

ELMHURST CITY CENTRE
BOARD OF DIRECTORS

MINUTES OF REGULAR MONTHLY MEETING
HELD ON FEBRUARY 24, 2009

A meeting of the Board of Directors of Elmhurst City Centre was held on February 24, 2009 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	John Peake (Alt.)	Tom Borchert	
Ed Conway	Kevin O’Keeffe		John Quigley	
Margie Fitzharris	Charles Mueller		John Said	
Willis Johnson	Christy Sopko		M. Tegmeyer	
	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>
Frank Catalano		Annette Armstrong		John Gow
		Susan Danner (Alt.)		Diane Gutenkauf
		K. Dombrauskas (Alt.)		Stephen Hipskind
		Barrett Gleixner		Michael Regan
		Joe Merle		
		John Klink (Alt.)		
		Brian Murphy		

Also present at the meeting were Tom Paravola, Executive Director from the City Centre Office; Martha Corner, City of Elmhurst Economic Development Manager; Jim Pstrzoch from Merchant Member Rocky Mountain Chocolate Factory, and Diane Kocurek from Merchant Member Cold Stone Creamery.

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

Mr. Budgell noted that two City Centre Merchant members were present to address the Board.

Mr. Pstrzoch from Rocky Mountain Chocolate Factory stated that he had heard that there was a push to move Cool Cars from Wednesday to Sunday and that he was opposed to any such change, and commented on why he believed the event should continue to be held on Wednesday nights as currently structured. Ms. Kocurek from Cold Stone Creamery stated that she echoed Mr. Pstrzoch’s comments, and offered further comments as to her support for what she viewed as a very successful event.

No other 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 27, 2009 were approved, as presented.

The Board turned to consideration of reports from and on Alliance members.

Mr. Borchert distributed and reviewed a "City of Elmhurst Preliminary Analysis of General Fund" and reported on the City Council's work on the City's 2009/2010 fiscal year budget. Mr. Borchert reported on several other matters involving the City of Elmhurst, including future City projects involving parking garages to be built in the City Centre area and improvements to be made to Schiller Court.

Mr. Borchert departed from the meeting.

In light of the presence of and comments made by Mr. Pstrzoch and Ms. Kocurek, Mr. Budgell suggested that the Board address agenda item number (11), report/discussion/action regarding 2009 Cool Cars event scheduling.

Mr. Paravola reviewed the background for the agenda item, and distributed and reviewed a suggested motion for the Board's consideration, as setting forth the recommendation of the Office to continue the Cool Cars event in 2009 on Wednesday nights. Mr. Conway moved the suggested motion distributed by Mr. Paravola, and Mr. Johnson offered a second to such motion.

Mr. Paravola reviewed with the Board comments he had received from Mr. Bob Fonzino from Merchant and Commercial Property Owner Member Bilancio Salon & Day Spa, that the Cool Cars event was "old" and not what it used to be, that it has a negative impact on his and other City Centre businesses, particularly service businesses, and that the Board should consider either reducing the number of Wednesday nights on which the event is held or moving the event to Sundays.

Mr. O'Keeffe reviewed with the Board comments he had received from Mr. Kurt Hill from Merchant Member Cottage Hill Diamonds, to the effect that Cool Cars was not an event which should continue to be held in the downtown area on Wednesday nights, and that the Board should consider moving the event to Sundays. Mr. O'Keeffe reported that Mr. Hill had provided material to him regarding a prior City Centre marketing survey and e-mails solicited, in 2008, by Mr. Hill from City Centre members, which Mr. Hill had cited to Mr. O'Keeffe as evidencing the desire of City Centre members that Cool Cars not continue on Wednesday nights.

Mr. Paravola noted that Mr. O'Keeffe had forwarded the material provided by Mr. Hill to him, and that he had also received copies of some of the same material from Mr. Fonzino, and briefly summarized for the Board the contents of the various materials.

Mr. O'Keeffe commented that he thought Mr. Hill had some legitimate points as regards parking problems, and made some suggestions as to how parking issues might be addressed. Ms. Zysko-Leuzzi stated that she liked the event, as providing good exposure for her business. Mr. Said observed that the matter should be considered from the perspective of what works best for the most people; and Ms. Sopko offered that the better question was does the event benefit the entire community, not just businesses. Mr. Mueller stated that members were complaining that the event hurt their business, and that these people needed to have some action taken by the Board to solve their problem.

Following further discussion, upon motion duly made, seconded and unanimously carried, the Board approved the Cool Cars event being staged in summer 2009 on Wednesday nights from Memorial Day to Labor Day, and directed that the Office continue to work to take steps to attempt to address concerns raised regarding this event as to undue traffic congestion, lack of proximate parking and sidewalk obstruction issues.

Mr. Pstrzoch and Ms. Kocurek departed from the meeting.

Mr. Said reported on several matters involving the Department of Zoning, Planning and Economic Development, including that the Comprehensive Plan process was almost completed, that work on the City Centre plaza should begin in late spring, and that the new City vehicle stickers would have a “shop local” theme and include the City Centre logo.

Mr. Quigley reported on several matters involving the Chamber of Commerce, including the planning for the Chamber and City Centre joint staging of a mayoral candidate debate on business issues, scheduled for March 11th. Mr. Paravola advised that, as reflected in the Notes of its February 17, 2009 meeting, the Member Education and Networking Committee had approved funding of the event from the Committee’s budget for member seminars.

Mr. Quigley reported that the Chamber had made the decision not to continue to stage Elmfest, and had also made the decision to partner with City Centre on the concert series, to be sponsored jointly by City Centre and the Chamber as had been approved by the Board at its last meeting. Mr. Quigley further reported that, the previous night, the City Council Finance Committee had approved a \$10,000 community grant in relation to the planned summer concert series. Mr. Quigley and Mr. Paravola then discussed with the Board planning to date for the summer concert series,

Ms. Tegmeyer reported on several matters involving the City’s Visitor and Tourism office, including planning being undertaken for the upcoming Art in the Park event.

Mr. Paravola noted that, subsequent to the last Board meeting, there had not been any meetings of the Economic Development Commission or the Business Alliance.

Mr. Paravola briefly reported on recent meetings of the Mayor’s Bicycle Task Force.

Mr. Budgell briefly reported on the most recent meeting of the Elmhurst Cool Cities Coalition.

Mr. Said reported that City budget cuts would be affecting his department, and would likely impact on his department’s ability to continue the arrangement with retail recruitment consultant Cathy Maloney in its current form. Mr. Said advised that nothing had yet been finalized in this regard, and that he would continue to work with the Retail Recruitment Task Force to determine what retail recruitment activities might be undertaken going forward in light of the City’s operating budget situation.

The Board turned to consideration of regular monthly and informational reports from the Executive Director.

Mr. Paravola briefly reviewed the Statement of Assets, Liabilities and Net Assets as of January 31, 2009 and the composite Statements of Revenue and Expenses for the month of January 2009 and year to date May through January 2009, as prepared by Max Results based on information provided by the Office.

Mr. Paravola distributed and briefly reviewed, for informational purposes, the Notes of the February meetings of the Budget Committee, the Downtown Services Committee, the Marketing and Promotion Committee and the Member Education and Networking Committee.

The Board turned to consideration of financial matters.

Mr. Paravola reviewed with the Board the Second Draft 2009/2010 Budget, as had been included in the meeting packets, noting that, as reflected in the distributed Notes of the Budget Committee meeting of February 18th, all committees had signed-off on their portions of the budget. Mr. Johnson observed

that personnel costs were a huge part of the budget and increasing, and particularly flagged the Executive Director line item. Messrs. Budgell, Mueller and Quigley, members of the Budget Committee, offered comments on the amount included for the Executive Director line item, noting the various points reviewed by the Budget Committee in its consideration of the line item with Mr. Paravola and particularly that the budget line item was a placeholder for compensation available for the position, whether occupied by Mr. Paravola or another individual, with no current approval of any increase in compensation being paid to Mr. Paravola.

Upon motion duly made, seconded and unanimously carried, the Directors of SSA #6 approved the City Centre 2008/2009 Second Draft Budget (Prepared 2/17/09) 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 Second Draft Budget (Prepared 2/17/09) as applying to SSA #7, as prepared and presented by Mr. Paravola and as recommended to the Board for adoption by the Budget Committee.

The Board turned to consideration of general corporate matters.

Mr. Paravola reported on correspondence that he had received from Aldermen Gutenkauf and Moriarty, dated February 16, 2009, advising him that the aldermen had met with several City Centre merchants, at their request, to discuss some concerns the merchants had, primarily involving the process of electing new members to the Board, and that the aldermen would like to speak with Mr. Paravola regarding the issues. Mr. Paravola advised that he was still in the process of trying to schedule a meeting with the aldermen, and would report to the Board on the results of that meeting.

Mr. Paravola distributed and reviewed a suggested motion for the Board's consideration, as setting forth the recommendation of the Office for proceeding with an area wide banner program. Mr. Paravola reviewed the background on the matter, noting that the 2009/2010 fiscal year budget for SSA #6 as approved by the Board included a new line item to fund banner rotation. Mr. Johnson moved the suggested motion distributed by Mr. Paravola, and Mr. Conway offered a second to such motion.

Mr. Conway stated that he was against the banner proposal, because there were too many light poles where banners would not be visible because of trees and too many light poles with alot of City signage already attached. Mr. Paravola advised that he had surveyed the light poles within the area, with the concerns that Mr. Conway noted in mind, and believed that there were enough visible light poles available for a banner program to be effective. Mr. Budgell advised that the approval for funding would be considered separately for the SSA's.

Upon motion duly made, seconded and carried with all in favor with the exception of a nay vote by Mr. Conway, the directors of SSA #7 approved the Executive Director proceeding with an area wide banner program as soon as practical, drawing funding up to \$10,000 from SSA #7 reserves for hardware to place standard type hardware and standard size banners on street light poles, and utilizing such vendor or vendors as determined by the Executive Director to be most appropriate considering all factors, including quality, service and price.

Upon motion duly made, seconded and carried with all in favor with the exception of a nay vote by Mr. Conway, the directors of SSA #6 approved the Executive Director proceeding with an area wide banner program as soon as practical, drawing funding up to \$15,000 from SSA #6 reserves for the initial round of banners to place standard size banners on street light poles, and utilizing such vendor or vendors as determined by the Executive Director to be most appropriate considering all factors, including quality, service and price.

The Board turned to consideration of SSA #7 maintenance area matters.

Mr. Paravola distributed and reviewed a suggested motion for the Board's consideration, as setting forth the recommendation of the Downtown Services Committee to contract with McFarlane Douglass Companies for spring, summer and fall 2009 seasonal plantings as well as next year's holiday season decorating. Mr. Paravola reported that, as directed by the Downtown Services Committee, he had approached McFarlane Douglass to request some type of discounted rate if the firm was contracted for both seasonal plantings and holiday decorating, and been advised that the firm would offer a 5% discount.

Following discussion, upon motion duly made, seconded and unanimously carried, the Directors of SSA #7 approved entering into a contract with McFarlane Douglass & Companies for 2009 spring, summer and fall seasonal plantings, substantially on the same terms set forth in the proposal submitted by McFarlane Douglass and recommended to the Board by the Downtown Services Committee; in an amount not to exceed \$54,500 and subject to the Executive Director having the authority to adjust various line items and the itemized costs therefore within such total contract amount to possibly address use of hanging pots in the landscaping scheme.

Following discussion, upon motion duly made, seconded and unanimously carried, the Directors of SSA #7 approved entering into a contract with McFarlane Douglass & Companies for 2009/2010 holiday season/winter decorating, substantially on the same terms as the contract with McFarlane Douglass for the 2008/2009 holiday season/winter decorating and as recommended to the Board by the Downtown Services Committee; in an amount not to exceed \$52,500 and subject to the Executive Director having the authority to adjust various line items and the itemized costs therefore within such total contract amount to address possible changes to the decorating scheme as may be recommended by McFarlane Douglass and approved by the Downtown Services Committee.

The Board turned to consideration of SSA #6 Business Area matters. Mr. Paravola noted that "thumbnail" schedules of recent advertising activity had been included in the meeting packets, for informational purposes. Mr. Paravola briefly reported on the new Easter related promotion activities, as had been proposed by the Office and approved by the Marketing and Promotion Committee.

No 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 24, 2009 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 10:25 a.m.

Secretary

APPROVED: March 24, 2009