



Village of Hanover Park Administration

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VILLAGE MANAGER
JULIANA A. MALLER

VILLAGE OF HANOVER PARK

CONECT COMMITTEE Regular Meeting

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

Tuesday, August 12, 2014
12:30 p.m.

MINUTES

1. CALL TO ORDER

Chairperson Tobin called the meeting to order at 12:41 p.m.

PRESENT: Members: Jeff Acks, Andrea Fox, Adam Cortes,
Mario Farfan, Patrick Kaveney, Denis
Keserovic, Angela Ligocki, Phil
McBride, Kevin Swan, Chairperson
Gail Tobin

ABSENT: Members: Bob Morris, Mary Morrison, Allen
Silbernagel, Gayle Peneschi, Jon
Stickney, Ann Robinson, Michelle
Macholl, Jean Lynn, Trustee Jenni
Konstanzer

VILLAGE STAFF
PRESENT: Village Clerk Eira Corral, Director
Shubhra Govind, Village Planner Katie
Bowman, Secretary Kathleen Arnold

GUESTS: None

2. ACCEPTANCE OF AGENDA:

Motion by Member McBride to accept the Agenda, seconded by Clerk Corral.

Voice Vote:

ALL AYES.

Motion Carried: Agenda Accepted.

3. PRESENTATIONS/REPORTS:

ICSC Conf. report.

Director Govind advised the committee that the overall consensus of the conference was more positive than previous years in that there seemed to be more willingness to expand into new markets.

Franchises are interested in coming to Hanover Park but they need a franchisee to operate. If anyone on the committee knows of someone who would be interested in a franchise opportunity, please inform Director Govind.

The Mayor, Director Govind and Planner Bowman attended this year's conference in May. They met with several property owners, developers and retailers. Staff has been following up on any leads from the conference.

4. APPROVAL OF MINUTES:

4-a. Request to approve the Minutes of June 10, 2014.

Motion by Clerk Corral to approve the Minutes, seconded by Member Swan.

Voice Vote:

All AYES.

Motion Carried: Approved Minutes.

5. ACTION ITEMS:

5-a. EWC Grand opening - table

The Committee was advised to let Director Govind know what times they or a designated member of their business would be available to help out at the CONECT Table during the event from 2:00 – 7:00 pm.

If no one is available the committee members have the option of providing materials/flyers for the table to be distributed to attendees.

The Ribbon Cutting Ceremony has been set for 5:30 pm to allow for more members to attend.

At 6:30 pm the Raffle will take place. Committee members have the option of contributing a prize and we thank the members who have already done so.

5-b. Business/Realtor Reception.

Director Govind addressed the Committee members with possible dates for the reception. Last year, the event was held on November 13th, with the addition of businesses to the mix of service agencies and realtors. Committee agreed to continue inviting businesses to participate.

Members of the Committee discussed and recommended the following:

- Wednesday, November 5th. If any Committee members have a conflict with this date we can discuss a new date at the next meeting.
- We have a more complete database for sending invitations.
- The cost of a table was suggested at \$25.00, same as last year.
- The time will be from 5:00 pm to 7:00 pm
- Director Govind will pull the recap from last year's event to be discussed at the next

meeting.

TOWNHALL SESSION: None.

7. OLD BUSINESS (NON-ACTION ITEMS):

7-a. French Market Update

Director Govind advised the Committee that the French Market has not been held for the past two weeks due to low foot traffic. The Bensidoun French Market Group is backing out until a new location can be found.

Members of the Committee discussed and recommended the following:

- Locations: West end of Metra Station East of Police Headquarters. Use approved by Metra. Will have to look at traffic flow.
- Bensidoun will contact (4) main vendors if they are on board with new location then they will solicit other vendors.
- Ways to increase foot traffic: Voter Registration booth, Park District events, relocate “Catch a ride”, adding very successful food trucks used at other local events.
- Highly visible signage to direct attendees to entrance and parking.
- Change name “French Market” - too confusing. Suggestions: Farmers Market (obtain more participation for local farmers but may take away revenue from local groceries), Hanover Park Open Air Market, Farmers Market and More and Summer Market (restrictive to season as market can be open until November).
- Time change to take advantage of Metra commuters and increase foot traffic. Restriction due to most vendors only available 8:00 am to 1:00 pm. Vendors can arrive at staggered times if it will not impose a logistics issue. Further discussion to be held at the next meeting.

7-b. Business Retention Survey

Director Govind presented the revised survey and asked the committee for feedback.

Members of the Committee discussed and recommended the following:

- The committee liked the reduced page count and discussed ways to reduce even further if digitized and used in an electronic format. Per Director Govind the survey will be distributed via a multi-prong approach: email, mail and face-to-face. A cover letter will be included – double sided.
- Member Farfan suggested for question 11 to remove the option of “Not Applicable” to obtain an honest answer.
- Help of the committee is needed to conduct a face-to-face for 5-10 businesses “per member” to complete the survey. Committee members are asked to contact Director Govind if they are available to help out.
- Member Farfan has volunteered to help translate the survey to Spanish. *Gracias Mario.*
- In response to a question regarding how federal policy may impact local businesses, Clerk Corral expressed her thoughts on how this could help on a

Federal Level and with Congressional State Representatives. For example: Tammy Duckworth and the impact on lower revenue businesses with a possible increase in the minimum wage.

- Member McBride felt conducting this survey more than once a year may increase participation and help identify trends. Per Village Manager current cycle is every 3 years. Clerk Corral suggested sending different questions every 2 years.
- Ideas on how to motivate businesses to complete survey: Raise price of business license and reduce if a survey is completed (not beneficial to new businesses), Raffle for a gift card, ask at the counter for survey when Business Registration is picked up, raffle for waiving Business License Fee for one year.
- Deadline: All surveys are due January 31st.

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

8-a. Mayor's Choice Business of the Year Award – Clerk Corral

Clerk Corral opened the discussion suggesting an additional category “People’s Choice” and implementing an online poll or “text” (used at recent car/auto show) option for the submission to make more engaging. Member McBride suggested using a QR code on flyers/announcements. Regardless of method only one vote per person.

Secretary Arnold will begin to work on putting together the nomination packets in paper form to be sent out. Event details will be posted in the November/December Hi Lighter.

A timeline will be created to determine a final date and discussed at the next meeting. Last year’s winner was announced at the January 14th CONECT meeting.

8-b. Hispanic Chamber of Commerce (Adam Cortes/Mario Farfan)

Member Farfan discussed the creation of a Hispanic Regional Chamber of Commerce (HRCC) and/or Hispanic Business Owners Association (HBOA) to include not only Hanover Park but surrounding villages/towns. In October Representative Fred Crespo, Hoffman Estates Mayor McLeod and Hanover Park Mayor Craig will be hosting a Focus Group to determine if having a Hispanic Regional Chamber of Commerce would help increase participation by Hispanic Business owners. If yes, they will be developing a survey to determine what HRCC/HBOA should look like. If established it will not be restricted to only Hispanic business owners merely targeted to them. Clerk Corral suggested it should be a “Chapter” not a “Chamber”.

Member Fox has some concerns about a “Regional” Chamber of Commerce and its effect on Hanover Park’s Chamber of Commerce members’ efforts to generate revenue. Clerk Corral advised there is an increased cost for non-local participants in chamber events. Director Govind noted that this Organization should become a tool for inclusion of the Hispanic Businesses, but need to ensure that it does not segregate them from the rest of the business community.

Member Farfan feels the goal is “Education and Outreach” with a Regional chamber more members to connect with. The Hispanic Business owner’s voice is important no matter the amount the revenue.

8-c. Local Business Welcome Visits: Member Farfan:

- **Paqueteria Rodriguez** – Postal/Shipping, Enrique Rodriguez, 7455 Jensen Blvd, 847-398-1706.
- **Verizon Wireless**–General Merchandise/Convenience, Joe Buchanan, 7456 Barrington Road, 630-855-4002.
- **Bontanica and Gift Shop** – General Merchandise, Mirna Fonseca, 1805 W. Irving Park Road.

8-d. Development Update:

- **Hanover Park Education & Work Center** - All set for the Open House Thursday, August 21, 2014 from 2:00 pm – 7:00 pm.
- **Westview Shopping Center** – Proposed a new façade update. Regional Furniture store relocating in the center.
- **Baker’s Square** – Received application for a new 3-unit building with drive-thru. Located on Barrington Road, out lot of Westview Shopping Center received project for a new drive-thru sandwich shop. Will go to Development Commission and Board for review and approval.
- **Wendy’s** – Located on Lake Street closed for remodeling
- **Burger King** – Located on Irving Park Road interior remodel in process.
- **Walgreens** – Located on Barrington Road remodel in process.
- **Corrigan Moving & Storage** – Located on Gary Ave is near completion
- **Bungalow Joe’s** – Located on Jensen Blvd recently sealed their driveway.
- **Hanover Square Shopping Center** – Potential sale still in process.
- **CGI** – Completed the Community Video’s and may be calling members to offer an opportunity to promote their businesses.
- **Trees Restoration Project** – There is a five year plan/budget to address the loss of trees in the community. This is a Multi-Million Dollar Plan and the first step is to target the area’s hardest hit and the most unsafe. If you care to remove the tree yourself and replace please first contact Public Works to make sure the replacement is suitable.

8-e. Upcoming Events:

- **French Market** – Director Govind will advise if the market reopens.

- **EWC** – Grand opening Thursday, August 21, 2014, 2:00 – 7:00 pm. Shopping Center tenants will have a sidewalk sale during the event. ECC and Harper College are chamber members.
 - **911 Remembered** – to be held here at the Village Hall on September 11, 2014.
 - **Maxwell Street** – to be held at the Commuter lot on September 13, 2014 from 9:00 am – 4:00 pm.
 - **Recycling Event** – to be held at the Commuter lot (intersection of Lake St. /Church St.) on September 27th. More details to follow.
 - **Fire Department** – Open house on October 4, 2014 at Fire Station #1,6850 Barrington Road, 10:00 am – 2:00 pm.
9. **ADJOURNMENT:** 2:12 p.m. Motion by Member Swan to adjourn, seconded by Member Acks.

Voice Vote: All AYES.

Motion Carried: Adjourned.

Recorded and Transcribed by:



Kathleen Arnold, Secretary

Community Development

On this 12th day of August, 2014



Gail Tobin, Chairperson