

Municipal Building  
2121 Lake Street  
Hanover Park, Illinois  
60133-4398

Rodney S. Craig  
Village President

Eira L. Corral  
Village Clerk

630-823-5600  
Fax 630-823-5786

Juliana Maller  
Village Manager



**VILLAGE OF HANOVER PARK  
CONECT COMMITTEE  
REGULAR MEETING  
Municipal Building, Room 214  
Hanover Park, IL  
Tuesday, April 8, 2014  
12:30 p.m.**

**AGENDA**

1. **CALL TO ORDER:**
2. **ACCEPTANCE OF AGENDA:**
3. **PRESENTATIONS/REPORTS:**
4. **APPROVAL OF MINUTES:**
  - 4-a. Request to approve the Minutes of January 14, 2014
  - 4-b. Request to approve the Minutes of February 11, 2014.
5. **ACTION ITEMS:**
  - 5-a. Receive and Discuss Business after Hours Event Report
  - 5-b. Review and consider approving updated CONECT Brochure
  - 5-c. Economic Development & Business Retention Work Plan
6. **TOWNHALL SESSION:**

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.
7. **OLD BUSINESS (NON-ACTION ITEMS):**
  - 7-a. **French Market Update** – Director Govind
8. **NEW BUSINESS (NON-ACTION ITEMS)**
  - 8-a. **Chamber Workplan** – Executive Director Andrea Fox
  - 8-a. **Local Business Welcome Visit**
    - i. Barnes Distribution (A Business of MSC Industrial Supply Co.), Jacob Little Distribution Manager, 1575 Hunter Road, Unit B, 630.823-9000
    - ii. Nail Land, Cho Nguyen, 1218 Lake Street, 630.823.8141
    - iii. Flawless Cuts & Styles, Toney Montgomery and Vonell Canfair, 5650 Arlington Drive, 630.372.5423
    - iv. Los Gomez Restaurant, Vanessa Cervantes, 2011 Irving Park Road, 630.372.9462
  - 8-b. **Development Update** – Village Planner Bowman
  - 8-c. **Upcoming Events:**

**9. ADJOURNMENT:**



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Administration**

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**PRESIDENT**  
RODNEY S. CRAIG

**VILLAGE CLERK**  
EIRA CORRAL

**TRUSTEES**  
WILLIAM CANNON  
JAMES KEMPER  
JENNI KONSTANZER  
JON KUNKEL  
RICK ROBERTS  
EDWARD J. ZIMEL, JR.

**VILLAGE MANAGER**  
JULIANA A. MALLER

Agenda Item 4a

**VILLAGE OF HANOVER PARK**

**CONECT COMMITTEE  
Regular Meeting**

**Municipal Building, Room 214  
2121 Lake Street  
Hanover Park, IL 60133**

**Tuesday, January 14, 2014  
12:30 p.m.**

**MINUTES**

**1. CALL TO ORDER**

Member Acks called the meeting to order at 12:40 p.m.

**PRESENT:** Members: Angela Ligocki, Patrick Kaveney, Ann Robinson for Gayle Peneschi, Mary Morrison, Jeff Acks, Andrea Fox, Adam Cortes, Jean Lynn, Jon Stickney, Robert Ries, Phil McBride, Jean Lynn, Chairperson Gail Tobin

**ABSENT:** Members: Allen Silbernagel, Bob Morris, Kevin Swan, Michelle Macholl

**VILLAGE STAFF PRESENT** Village Clerk Eira Corral, Trustee Jenni Konstanzer, Director Shubhra Govind, Planner Katie Bowman, Secretary Regina Mullen

**Guest:** Denis Keserovic, Liberty Mutual Insurance, 477 3<sup>rd</sup> St, Ste 148, Geneva IL, Ann Robinson, 496 Rose Lane, Bartlett, IL

Chairperson Tobin arrives at the meeting 12:44 p.m. to Chair the meeting.

**2. ACCEPTANCE OF AGENDA:**

Motion by Member McBride to accept the Agenda, seconded by Member Stickney.

**Voice Vote:**

**All AYES.**

**Motion Carried:** Agenda Accepted.

3. **PRESENTATIONS/REPORTS:** None.

4. **APPROVAL OF MINUTES:**

4-a. **Request to approve the Minutes of December 10, 2013.**

Motion by Member McBride to approve the Minutes, seconded by Member Kaveney.

**Voice Vote:**

**All AYES.**

**Motion Carried:** Approved Minutes.

5. **ACTION ITEMS:**

5-a. **Mayor's Choice Business Award Nominee**

Secretary Mullen announced the Mayor's Choice Business of the Year – Bungalow Joe's, and Award event invitations will be mailed out by the Manager's Office. Committee members are required to RSVP directly to the Manager's Office.

5-b. **Hosting of Chamber "Business after Hours"**

Sub-committee Chair Fox arrives at the meeting 12:50 p.m. and A sub-committee meeting is scheduled for January 31<sup>st</sup> at the Park District beginning at 1:00 p.m. for the following members Macholl, Swan, Acks and Chairperson Tobin. Member Fox will contact Lynfred Wineries to request their availability for wine tastings.

5-c. **ShopHanOverPark Campaign**

Director Govind presented an overview of this Village campaign to encourage residents to "Shop Local." The Village created a template letter to be mailed to all Village-licensed businesses offering them an opportunity to advertise, via coupon offer, in an upcoming issue of the Village newsletter. Attached to the letter will be a sample of coupon format. The cost of participation will be \$50. Businesses must provide their logo in jpeg format no later than April 1<sup>st</sup>. All coupons must offer a monetary amount in savings.

Director Govind fielded questions from Committee members that included:

- Would this be a one-time offer? Staff will begin by offering it in one to two issues of the Village newsletter.
- How will we measure success? The Village will conduct a survey of participating businesses to determine its value.
- Could the offer be for a free consultation? All coupons must provide a monetary savings to its customers. Consultations or percentage discounts are permitted if they are for charged services and result in a monetary savings.

**All Members agreed to support this Campaign and found the \$50 cost to be reasonable.**

5-d. **Committee Logo Item:**

Committee members discussed the purchase of a logo item as a give-away at upcoming events. A sampling of a Cell Phone Card Holder was presented. All members agreed this item would be of value and a good tool in promoting the Committee. Staff requested members determine the number of items to be ordered, noting that this item would be used at various networking events such as their yearly Business after Hours and Realtor & Business Reception.

Motion by Member McBride to place an order for 250 Cell Phone Card Holders for a cost not to exceed \$726.25 plus shipping, seconded by Member Stickney.

**Voice Vote:**

**All AYES.**

**Motion Carried:** Place an order for 250 Cell Phone Card Holders for an amount not to exceed \$726.25 plus shipping.

6. **TOWNHALL SESSION:** None

7. **OLD BUSINESS (NON-ACTION ITEMS):**

7-a. **Review FY15 CONECT Budget**

Members reviewed their budget and were in agreement with staff recommendations.

8. **NEW BUSINESS (NON-ACTION ITEMS):**

8-a. **Local Businesses:** Andrea Fox and Adam Cortes volunteered to complete visits.

1. **LaMonarca Wireless Express, Inc.** – Owner Karina Tapia Miranda, 2019 Irving Park Road, 630.540.1349 (Staff noted that this is not a new business, but under new ownership.)
2. **Columbia Pipe & Supply** – President Timothy Arenberg, 6250 Church Road, 630.540.2370.
3. **Olde Salem Café** – Owner Renate Smith, 7213 Olde Salem Circle, 630.750.0725

8-b. **Development Update:** Planner Bowman

- **Harbor Freight Tools** – Work continues on the interior and exterior of the building (weather permitting). Harbor Freight Tools awaits receipt of permits from IDOT and MWRD. The property next to Harbor Freight Tools is now for sale.
- **Hanover Square Shopping Center** – Staff received direction from the Village Board to continue working to complete drawings of a new façade for the Center and to send out an RFP to those who may have an interest in purchasing the Center for redevelopment. The RFP includes required criteria to ensure realistic and viable plans to revitalize and renew the property. A submission date of March 14, 2014 has been established. It is staff's intent to present to the Village Board sometime in April 2014.
- **Development Commission** – A workshop is scheduled for January 16, 2014 to discuss updating Village Zoning codes and the Lake Street Corridor

Study. All Committee members were encouraged to attend.

- **Village Folders** - Staff is working on a new design for Village Folders used as a marketing tool containing various Village documents delivering information to new businesses and attendees at various meetings and conferences throughout the year.
- **Website Updates** – A review of Community & Economic Development website pages is being conducted with the intent of ensuring all information is kept up to date.
- **Director Govind** – Visited Ace Hardware in Carol Stream and offered to meet with them to discuss moving their business to Hanover Park. They require 10,000 square feet of interior space and 4,000 square feet for exterior storage.
- **French Market** – Staff is working on providing various sites to be considered for a future market.
- **Education and Work Center** – Staff continues to work on details working toward a June 1, 2014 build-out date with classes beginning in the fall of 2014.

**Member Fox requested placement on our February meeting Agenda to present Chamber Programs.**

**9. Event Updates:**

- Andrea Fox – The Chamber is holding a food drive to restock shelves at the Hanover Township followed by a breakfast at the Hanover Township on January 28, 2014
- Hanover Park Animal Care will be holding an Open House on February 11, 2014
- Ann Robinson – The HPCRC will host their annual Bowling Night on February 22 at Streamwood Bowl.
- Gayle Tobin – The Schaumburg Township District Library will be holding a Teen Job Fair on Saturday, February 15, 2014.

**10. ADJOURNMENT: 2:10 p.m.**

Motion by Member McBride to adjourn, seconded by Member Stickney.

**Voice Vote**

**All AYES.**

**Motion Carried:** Adjourned.

Recorded and Transcribed by:

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Regina Mullen, Secretary  
Community Development

On this 14<sup>th</sup> day of January, 2014

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Gail Tobin, Chairperson



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**VILLAGE MANAGER**  
JULIANA A. MALLER

Agenda Item 4b

**VILLAGE OF HANOVER PARK**

**CONECT COMMITTEE  
Regular Meeting**

**Municipal Building, Room 214  
2121 Lake Street  
Hanover Park, IL 60133**

**Tuesday, February 11, 2014  
12:30 p.m.**

**MINUTES**

**1. CALL TO ORDER**

Member Acks called the meeting to order at 12:42 p.m.

**PRESENT:** Members: Angela Ligocki, Patrick Kaveney, Mary Morrison, Jeff Acks, Andrea Fox, Adam Cortes, Phil McBride, Bob Morris, Denis Keserovic, Chairperson Gail Tobin

**ABSENT:** Members: Robert Ries, Allen Silbernagel, Kevin Swan, Michelle Macholl, Jean Lynn, Gayle Peneschi, Jon Stickney

**VILLAGE STAFF PRESENT** Village Clerk Eira Corral, Trustee Jenni Konstanzer, Manager Juliana Maller, Director Shubhra Govind, Secretary Regina Mullen

**Guests:** Patricia Smolin, Business Liaison, Schaumburg Township District Library  
Andy Bunge, Commercial/Contractor, Account Service Manager, Menards.

Chairperson Tobin arrives at the meeting 12:44 p.m. to Chair the meeting.

**2. ACCEPTANCE OF AGENDA:**

Motion by Member McBride to accept the Agenda, seconded by Member Kaveney.

**Voice Vote:**

**All AYES.**

**Motion Carried:** Agenda Accepted.

3. **PRESENTATIONS/REPORTS:** None.

4. **APPROVAL OF MINUTES:**

4-a. **Request to approve the Minutes of January 14, 2014.**

Motion by Member McBride to approve the Minutes, seconded by Member Kaveney.

**Voice Vote:**

**All AYES.**

**Motion Carried:** Approved Minutes.

5. **ACTION ITEMS:**

5-a. **Business after Hours**

The following members/staff volunteered to arrive at the Park District at 3:00 p.m. on March 4 to assist in set up for the BAH event: Keserovic, Swan, Tobin, Fox and Govind, Bowman, Mullen.

Committee members volunteered to make calls to Hanover Park businesses through a list provided by Secretary Mullen.

Committee members discussed Bloomingdale Costco's request to host a table with cash giveaways offered for membership. However, members felt the focus should remain on Hanover Park Businesses. Staff will contact Costco to invite them to attend, however hosting a table at the event was not approved.

Member Fox and Clerk Corral offered to make available a Village Special Event's Listing to all participants attending.

5-b. **Economic Development & Business Retention Work Plan**

Direct Govind presented an overview of an Economic Development Action Plan that included action steps, measures of success, responsibilities and deadlines relating to Business Recruitment & Retention, Redevelopment, Revitalization and Image.

Staff continues to work on a business directory to be viewable on our website. This involves coordination with the Clerk's Office and Fire Department databases.

6. **TOWNHALL SESSION:**

Patricia Smolin, Business Liaison Librarian, Schaumburg Township District Library, offered services provided by the Library related to industry and market reporting and business development and retention.

7. **OLD BUSINESS (NON-ACTION ITEMS):**

7-a. **French Market Update**

Staff has identified various site locations for a French Market and will be meeting with an area representative of the Bensidoun company for their recommendation on best site to host.

**Village Promotional Folder:**

Director Govind provided members with a newly designed Village folder with materials promoting the community. These folders are utilized at conferences and meetings attended by staff in their efforts to strengthen community economics.

**8. NEW BUSINESS (NON-ACTION ITEMS):None**

**8-a. Development Update:** Director Govind

- **Harbor Freight Tools** – Work continues on the interior and exterior of the building (weather permitting). Harbor Freight Tools awaits receipt of permits from IDOT and MWRD. The property next to Harbor Freight Tools is now for sale.
- **Retail Live** – Director Govind will be attending a Retail Live conference in Chicago on February 6, which presents opportunities for direct interaction with developers, brokers and franchises looking to expand.
- **Medical Cannabis** – Director Govind noted the Development Commission will be continuing the public hearing on Medical Cannabis at their meeting of February 13. CONECT Committee members provided feedback that the Dispensing Facilities should be located away from our main, most highly visible, commercial areas, restricting them to industrial areas with a distance requirement from residential. Individual businesses also indicated that they would NOT like a Marijuana dispensary located next to them. Committee members were encouraged to attend and/or provide feedback on their thoughts regarding this subject. All reports relating to the public hearing can be viewed on our website through the Development Commission Agenda Packets.
- **Education and Work Center** – Staff continues to work on details working toward a June 1, 2014 build-out date with classes beginning in the fall of 2014.

**Member Fox requested placement on our March meeting Agenda to present Chamber Programs.**

**8-b. Event Updates:**

- Andrea Fox – Hanover Park Animal Care will be rescheduling their Open House for some time in March due to below freezing temperatures of their original date, February 11, 2014
- Gayle Tobin – The Schaumburg Township District Library will be holding a Teen Job Fair on Saturday, February 15, 2014.
- Andrea Fox – Conceal Carry Workshop to be held on February 21 and a Marketing Workshop on February 26.

**9. ADJOURNMENT: 2:15 p.m.**

Motion by Member Morrison to adjourn, seconded by Member McBride.

**Voice Vote**

**All AYES.**

**Motion Carried:** Adjourned.

Recorded and Transcribed by:

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Regina Mullen, Secretary  
Community Development  
On this 11<sup>th</sup> day of February, 2014

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Gail Tobin, Chairperson

**2014**  
**Hanover Chamber of Commerce**  
**“Business after Hours” New Orleans’ Style!**

**Tuesday, March 4<sup>th</sup>**  
**5:00 – 7:00 p.m.**

**Hanover Park District**  
**1919 Walnut Avenue**

**Attendees:** (70+ people, similar to last year) Attendees were greeted with a New Orleans flair that included authentic music, foods and decorations. Attendees received a CONECT logo cell phone pocket to adhere on the back of their cell phone, a Mardi Gras mask of their choice, a light-up ring, beads and a ticket for one free drink.

- **13 Hanover Park businesses:** First Eagle Bank, Walgreens, Bungalow Joes, Classic Computer Systems, Physicians Immediate Care, La Taqueria, Mangy Dawg’s Pub & Liquor, Kung Fu Martial Arts, Jackson Hewitt, Hollywood Bliss, Dunkin Donuts, Zumba Fitness
- **14 Non-Hanover Park businesses:** Parkway Bank & Trust Co., Arts in Bartlett, Steven’s Printing Service, Heritage Bank Schaumburg, United Central Bank, American Airlines, Movement Mortgage, Century 21, JC Restoration, Delta Insurance Advisors, World Financial Group, Kindling Hope, Oldfield & Fox PC
- **Organizations represented:** Village of Hanover Park, Development Commission, Hanover Park Park District, Hanover Park Park Foundation, Hanover Township, HPCRC, Boy Scouts, Historical Commission, Lions Club, Poplar Creek Library, Hanover Park Library

The Park District provided two Basset trained employees to attend bar, first drink was free, and attendees could purchase additional beverages for a \$2.00 fee.

Two tables were set up for businesses to display brochures/flyers, etc.

**Door Prizes:** 1 - \$300.00 gift certificate from Jackson Hewitt, 2-\$25 gift certificates to Bungalow Joes; 4 - gift certificate for a free pizza from Rosatis, 2 Gift Bags from the CONECT Committee

**Donations:** Starbucks, Prestige Florist, Mangy Dawgs, Rosati’s, Bungalow Joes

**Advertising:** This event was advertised via: Website, email, U.S. Postal Service, Village Electronic sign, Press Release, TV Channel, January 2014 Village Newsletter, *Daily Herald Out and About*, email to Media Group, Lobby signage, Chamber e-Blast, and an ad was placed in the *Examiner*.

**Items purchased from:** Amazon, Olde Salem Café, Tony’s Finer Foods, Meijers, Party City, Examiner newspaper, and Popeyes.

## Business after Hours - Feedback

### PROS

- Good Music, good food, good venue, very festive.
- Good mix of high and low tables
- Stayed within budget
- Good networking opportunity
- Holding the presentation and raffles earlier
- Good signage to guide attendees to event
- Park District staff helpful
- Free Drink Ticket a nice perk
- Casual feel of the event and table set up encouraged networking

### CONS

- The speaking component was still too long. There were too many speakers: Rod, Gayle, Shubra, Andrea, Eira. One person from the Village should be enough.
- The crowd got frustrated halfway through and started talking over the speeches. It makes it hard for those who are listening to pay attention. The event loses its flavor of networking and looks disorganized.
- Announce all of the elected officials together and we'll wave.
- Crowd cleared after door prize drawing. Prizes seem to be the draw.
- Weak teamwork and buy in from a majority of CONECT members. Same people volunteering and working to ensure a successful event.
- Weak marketing by members encouraging their business associates and local businesses to attend. (Two members responded to email confirming they had made their call from call list.)
- No sense of engaging activity/games to get people to communicate with each other.
- Better communication between Chamber and Park District regarding alcohol to be served. \$2 for beer or wine seemed odd to people, but I think the coupons eased the situation.
- CONECT members volunteering to set up arrived late and then were displeased that most of the set up was done.

### RECOMMENDATIONS:

- Schedule Village Photographer to work the event.
- CONECT members can be ambassadors introducing people with other people throughout the event.
- Provide a backdrop for presentation area and picture taking of door prize recipients.
- Purchase more light-up rings.
- Confirm arrival time of Executive Director and CONECT volunteers to ensure direction is clear on set up with crew.
- Administrative Assistant will not arrive early to set up event. Will arrive at set time established by volunteers.
- Determine members who will volunteer for cleanup and ensure they stay till all is clear.
- Order only one full tray of jambalaya, 75 sandwiches (1/2 with sauce on them, extra sauce and one box of coffee.
- Consider venue.

## Business after Hours Costs

| Date of Purchase | Purchased from:           | Items Purchased                              | Cost            |
|------------------|---------------------------|--|-----------------|
| 1/21/14          | Amazon                    | Masques/rings/beads/headbands                | \$119.65        |
| 2/26/14          | Examiner Publications Inc | Ad in 2/26/14 Issue                          | \$40.00         |
| 2/28/14          | Tonys                     | CONNECT Gift Bag Items/Pop                   | \$32.03         |
| 3/4/14           | Tonys                     | 100 Muffalatta Sandwiches                    | \$100.00        |
| 2/28/14          | Party City                | Decorations/Napkins/Plates                   | \$65.37         |
| 3/3/14           | Meijers                   | Veggie & Fruit Trays/Cups/toothpicks/lighter | 39.75           |
| 3/1/14           | Popeye's                  | Jambalaya                                    | \$39.99         |
| 3/4/14           | Olde Salem Café           | Beignets                                     | \$38.40         |
|                  |                           | <b>2014 TOTAL</b>                            | <b>\$475.19</b> |
|                  |                           | 2013 TOTAL                                   | \$719.16        |
|                  |                           | 2012 TOTAL                                   | \$777.66        |
|                  |                           | 2011 TOTAL                                   | \$684.54        |

# CONNECT

This Committee is responsible for hosting and coordinating events and activities to promote Hanover Park and encourage networking.

Meetings are held on the second Tuesday of each month at 12:30 p.m. in Room 214 of the Municipal Building.



For more information or to join, contact Administrative Assistant Regina Mullen at 630.823.5778 or [rmullen@hpil.org](mailto:rmullen@hpil.org)



Your CONNECT Members



Village of Hanover Park  
2121 Lake Street  
Hanover Park, IL 60133  
630.823.5600  
[www.hpil.org](http://www.hpil.org)

Revised 3/11/14

# CONNECT Members:

- Bob Ries - Ames Real Estate  
630.837.7171
  - Angela Ligocki - Bungalow Joe's  
630.830.8899
  - Kevin Swan - Classic Computer Systems  
630.550.5400
  - Patrick Kaveney, First Eagle Bank  
630.893.3800
  - Gail Tobin - Hanover Park Branch Library  
630.372.7800
  - Adam Cortes - Hanover Park Community Bank, 630.837.2700
  - Andrea Fox - Hanover Park Chamber of Commerce, 630.372.2009
  - Gayle Peneschi - Hanover Park Community Resource Coalition, 847.514.4349
  - Jeff Acks/Mickey Macholl - Hanover Park Park District & Park Foundation  
630.837.2468
  - Phil McBride - Hanover Quick Wash  
630.886.4196
  - Denis Keserovic - Liberty Mutual  
630.232.8100
  - Allen Silbernagel/Bob Morris - Menards  
630.213.8775
  - Jean Lynn - Northern Frame & Auto  
630.830.8555
- Village Elected Officials and Staff: Mayor Rodney Craig, Trustee Jenni Konstanzer, Village Manager Juliana Maller, Village Clerk Eira Corral, Director of Community & Economic Development Shubhra Govind, Village Planner Katie Bowman, Administrative Assistant Regina Mullen.

# Hanover Park Business

# CONNECT Committee



# Committee On Networking Education, and Community Teamwork

A business committee focused on encouraging business growth and economic development in the community.

### Goals of CONECT:

- Encourage business retention and attraction through outreach and networking events.
- Serve as a business liaison, providing feedback and suggestions.
- Support economic development events and activities.

Realtor and Business Reception



## A Voice for Business

CONECT serves as a representation of business in the community. Members provide valuable assistance on the development of economic development strategies and feedback on business-related regulations. All local businesses are invited to attend meetings to learn about ongoing Village activities and provide comments.

CONECT helps businesses to network with each other and connect with the Village through annual networking opportunities:

- Mayor's Choice Business of the Year Award
- Hanover Park Chamber of Commerce "Business After Hours" event
- Realtor & Business Reception
- Ribbon Cuttings



Chamber Business after Hours



Mayor's Choice Business of the Year 2013  
Bungalow Joes  
7406 Jenson Blvd

## Promote your Business



### "Dine in Hanover Park"

Participate in this restaurant coupon promotion, and offer your customers a 20% discount on dine in or carry out.

### "Ribbon Cutting Ceremony"

Schedule a Ribbon Cutting with the Mayor and Elected Officials with photos featured in the Village *HiLighter* newsletter reaching over 11,500 residences and businesses.

### "Spotlight on Business"

Feature your business in the Village *HiLighter* newsletter.

### Village Lobby Kiosk

Feature your business in our Lobby Kiosk.

## Shop Hanover Park



Bringing more customers to your door and encourage residents to shop local. Advertise, for a nominal fee, in the Village *HiLighter* newsletter by offering coupon savings in our May/June and November/December issues. This newsletter reaches over 11,500 residences and businesses.

## ECONOMIC DEVELOPMENT WORK PLAN

| <b>GOAL: BUSINESS RECRUITMENT</b>   |  |                          |                                |
|---|--|--------------------------|--------------------------------|
| <b>Actions</b>  | <b>Measure of Success</b>  | <b>Who's Responsible</b> | <b>Target Date</b>             |
| 1. Prepare site specific marketing materials and contact developers.                                  | Flyers for top 3 targeted sites created/updated<br>Developers contacted for each site.                 | CD Staff<br>Consultants  | May 2014 and continuous update |
| 2. Prepare On-line database of all available sites (Village website, Choose DuPage and Broker Savant) | On line database of available properties updated and uploaded on websites.                             | CD Staff                 | Summer 2014                    |
| 3. Conduct Market 'Gap Analysis'(Gain input from community/board on what we need)                     | Gap Analysis study conducted by consultants, if funding is available. OR Conduct a survey of residents | Staff/consultants        | Dec. 2014                      |
| 4. Conduct direct business recruitment with developers and brokers                                    | Attended local, regional and national events (such as ICSC, Retail Live, etc.)                         | CD Staff<br>CONECT       | Ongoing                        |
|   |  |                          |                                |
|   |  |                          |                                |

**GOAL: BUSINESS RETENTION**

| Actions                                  | Measure of Success   | Who's Responsible                                       | Target Date  |
|--|--|---|--|
| 1. Establish Business Retention program: | <ul style="list-style-type: none"> <li>a. List of top employers, with contact info. updated</li> <li>b. Questionnaire and survey created for businesses</li> <li>c. Business Retention Meetings held</li> </ul>  | CD Staff<br>CONNECT<br>Mayor/Manager                    | <ul style="list-style-type: none"> <li>a. June 2014</li> <li>b. June 2014</li> <li>c. Initiated March 2014</li> </ul>          |
| 2. Initiate Shop Local Program           | <ul style="list-style-type: none"> <li>a. Hi-Lighter articles</li> <li>b. Coupons from local businesses in Hi-Lighter</li> </ul>   | CD Staff<br>Local businesses<br>Chamber<br>CONNECT      | June 2014  |
| 3. Create an online Business Directory   | On-line directory completed by category and uploaded on Village website  | CD Staff<br>Intern                                      | Sept. 2014   |
| 4. Help promote existing Business        | <ul style="list-style-type: none"> <li>a. French Market recruited to showcase existing businesses</li> <li>b. Realtor/Business Reception held</li> <li>c. Touch-a-truck and other events held</li> <li>d. Provide list of all new businesses to the Chamber</li> </ul> | CD Staff<br>CONNECT<br>Various subcommittees<br>Chamber | <ul style="list-style-type: none"> <li>a. Summer 2014</li> <li>b. Fall 2014</li> <li>c. Ongoing</li> <li>d. Ongoing</li> </ul> |
|  |  |   |  |

| <b><u>GOAL: REDEVELOPMENT</u></b>  |  |  |                    |
|--|--|--|--------------------|
| <b>Actions</b>   | <b>Measure of Success</b>  | <b>Who's Responsible</b>                     | <b>Target Date</b> |
| 1. Host Business/developer breakfast with tour to market available sites.  | Business/developer breakfast with tour hosted  | CD Staff<br>Manager input                    | Sept. 2014         |
| 2. Update Codes to make process more development-friendly  | a. Zoning Code re-write done<br>b. Building Code update completed<br>c. Permit Process improvement   | Staff from all reviewing depts..             | Dec. 2015          |
| 3. Update/renew Boundary agreements  | Initiate boundary agreement discussion with Bloomingdale   | CD Staff<br>Village Manager<br>Village Board | Summer 2014        |
| 4. Implement Village Center Plan: <ul style="list-style-type: none"> <li>• Hanover Square</li> <li>• NW Quadrant of Lake and Barrington</li> <li>• South of train station</li> </ul> | a. Hanover Square: Façade upgraded or center sold to private sector.<br>b. Developers contacted to encourage development/redevelopment.<br>c. Funding sources identified and grants requested for boulevard feasibility. |  |                    |
| 5. Historic Dist. Implementation   | a. Historic Commission formation investigated<br>b. Reconnaissance Survey conducted<br>c. Special events in Ontarioville held  | CD Staff<br>Village Manager<br>Village Board | 2016               |
|  |  |  |                    |
|  |  |  |                    |

**GOAL: REVITALIZATION/IMAGE IMPROVEMENT**

| <b>Actions</b>  | <b>Measure of Success</b>   | <b>Who's Responsible</b>                          | <b>Target Date</b> |
|---|---|---|--------------------|
| 1. Identify Gateways/entrances into the village for entry signs | Gateways/Entrances into the community identified by signage and landscaping | PW and CD staff<br>Village Manager                | Dec 2014           |
| 2. Develop way-finding sign package, banners / visual identity  | Consultant hired to design way-finding sign package options                 | Consultant  | 2015 - 2016        |
| 3. Identify areas for community gathering and events            | Small and large areas for potential public gathering spaces identified      | Village staff                                     | Dec. 2015          |
| 4. "All about Hanover Park" – one pager                         | Sheet created with 'talking points' including current demographics, etc.    | Staff from various departments<br>Village Manager | Dec. 2014          |



TO: CONECT Committee Members

FROM: Shubhra Govind, Director of Community & Economic Development

SUBJECT: Economic Development Action Plan

**ACTION**

REQUESTED:  Approval  Concurrence  Discussion  Information

MEETING DATE: February 13, 2014

**Summary**

Discuss an Economic Development Action Plan, outlining Action Steps, Measures of Success, responsibilities and deadlines.

**Background**

As part of the Village’s Strategic Plan, Village Board and staff have been engaged in identifying over-arching goals for the Village, developing strategies for these goals and initiatives that need to be taken.

“Economic Development and Redevelopment” was one of the five major Strategic Priorities identified for the Village. Community Development staff was tasked with working on identifying the initiatives for this priority and developing steps that need to be taken.

In order to give Economic Development a multi-pronged approach, staff divided the action steps into the areas of Business Recruitment, Business Retention, Redevelopment and Revitalization. Under each of these overall categories, staff identified various specific tasks that need to be undertaken. In order to convert this into a strategic plan, staff took each of these action steps and identified the benchmarks of success and target dates.

**Strategic Priority: Economic Development and Redevelopment**

**Actions:**

**Business Recruitment:**

1. Prepare site specific marketing materials and contact \_\_developers/site/qtr.
2. Prepare On-line database of all available sites (Village website, Choose DuPage and Broker Savant)
3. Conduct Market ‘Gap Analysis’(Gain input from community/board on what we need)
4. Attend regional and national events for direct business recruitment
5. Initiate/explore business recruitment trips

### **Business Retention:**

1. Establish Business Retention program:
  - a. Create list of top employers, with contact info.
  - b. Create questionnaire and survey
  - c. Schedule Bus. Ret. Meetings
  - d. Make --- visits/qtr.
2. Initiate Shop Local Program
  - a. Hi-Lighter articles
  - b. Coupons
  - c. Chamber/CONNECT gift certificates
3. Create an online Business Directory by category on Village website
4. Initiate French Market or other activities to showcase existing businesses and draw customers into Village. (eg. Touch a truck, Realtor/Business reception, etc.)
5. Help promote Business Sponsors in conjunction with other Village events
6. Provide list of all new businesses to Chamber

### **Redevelopment:**

1. Host Business/developer breakfast with tour to market available sites.
2. Update Codes to make process more development-friendly
  - a. Zoning Code re-write
  - b. Building Code update
  - c. Permit Process improvement
3. Update/renew Boundary agreements (Bloomingdale)
4. Implement Village Center Plan
5. Historic Dist. Implementation
  - a. Create formal Historic Commiss.
  - b. Reconnaissance Survey
  - c. Special events in Ontarioville

### **Revitalization/Image:**

1. Identify Gateways/entrances into the village for entry signs
2. Develop way-finding sign package, banners / visual identity
3. Identify areas for community gathering and events
4. Create key talking points/sheets with demographics, etc.
5. "All about Hanover Park" – one pager

Attached, please find a document containing the detailed Action Steps, Measures of Success for each step, Who is Responsible and the target dates. **Please review the attached document and be prepared to discuss at our next meeting.** Once finalized, I would like to use this as our Economic Development Action Plan. There are some initiatives that are already in process, and others that would need to be undertaken with the assistance of the CONECT committee.  
Counting on you for your feedback and pro-active involvement!

### **Attachments:**

Economic Development Action Plan



**TO:** CONECT Committee

**FROM:** Shubhra Govind, Director of Community & Economic Development

**SUBJECT:** French Market

**ACTION**

**REQUESTED:**  Approval  Concurrence  Discussion  Information

**MEETING DATE:** April 8, 2014

Staff, along with a subcommittee of the CONECT committee has been working on recruiting a French Market for the past several months. The discussions have been in process with the Bensidoun French Market group that coordinates many markets in the Chicagoland area. (Wheaton, Glen Ellyn, Geneva, Lisle, Vernon Hills, Old Orchard, Villa Park, Wilmette, etc.)

We provided Bensidoun with information on 5 sites, with the North and South Metra lots being our top choices. However, that would restrict us to Saturday or Sunday markets only, making us compete with vendors that will likely pick more established, larger and more affluent markets. We were told that we needed to pick a location which would support a weekday market – at least this year. The local coordinator visited each site and met with us – her preferred location was the Park District parking lot. Being located within a residential neighborhood, and the tennis leagues that come to the facility each Friday, this was the location they picked, for a Friday market. Therefore, we began working on ironing out details for a **Friday morning French market at the Park District facility at 1919 Walnut.**

The CONECT subcommittee met and discussed/reviewed details pertaining to logistics. Here are the highlights:

- French Market location: Park Dist. Property at 1919 Walnut (see attached aerial)
- Market day - Friday mornings, 8:00 or 9:00 am to 1:00 or 2:00 pm (additional customers potential from tennis leagues, patrons, St. Ansgar in close proximity too)
- Market to operate from June 6 through Aug. 29 this year
- Vendors to bring their own canopies, which need to be weighed down, and of fire-retardant material
- \$5m insurance, naming Park Dist and Village as additional insured
- 3 year term, with couple of renewal options
- Water provided off of fire hydrant, metered.
- Electricity – being explored – whether provided off of utility pole or vendors bring their own generators
- Vendors leave their spaces clean, Park District to remove trash
- Initially, 20 vendors anticipated. Local businesses will have the opportunity to participate.
- Special spot available for shared community space – Village/Park Dist/Chamber

The Bensidoun French Market ensures that vendors are registered with the state, and will provide a list of participating vendors to us each month. Bensidoun also has agreements directly with their vendors (attached), for performance expectations, rules and regulations.

An agreement is being drafted between the Village, the Park District and Bensidoun, which will need to get approved by the Village Board as well as the Park District Board, before the market is allowed to operate.

**Aerial showing potential location of French Market at 1919 Walnut.**



# **Rules and Regulation for Vendors at French Market**

## **Bensidoun USA, Inc. Midwest Markets – 2014 season Vendor Rules and Regulations page 1 of 2**

For the purpose of these rules and regulations, "Market Hours" means the advertised hours of operation. "Promoter" means Bensidoun USA, Inc., "Space," means the area rented by the Vendor from the Promoter. "Vendor" means an applicant confirmed to participate in a market by the Promoter. "Vendors" means each applicant confirmed to participate in a market by the Promoter. The Promoter reserves the right to adjust the rules and regulations as it deems necessary or appropriate in order to better serve the buying public, maintain fair market competition among Vendors or respond to changing conditions or circumstances. All Vendors will be promptly notified of any such changes.

1. Vendors must comply with all applicable Federal, State and local laws, rules and regulations, including but not limited to those related to health and licensing. Food Vendors are responsible for complying with applicable health and sanitation requirements and must be permitted by the County Health Departments of the markets they attend.
2. Vendors offering food products must provide an ACORD certificate of Liability Insurance listing Bensidoun USA, Inc. as additional insured prior to participation in the market.
3. Vendors are responsible for collecting and reporting all applicable Federal, state and local taxes and will provide their tax identification number before attending market. Bensidoun USA will be reporting monthly vendor participation at the Geneva French market to the City of Geneva and vendors not remitting local sales tax will be barred from participation at this market.
4. The Promoter has the right to restrict products sold or displayed by Vendor to those that Promoter deems appropriate for a family audience. In addition, Vendors shall only sell products that are of good quality, which they have lawfully obtained, manufactured or grown.
5. Vendors must be prepared to sell at the start of market hours and must continue to sell until the close of market hours and will be banned from market participation after the third violation of arriving late or leaving early. Loading and unloading will occur only before and after market hours.
6. Vendors must haul out any garbage generated during the course of business and must leave their booth's space swept clean of any refuse.
7. Vendors will abide by the parking/loading and unloading rules and regulations of the Markets that such Vendor participates in. Vendors may not park anywhere on the market site during hours of operation without express permission by the site supervisor. Vendors may not unload/load their vehicle(s) from the drive-through aisle of the Market. At the end of the market, Vendors must pack up all goods completely before bringing a vehicle on the site for loading.
8. Vendors must keep their spaces as clean as possible during Market Hours and will at all times be polite with customers, using their best efforts to enthusiastically sell their products.
9. Vendors will cooperate with and participate in promotions organized by the Promoter (for example, contributing a reasonable amount of vendor product towards Market customer giveaways) and may be asked to provide information for publicity.
10. If Promoter determines, in its sole discretion, that Vendor is not selling appropriate products, or that Vendor or its employee's conduct is inappropriate at any point in time, the Promoter may request the Vendor vacate its space immediately. The Vendor agrees to comply with any such request. The Promoter will have the right to prohibit any such Vendor from leasing future space.
11. The Vendor will ensure that the canopy over its space is fully rolled out and securely tied to the framework at a minimum of 6 points (4 corners, 1 center front, and one center back) and will inspect the canopy over its space regularly during the Market Hours to insure that it remains securely tied. The Vendor understands that the canopy may become untied during the course of the market especially on windy or gusty days and Vendor will be especially alert and vigilant at these times. The Vendor will report any defects in the canopy fabric, woodwork, ties and framework to the Promoter immediately. If Promoter advises Vendor that Promoter deems the approaching weather conditions hazardous, Vendor shall untie and roll back the canopy. Vendor understands that severe injury may result if the canopy detaches from the framework and becomes airborne due to high wind and accepts responsibility for any negligence on its part if this occurs. Vendor must roll back their canopy(s) at end of market day.
12. Vendor acknowledges and agrees that assignment of booth location at each French or Farmers Market on each date is in the sole and absolute discretion of Bensidoun USA, Inc. and its agents. Assignment to Vendor of a booth location at a French or Farmers Market on a specific date does not guarantee or constitute an agreement by Bensidoun USA, Inc. to provide that same location to Vendor on future dates.
13. Vendor acknowledges and agrees a) Vendor shall not be entitled to a refund for any fees paid for failure to participate in a Bensidoun USA, Inc. Market that such vendor has been accepted to; and b) Vendor shall be assessed a \$20.00 cancellation penalty if such vendor fails to provide 24 hour cancellation notice.
14. Vendor certifies that all persons assisting in the Vendor's booth have read and fully understands these rules and regulations and will abide by them.

**Bensidoun USA, Inc. Midwest Markets – 2014 season Vendor Rules and Regulations page 2 of 2**

15. Vendor understands that none of the following conditions guarantees participation by such vendor in a particular market and/or for a particular date or a particular vendor space in a market: 1) the receipt of this application, 2) the acceptance of this application by Bensidoun USA, 3) the designation of eligibility status of a Vendor to participate in the Bensidoun USA, Inc. markets on either a full-time or part-time basis, 4) payment by vendor or 5) prior participation by a Vendor in any market. Bensidoun USA retains the right at any time, including during the operation of a market, to reject participation of a vendor in a market in its sole discretion, and to issue a refund of vendor payment as the vendor's sole remedy. At the sole discretion of Bensidoun USA, any payment received for a particular market may be reallocated by Bensidoun USA to 1) a different date, location or time based on events that occur after the remittance of payment; 2) or to any outstanding fees /penalties owed to Bensidoun USA, Inc. by vendor. This application will be used by Bensidoun USA, Inc. to assess vendors for their appropriateness and potential eligibility for participation in specific Bensidoun USA Midwest Markets.

16. All decisions regarding the eligibility of a vendor for participation in a particular market will be made solely at the discretion of Bensidoun USA, Inc. and shall not be contestable by vendor.

17. Bensidoun USA, Inc. does not guarantee a specific booth location at any market.

18. I agree to abide by the **ADVERTISING POLICY**

Distribution of any form of advertising or business promotion at any Bensidoun USA Inc. French or Farmers Market is strictly prohibited with the following exceptions.

A.) Advertising or Business Promotion is for a Bensidoun USA, Inc. Event OR

B.) Advertising or Business promotion is distributed by the vendor listed in the advertising or business promotion and the vendor name, name of business and location of business is identical to the vendor name, name of business and location of business registered with Bensidoun USA, Inc. and no other vendor, group of vendors or event or location that represents or utilizes multiple vendors may be represented in any manner in the advertising or business promotion. OR

C.) Advertising or business promotion has been approved by Bensidoun USA, Inc. Midwest market Manager or Senior Executive officer prior to distribution.

Vendors distributing advertising or Business promotion outside of these guidelines will immediately be banned from any future participation in a Bensidoun USA, Inc. market.

19. By completing this application vendor understands and agrees that this information may be released to other agencies and used in marketing/advertising campaigns.

20. The markets are not to be used as a business expo, downline recruiting event or home party lead generator.

21. Produce vendors must clearly display the origin (State) of all of their products during all market hours and produce must be regional (Illinois and States bordering Illinois) unless prior written approval from Bensidoun USA has been given.

22. Vendors are solely responsible for all payments for confirmed dates

23. A Vendor may not share or sublet its booth(s).

24. **There is no smoking allowed within 20 feet of any portion of the market**

25. Vendors may not bring animals to market (including dogs) unless the animal is kept in a kennel

26. .In the event an individual market season should (a) begin later or end earlier than as set forth in this Vendor Application, or (b) be canceled in its entirety, Licensor shall: (x) notify all Vendors whose reservations have been affected by such change, and (y) within 120 days of such notification, refund any unused portion of rent paid or deposited by each such Vendor for the market season that has been modified, less any outstanding financial obligation owed by such Vendor to Licensor as determined by Licensor in its reasonable discretion, including, but not limited to, any other market rents, fees or fines due from such Vendor to Licensor. Such refund shall constitute each such Vendor's only recourse against Licensor in connection with any such market season modifications."

27. .In the event the hours of operation, days of operation or location of a market should materially change from the terms set forth in this Vendor Application and such changes are reasonably unacceptable to a Vendor, such Vendor must deliver to Licensor a written objection to such changes. Within 120 days of Licensor's receipt of such written objection, Licensor shall refund any unused portion of rent paid or deposited by such Vendor for the market that has been modified, less any outstanding financial obligation owed by such Vendor to Licensor as determined by Licensor in its reasonable discretion, including, but not limited to, any other market rents, fees or fines due from such Vendor to Licensor. Such refund shall constitute such Vendor's only recourse against Licensor in connection with any such market modifications.

**I have read pages 1-10 of the Bensidoun USA Inc. Midwest French and Farmers Markets 2014 Information and Application for Vendors, understand and agree to abide by all of the terms, policies and rules and regulations expressed in this application.**



**Vendor Applicant Signature: \_\_\_\_\_**