

**ELMHURST CITY CENTRE
BOARD OF DIRECTORS**

**MINUTES OF REGULAR MONTHLY MEETING
HELD ON MARCH 25, 2008**

A meeting of the Board of Directors of Elmhurst City Centre was held on March 25, 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	Kevin O'Keeffe	Barrett Gleixner	Tom Borchert	Diane Gutenkauf
Ed Conway	Christy Sopko	Joe Merle	John Quigley	
Willis Johnson	Natalie Zysko-Leuzzi		John Said	
			M. Tegmeyer	

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	Phyllis Butt	Annette Armstrong		John Gow
Margie Fitzharris	Charles Mueller	Glen Carley (Sec.Alt.)		Stephen Hipskind
		Susan Danner (Alt.)		Michael Regan
		Brian Murphy		

Also present at the meeting was Tom Paravola, Executive Director from the City Centre Office.

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

Mr. Paravola advised that Ms. Deborah Haude had submitted her resignation as a member of the Board representing the Crescent Court Condominium Association, and that the Association had submitted correspondence to the Board appointing Mr. Joe Merle to replace Ms. Haude as a director representing the Association on the Board, and also appointing Messrs. John Klink and John Peake as Crescent Court alternates to attend Board meetings as allowed under the By-Laws. Upon motion duly made, seconded and unanimously carried, the Board accepted the Director appointments made by the Crescent Court Condominium Association as set forth in its correspondence to the Board of March 12, 2008.

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 February 26, 2008 were approved, as presented.

The Board turned to consideration of reports from Alliance members.

Mr. Borchert reported on several matters involving the City of Elmhurst, including the status of wayfinding signage, streetscaping and plaza design, and Palmer Drive street repair projects, and mentioned the positive interaction which he observed was occurring between the Public Works Department and City Centre with respect to all of such matters. Mr. Borchert advised that he believed that the Hahn Street project was not likely to start until the spring of 2009.

Mr. Johnson noted the importance of the member information meeting with the Elmhurst Police Department scheduled for March 26th, and Mr. Paravola reviewed with the Board the arrangements which had been made for the meeting.

Mr. Said reported on several matters involving the Department of Zoning, Planning and Economic Development, including that the City was holding public meetings to work toward finalizing the Comprehensive Plan.

Mr. Quigley reported on various matters involving the Elmhurst Chamber of Commerce, including the current community directory and the website calendar, and that he and Mr. Paravola were continuing to review Elmfest options for possible City Centre initiative.

Mr. Paravola distributed and reviewed with the Board a Memorandum which he had prepared regarding "Proposed Elmfest Initiatives." Following discussion, upon motion duly made, seconded and unanimously carried, the Board approved Proposed Initiative (I) as presented by Mr. Paravola; specifically being that City Centre undertake promotional activity at Elmfest, to market and promote general City Centre brand and events, as well as to attempt to highlight to attendees the various City Centre businesses to visit while at Elmfest or to come back and visit later, with the focal point likely to be a grouping of several City Centre booths and with authorization to incur expenses up to \$15,000 to be allocated against SSA #6 reserves. Mr. Borchert inquired and Mr. Paravola confirmed that all spending on such initiative would be expenses attributable to SSA #6.

Following further discussion, upon motion duly made, seconded and unanimously carried, the Board approved Proposed Initiative (II) as presented by Mr. Paravola; specifically being that the Executive Director be permitted to work with Elmfest organizers to have the City approve closing York Road from Schiller to Second, to place a row of booths on York in that area, which would be inclusive of the City Centre booths as included in Proposed Initiative (I) and with the goals of (a) increasing the level of Elmfest activity on York from Schiller to Second, to benefit the York Road side of Elmfest and to encourage the circulation of attendees through more of the downtown area and (b) providing more event space to Elmfest organizers to allow for fewer booths on the east side of Addison between First and the Schiller Passageway to have greater visibility for storefronts in that area.

Ms. Tegmeyer reported on several matters involving the City's Visitor and Tourism office.

Mr. Paravola noted that Retail Recruitment Consultant Cathy Maloney's February written report had been included in the meeting packets.

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

Mr. Paravola reviewed the year to date financial statements, as of February 29, 2008, as prepared by Max Results based on information provided by the Office. Mr. Paravola briefly reported on year to date snow removal costs.

Mr. Paravola briefly reviewed the Notes of the March meetings of the Organization Committee and of the Marketing and Promotion Committee, as had been included in the meeting packets.

Mr. Paravola reviewed the proposed revised Charter for the Organization Committee, as was being recommended for adoption by the Board by Mr. Paravola and the Organization Committee. Upon motion duly made, seconded and unanimously carried, the Board approved adoption of the Member Education and Networking Committee Revised Charter Effective March 25, 2008, as presented.

Mr. Paravola reviewed the 2008 Calendar of Events, and the ECAF Public Art Display sponsor solicitation material, as had been included in the meeting packet for informational purposes. Mr. Paravola reported on matters involving City Centre, as discussed at the March 21, 2008 Business Alliance meeting with the City and the Chamber of Commerce.

Mr. Paravola advised that Mr. Budgell had requested him to provide a “ten month” status report on his activities as Executive Director since late May of 2007. Mr. Paravola generally reviewed the services he had been providing under the terms of his contract, matters which had been addressed by him and the Office as a whole, and various significant projects which were in the process of being undertaken or which would commence to be undertaken within the next several months, including landscaping and holiday decoration and Schiller Passageway and banner program initiatives. Following discussion, the Budget Committee was directed to review Mr. Paravola’s contract to serve as Executive Director.

The Board turned to consideration of general corporate matters.

Mr. Paravola noted that the meeting packet included a copy of correspondence received from Morningside Equities Group requesting that City Centre formally support their redevelopment concept for Hahn Street. Mr. Budgell reviewed the background for this request by Morningside, being the Board’s discussion at its October meeting and the resulting November 27, 2007 “Endorsement of Hahn Street Redevelopment” letter from City Centre to the City as well as the presentation made by Morningside to the Board at its February meeting concerning the detail of the Group’s proposal to the City. Mr. Budgell, Ms. Gutenkauf, Mr. Quigley, Mr. Borchert and Mr. Johnson offered comments on how City Centre might, or should or should not, respond to Morningside’s request. Following discussion, it was agreed that Mr. Paravola should prepare a draft of a letter which might be sent by City Centre to the City setting forth a further endorsement of Hahn Street redevelopment, taking into consideration all of the various comments made, in order for the Board to further consider this matter.

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

Mr. Said reviewed with the Board the proposed retail recruitment consultant contract renewal, noting that the terms of the renewal involved terms substantially similar to the terms of the current contract. Ms. Gutenkauf and Mr. Borchert offered comments on the services provided by Ms. Cathy Maloney under the contract. Mr. Paravola noted that City Centre does not get involved in management of the contract or providing direction to Ms. Maloney, but that Mr. Said manages and reviews Ms. Maloney’s services. Mr. O’Keeffe observed that he would like to see Ms. Maloney periodically attend some City Centre Board meetings to share ideas. Upon motion duly made, seconded and unanimously carried, the Board approved City Centre participation in the retail recruitment consultant contract with Ms. Maloney for the 2008/2009 fiscal year on the terms presented by Mr. Said.

The Board turned to consideration of new business matters. At Mr. Gleixner’s request, Mr. Borchert reviewed with the Board the streetscaping activity scheduled to be undertaken on York Road. 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 April 22, 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 9:45 a.m.

Secretary
APPROVED: April 22, 2008