

**ELMHURST CITY CENTRE
BOARD OF DIRECTORS**

MINUTES OF REGULAR MONTHLY MEETING
HELD ON FEBRUARY 26, 2008

A meeting of the Board of Directors of Elmhurst City Centre was held on February 26, 2008 at Elmhurst City Hall, pursuant to notice given to each of the Directors.

The following Directors were present:

<u>Commercial Property</u>	<u>Merchant Members</u>	<u>Residential Property</u>	<u>Ex-Officio</u>	<u>Ex-Officio (Ald.)</u>
Jeff Budgell	Phyllis Butt	Deborah Haude	John Quigley	
Frank Catalano	Charles Mueller		John Said	
Ed Conway	Kevin O'Keeffe		M. Tegmeyer	
Margie Fitzharris	Christy Sopko			
Willis Johnson	Natalie Zysko-Leuzzi			

The following Directors were not in attendance at the meeting:

<u>Commercial Property</u>	<u>Merchant Members</u>	<u>Residential Property</u>	<u>Ex-Officio</u>	<u>Ex-Officio (Ald.)</u>
		Annette Armstrong	Tom Borchert	John Gow
		Glen Carley (Sec.Alt.)		Diane Gutenkauf
		Susan Danner (Alt.)		Stephen Hipskind
		Barrett Gleixner		Michael Regan
		Brian Murphy		

Also present at the meeting were Tom Paravola, Executive Director from the City Centre Office; Monica Lockie from the City Centre Office; and Martha Corner, City of Elmhurst Economic Development Manager.

The meeting was called to order at 7:40 a.m.

No City Centre members were present to address the Board.

Upon motion duly made, seconded and unanimously carried, the minutes of the regular monthly meeting of the Board of Directors held on January 22, 2008 were approved, as presented.

The Board turned to consideration of reports from Alliance members.

Mr. Said reported on several matters involving the Department of Zoning, Planning and Economic Development, including that the City was seeking input on whether blade signs should be allowed in certain commercial districts. The Board discussed with Mr. Said various issues concerning the north York Street improvements which the City would be undertaking in the summer, including the effect on available parking spaces.

Mr. Quigley briefly reported on various matters involving the Elmhurst Chamber of Commerce, including that he and Mr. Paravola were continuing to review Elmfest options for possible City Centre initiative. Ms. Tegmeyer reported on several matters involving the City's Visitor and Tourism office.

Mr. Paravola noted that Retail Recruitment Consultant Cathy Maloney's January written report had been included in the meeting packets. Mr. Mueller questioned whether Ms. Maloney's reports could detail the telephone contacts she referenced, and the Board discussed various confidentiality issues which might be presented in this area. Mr. Mueller questioned whether City Centre should appropriately be expending funds for retail recruitment activity as being undertaken by Ms. Maloney, and Mr. Budgell suggested that this was a conceptual point that could be examined, if desired, when the Board considered participation with the City in Ms. Maloney's contract renewal. Ms. Fitzharris noted that she would be interested in the question of who decides what businesses Ms. Maloney attempts to recruit.

The Board turned to consideration of reports from the Executive Director.

Mr. Paravola reported on matters involving City Centre, as discussed at the January 25, 2008 Business Alliance meeting with the City and the Chamber of Commerce.

Mr. Paravola reported on the meeting which he and Mr. Johnson had attended on January 28, 2008 with the Elmhurst Police Department, to discuss difficulties with youths on York Road in front of the York Theatre and in the City Centre plaza. Mr. Johnson noted that there had been discussion at that meeting as to the desirability of having a security meeting with the police and City Centre member businesses.

Mr. Paravola reported on the meeting he had with City staff to discuss various parking issues. Mr. Conway noted the situation concerning the 10:00 p.m. parking cut-off on snow nights, and there was discussion as to the appropriateness of the time for a commercial area. Mr. Paravola advised that he would inquire as to the matter.

The Board turned to consideration of financial matters.

Mr. Paravola reviewed the year to date financial statements, as of January 31, 2008, as prepared by Max Results based on information provided by the Office. Mr. Paravola briefly reviewed the Notes of the Budget Committee meeting of February 13, 2008, and reported on year to date snow removal costs.

Upon motion duly made, seconded and unanimously carried, the Directors of SSA #6 approved the City Centre 2008/2009 Revised Draft Budget (Prepared 2/8/08) as applying to SSA #6, as prepared and presented by Mr. Paravola and as recommended to the Board for adoption by the Budget Committee.

Upon motion duly made, seconded and unanimously carried, the Directors of SSA #7 approved the City Centre 2008/2009 Revised Draft Budget (Prepared 2/8/08) as applying to SSA #7, as prepared and presented by Mr. Paravola and as recommended to the Board for adoption by the Budget Committee.

Mr. Paravola reviewed and discussed with the Board the "Analysis of Reserves" that he had prepared and discussed with the Budget Committee, which had served as the basis for the Budget Committee's recommendation to the Board as to the allocation of reserves between the SSA's.

Upon motion duly made, seconded and unanimously carried, the Directors of SSA #6 approved the establishment of balance sheet reserves for SSA #6 based on a two to one formula applied to net cash assets at April 30, 2007 of \$215,917, with separate accounting for assets attributable to each service area being carried forward from that date under the management fee model reflected in the 2008/2009 fiscal year budget as previously approved by the Board, as such establishment of reserves had been recommended to the Board by the Budget Committee.

Upon motion duly made, seconded and unanimously carried, the Directors of SSA #7 approved the establishment of balance sheet reserves for SSA #7 based on a two to one formula applied to net cash assets at April 30, 2007 of \$215,917, with separate accounting for assets attributable to each service area being carried forward from that date under the management fee model reflected in the 2008/2009 fiscal year budget as previously approved by the Board, as such establishment of reserves had been recommended to the Board by the Budget Committee.

The Board turned to consideration of general corporate matters.

Mr. Paravola reviewed the Notes of the Organization Committee meeting of February 4, 2008. Ms. Fitzharris advised that the Organization Committee would coordinate a security meeting with the Elmhurst Police, as had been mentioned by Mr. Johnson.

Mr. David Strosberg and Ms. Melissa Pittman from the Morningside Group joined the meeting and made a power point presentation to the Board on the Morningside Group's proposal to the City for a development on Hahn Street. Mr. Strosberg explained that Morningside's intent was to provide information and also to seek support from Elmhurst business groups. The Board discussed various aspects of the proposed project with the Morningside representatives. The Board then discussed possible parameters for addressing Morningside's request for City Centre support. Following discussion, it was agreed that Morningside should submit correspondence to the Board setting forth whatever request for support that Morningside was desirous of obtaining from the Board.

The Board turned to consideration of SSA #7 Maintenance Area matters. Mr. Paravola reported on his work in addressing pending Downtown Service Committee matters, most notably including landscaping/holiday decoration and Schiller Passageway/banner program initiatives, and several Board members made observations and suggestions concerning such matters.

The Board turned to consideration of SSA #6 Business Area matters.

Mr. Paravola reviewed the Notes of the Marketing and Promotion Committee meeting of February 11, 2008.

Mr. Paravola advised that the Office, working with the Marketing and Promotion Committee, was finalizing the schedule of calendar 2008 events. Ms. Fitzharris questioned the discontinuance of the Block Party, and Mr. Paravola reviewed the reasons for the Office's recommendation in this regard and the Marketing and Promotion Committee's discussion and resulting approval of the Office's recommendation as to this action.

The Board turned to consideration of new business matters. At Mr. Budgell's request, Mr. Paravola reviewed with the Board the nature of the newly created Merchant Liaison position in the Office, and the work which Ms. Lockie would be undertaking. No other new business matters were raised for consideration by the Board.

It was noted that the next meeting of the Board was scheduled for Tuesday March 25, 2008 at 7:30 a.m. at City Hall. There being no other business to come before the Board of Directors, the meeting was adjourned at 10:05 a.m.

Secretary

APPROVED: March 25, 2008