
Hanover Park, IL
Tuesday, September 8, 2020, 12:30 p.m.

MINUTES

1. Call to Order

Chairperson Tobin called the meeting to order at 12:36 p.m.

PRESENT: Members: Chair Gail Tobin, Nan Gudenkauf, Melissa Kress, Aisha McBurrows, Mark Revollo, Kevin Swan, Steven Zanfardino

ABSENT: Members: Bungalow Joe's, Hanover Park Community Bank, Northwest Hispanic Chamber of Commerce

VILLAGE STAFF PRESENT: Director Govind, Planner Weber, Administrative Assistant Kathy Sjodin, Trustee Porter, Mayor Craig

GUESTS: Minerva Calatayud-WBDC Aurora

2. Acceptance of Agenda

Motion to approve the Agenda for September 8, 2020

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

Voice Vote: All AYES, agenda accepted

3. Presentations/Reports – None

4. Approval of Minutes – July 14, 2020 (Note: the August 11, 2020 meeting was cancelled)

Motion by member Gudenkauf, second by member Zanfardino

Voice Vote: All AYES, minutes accepted

5. Townhall

Persons wishing to address the public body may use the chat function at the bottom of the screen and the comments will be recognized by the Chair.

6. Old Business

6a. B.E.S.T. – Business Education Series on Technology

- The event can be viewed by going to www.hpil.org clicking on the YouTube icon and selecting the event from the list of videos
- A presentation was given by Lynn Ventimiglia-Lobit from diamonddog Strategic Marketing Services
- The topics focused on creating a website, constantly improving the website, and strategies to ensure it builds and generates sales leads
- 24 businesses signed up for the event through Eventbrite

7. New Business

7-a. Budget FY2021 EDC – The budget was presented to the EDC and submitted to the Manager’s office and is being kept flat due to anticipated revenue loss. This year, there will not be Corks N Crafts, therefore, the Local Business Expo will also be cancelled.

7-b. Sign Code Update – Since the implementation of the amended regulations, a few issues have re-surfaced and feedback is sought from the EDC on our current sign regulations:

Sandwich Board Signs – were provided during the pandemic and have been very helpful to businesses. Signs will be reintroduced for approval with the following criteria:

- Max. sign area per side is 6 square feet, not to exceed 4 feet in height
- Each sign is allowed a max of two sides and must be constructed of wood, metal or durable plastic, and maintained in good structural and aesthetic appearance
- Each business is allowed a max of one sandwich board sign
- Signs are not allowed to be illuminated
- All signs must be taken down by the close of each business day
- Each sign shall be placed within 10 feet of the business’s main entrance and not be placed in any public right of way or off-street parking space, and not block any ADA accessible route

The Committee supports allowing businesses to continue to use sandwich board signs even after the Covid-19 pandemic, provided the above criteria are met. Businesses can obtain signs anywhere they choose, but the sign must be of the same quality and design as the current signs supplied by ER2 Image Group. The Committee has noticed businesses have been placing the signs in the parkway, so the Village will need to enforce the placement restrictions once the Board has determined the final criteria.

Automatic Changeable Copy Signs in Business Districts – signs are currently allowed with criteria for location, design, display/brightness, and changing of text. One of the criteria for location is that the sign needs to be 10 feet off the street right of way and shall not be located within 100 feet of another such sign. Existing monument signs that are otherwise compliant with all other requirements may add an automatic changeable copy sign panel, while meeting all other criteria.

In some cases the parkway area of the road is 20 feet wide or more, and setting a sign back an additional 10 feet is excessive. One option is to measure the setback from the back of the curb for the street pavement, and then set the electronic sign back either 10 feet from the right of way/lot line, or 5 feet from the lot line plus 25 feet from the curb.

Changeable Copy Signs in Residential Districts – a request has been made by a public school to add an electronic panel to their existing monument sign. Institutions such as schools and churches are typically in residential districts. Electronic signs are currently allowed for these uses if they are located along arterial roads. Staff is evaluating consideration on non-arterial streets only if the sign is significantly far (250 feet) from the closest lot line from the sign face. Additionally, other criteria will apply such as brightness control, turn off at dusk, etc. to minimize impact.

A school in a residential district is asking for approval for a changeable copy sign. The frontage of the school is very large, so the sign would be 250 feet set back from the lot line. The Committee agreed that a sign would be a great way to get messages out to families and can be bilingual. The sign would need to follow all the regulations, including brightness and turn off time. The Committee recommends signs must be perpendicular to the street, 250 feet setback from the nearest lot line, and operating hours of 6 am to 8 pm only.

7-c. Small Business Forum – Wed., October 14, 2020 @ 8:00 am, Virtual

- The event has been added to the Village's calendar page, an Eventbrite event has been scheduled with a Zoom login, posters will be made to hang in the window at the EWC and sponsoring banks, and postcard invitations will be mailed to all Hanover Park small businesses.
- The forum will consist of three sessions: Marketing Your Business, Follow the Money-Reading Your Financials, and Where's the Money-Rapid Response to Stay Afloat. Each session will have a 10-minute Q&A at the end
- Committee members are encouraged to attend and give feedback on the event.

8. New Business Welcomes – none

9. Development Updates

- Village Hall is now open to the public Monday, Tuesday, Thursday and Friday, and is closed to the public on Wednesdays.
- Small Business Assistance Program – The Village has offered each business free logo branded signs (sandwich board and banner) and website development & online marketing guidance from Mi Gente Consulting. To date, 69 businesses have received sandwich board signs, 64 have received banners, and 36 have expressed interest in marketing assistance. Of the 36, 8 have submitted the intake form from Mi Gente Consulting, and currently a few are still working with MGC to complete their marketing assistance.
- Outdoor Dining – The Board approved outdoor dining allowing restaurants to still use their parking lots for dining and they may also serve alcohol outdoors. Currently there are about 6 restaurants still offering outdoor dining, however, the

upcoming colder weather will probably bring it to a close or will require the addition of heaters.

- The Committee was asked if the Village should plan for the Local Business Expo in the 2021 Goals & Budget. It was agreed that although the event benefits businesses with tangible products to sell, it consumes many hours of work for staff, most attendance was from businesses outside of Hanover Park, and overall attendance has been low and therefore it is not worth the expense, effort and time.

Motion to remove the Local Business Expo from the 2021 Goals & Objectives section of the 2021 Budget.

Motion by Trustee Porter, seconded by member Gudenkauf.

Voice Vote: ALL AYES. Motion accepted.

10. Bartlett Area Chamber Update

- 34th Annual Golf Outing – Bartlett Hills Golf Club - Thu. Sept. 17
- Mid-Day Meet Up Lunch – at D’Licious Crepes, Sept. 10 @ Noon
- 34th Annual Golf Outing – Bartlett Hills Golf Club - Thu. Sept. 17
- Ribbon Cutting – SP Marketing (1260 Bamburg Ct) – Thu. Oct. 1

11. Northwest Hispanic Chamber Update

- Fiesta! Celebrate National Hispanic Heritage Month – at One Taco, Dos Tequilas in Bartlett, Sept. 17, 6:00-8:00pm

12. WBDC Update

- WBDC 2020 Chicago Conference – “Pivoting for Progress” – Sept. 17 (virtual)

13. Upcoming Village Events

- Small Business Forum – October 14 – “Pivot Strategies for Growth”
- B.E.S.T. – August 11, 2020 and November 12
- CIDC Leaders Reception – November 10
- Veteran’s Day Observance – November 11
- Tree Lighting Ceremony – December 4

14. Adjournment: 1:49 p.m.

Motion to adjourn.

Motion by Trustee Porter, second by member Gudenkauf

Voice Vote: All AYES, meeting adjourned.

Recorded and Transcribed by:

**Kathy Sjodin, Administrative Assistant
Community Development
On this 8th day of September, 2020**

Gail Tobin, Chairperson



Pivot Strategies for Growth

5th Annual Hanover Park Small Business Forum

So, you weren't ready for a *pandemic*, right?

"Pivoting" towards new markets, services, or products, can help you build your business using your existing resources. Our expert business coaches will provide you with tangible things you can do now to modify your business model and create new growth and survival strategies.

Join us for **1, 2, or all 3 sessions**
Wednesday, **October 14, 2020**, via ZOOM:

- **9 am - Free & low cost marketing ideas**
- **10 am - Read your financials to identify your best growth opportunities**
- **11 am - Organize your financials for "rapid response" as you apply for grant and loan opportunities**

Event is FREE! For more info:
(630) 823-5780 or www.hpil.org
Register at <https://tinyurl.com/sbf1014>

Brought to you in cooperation by:

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proclamation

WHEREAS, the Village of Hanover Park recognizes that small businesses form the backbone of our local economy by creating local jobs, supporting community events, sports teams and charities to strengthen our neighborhoods; and,

WHEREAS, the first ever Small Business Saturday took place on November 27, 2010 when people across the nation were encouraged to support small, local businesses on the busiest shopping weekend of the year; and,

WHEREAS, since 2012, every state in the Union has championed Small Business Saturday, including the Village of Hanover Park's Economic Development Committee and the Village's Department of Community and Economic Development; and,

WHEREAS, in 2019, an estimated 110 million consumers nationwide reported shopping or dining at independently owned businesses on Small Business Saturday, generating roughly \$19.6 billion in spending; and,

WHEREAS, during these economically-challenging times, and working toward a new era of progress through investments in small businesses, the Village of Hanover Park supports these businesses as a critical component of restoring and rebuilding a healthy economy; and

WHEREAS, with the 2020 holiday shopping season upon us, the period from "Black Friday" to "Cyber Monday" is one of the busiest times of the year for retailers; and,

NOW THEREFORE, I, Rodney Craig, President of the Village of Hanover Park, do hereby proclaim **November 28, 2020 as Small Business Saturday** in the Village of Hanover Park and urge Hanover Park residents to "THINK BIG AND SHOP SMALL" and support our local businesses by shopping and dining local on the Saturday after Thanksgiving as a holiday tradition and throughout the year.

Dated this 5th day of November 2020.

Rodney S. Craig

Mayor of the Village of Hanover Park

Eira L. Corral Sepúlveda

Village Clerk

BUSINESS OF THE YEAR AWARD

Nominate your favorite business for the **Business of the Year Award!** This award honors contributions made by Hanover Park businesses benefiting the community.

All residents and businesses are encouraged to nominate outstanding local businesses. Entrants must be located in Hanover Park and will be judged in several categories including, but not limited to:

- ◆ Community Involvement
- ◆ Excellence in Customer Service
- ◆ Positive Image and Appearance



Deadline for receiving nominations is Friday, November 27th - Economic Development Committee members will evaluate in December to determine the winners:

- ◆ Winners will receive an award at a 2020 Village Awards Presentation at Village Hall.
- ◆ Winners will be featured on the Village Facebook Page.
- ◆ Winners will be featured in the Hanover Park Hi-Lighter Newsletter.

Business of the Year - Nomination Form

Nominee Information

Business Name: _

Business Address: _

Phone Number: _

How do you feel this business contributes to the Community?

Why do you feel they provide Excellence in Customer Service?

How do you feel this business shows Positive Image and Appearance?

Complete and mail, email or fax to:

Village of Hanover Park
Attn: Kathy Sjodin, Community Development
2121 W. Lake Street, Hanover Park, IL 60133
Phone: 630.823.5780
Fax: 630.823.5786 or Email: cdevelopment@hpil.org



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Bob Prigge
Rick Roberts
Sharmin Shahjahan

Village Manager
Juliana A. Mailer

August 31, 2020

To: Village Board
Village Clerk Eira Corral Sepulveda

The undersigned Village President has determined that in-person meetings conducted under the Open Meetings Act for the Economic Development Committee meeting, scheduled for September 8, 2020, at 12:30 p.m. is not practical or prudent because of the COVID-19 emergency and disaster as reflected in the Governor's statewide and the Village President's disaster declarations, which are both currently in effect and will be on September 8, 2020, as well as and of greater concern, the nationwide surge and again the very recent surge in Illinois and Cook County reported cases and deaths, and an uptick in Village of Hanover Park cases, of COVID-19.

In particular, the Governor on Friday, July 24, 2020, issued Executive Order 2020-48, reissuing 29 Executive Orders relating to Covid-19 including Section 6 of Executive Order 2020-7 concerning relaxing in person meeting requirements which was extended by his Order 48 to September 19, 2020. Further the Governor on Wednesday July 29, 2020, held his regular news briefing wherein his COVID-19 report indicated Illinois' Covid-19 statistics are showing regression and they are of heightened concern. The Governor then sought more effort from local officials to better enforce social distancing and show more concern for health rules and regulations concerning the spread of Covid-19.

Accordingly, the September 8, 2020, Economic Development Committee meeting will be held pursuant to the requirements of Section 7(e) of the Open Meetings Act 5ILCS 120/7(e).



Rodney S. Craig, Village President