

**City Of Rolling Meadows  
Economic Development Committee Minutes**

**Monday, March 1, 2021**

**Members Present:**

Mike Reppe  
Laura Majikes  
Kevin O'Brien  
Jenifer Vinezeano  
Christine Burbidge

**Absent:**

Craig Carlson  
Roberta Marcinkus  
Blake Goldie  
Vacant

**Others Present:**

Barry Krumstok, City Manager  
Melissa Gallagher, Finance Director  
Lori Ciezak, Assistant to the City Manager  
Martha Corner, Business Advocate

**Call to Order**

Having established a quorum, Chairman Reppe called the meeting to order at 6:01 p.m.

**Welcome to new member Blake Goldie**

Member Goldie was not in attendance at this meeting, therefore, his welcome will officially occur at the next meeting.

**Approval of Minutes**

Chairman Reppe requested a motion to approve the minutes of the September 1, 2020, regular meeting; September 21, 2020, special meeting; and October 5, 2020 special meeting. A motion was made by Member Majikes, seconded by Member O'Brien, and with no additional discussion the minutes were unanimously approved by the membership.

**New Business List – Feedback Received from Contacts Made**

Contacts were made by former Member McNaney who is no longer a member of the Committee, therefore, an update was not possible.

### **New Business List Distribution**

Mr. Krumstok explained the purpose and process for contacting the City's new businesses to the new members of the Economic Development Committee. Member Vinezeano volunteered to make calls for the October and November 2020 New Business Lists, and Member Burbidge volunteered to make calls for the December 2020 and January 2021 New Business Lists.

### **Economic Development 2020 Recap & Look Ahead**

Mr. Krumstok explained that a new agenda format will be followed starting at the April 5, 2021 with Staff Reports. The Agenda and attachments will be emailed to EDC members on Wednesday or Thursday of the week prior to the meeting. Question should be directed to City Staff prior to each meeting in order to improve the efficiency of the meeting time. Member O'Brien reminded the group of the importance of the Economic Development recap for budgeting and rating companies. Ms. Gallagher confirmed this statement.

### **Business Advocate Update**

Members were referred to the information provided by Ms. Corner which was included in the meeting packet.

### **City Events for 2021**

Ms. Ciezak explained the Street Banner Program to the members and answered questions regarding 2021 scheduled events.

### **Goal 2021 Discussions**

Chairman Reppe led the discussion and mentioned the importance focusing on driving business, not just supporting it, as with the RM Business Buzz website.

Chairman Reppe stated the Economic Development Committee needs to provide incentives to fill the 13 vacancies that exist on the Kirchoff Road corridor area in order to promote a sense of community and a place to gather. Because the real estate market is so hot at this time he asked the group to make a list of business types that would be a good fit for the location, for example: bakeries, pet stores, restaurants (that provide breakfast), juice stores, antiques shops, etc. He does have a list of his own that will be shared later, and he was going to contact a friend who runs the Honey Jam Restaurant in Arlington Heights.

Member O'Brien asked Ms. Corner how a desired business is contacted and presented with our City's attributes, and Ms. Corner described the process of dealing with brokers. She reminded the group that since we are surrounded by major economic centers (Arlington Heights, Schaumburg, and Palatine), the Rolling Meadows downtown area attracts more "mom-and-pop" stores. Mr. Krumstok reiterated that he along with Ms. Corner and Philips Edison are continually working to promote the downtown (Kirchoff Road) area.

Mr. Krumstok reminded the Committee that the restaurant incentive program has expired and that the City Council will need a recommendation from the Economic Development Committee in order to continue the program as a way to market the downtown area.

Member Majikes asked Ms. Corner if she received feedback from Rolling Meadows businesses not located in the downtown area why they chose to not locate their businesses there. Ms. Corner stated that market conditions played a role as well as traffic counts and the price of rent (which is higher in the downtown area). Mr. Krumstok stated that the large parent companies of vacant buildings would rather take the loss than lower the rent. He also stated that some landlords are difficult to contact. Member O'Brien asked if we have the ability to condemn vacant buildings of non-responsive property managers, and Mr. Krumstok stated that the City can bring about fines to attempt to get their attention, but many times the corporations are so large that they do not care about one small location.

A discussion was opened to determine if the City should offer an incentive to encourage businesses to move to the downtown area. Member Majikes suggested an incentive geared toward small businesses, and Chairman Reppe suggested an incentive geared toward women- and minority-owned businesses. Member Vinezeano suggested having different incentives for small, mom-and-pop type businesses and another for restaurants. Staff will draft something for the next meeting.

Mr. Krumstok will provide the Economic Development Committee with details of the past restaurant incentive as well as small business start-up costs and shopping center rent prices.

Mr. Krumstok reminded the Committee that the new M/I Homes development, Meadow Square, will provide over 100 new homes to residents which will boost the downtown traffic.

Member Vinezeano feels that information regarding the estimated costs for a new business to open in the downtown area could entice small business owners to consider locating there. She asked Mr. Krumstok to provide this information at a future meeting. Member O'Brien agreed that the root of the problem could be that rents are too high.

Chairman Reppe asked how the Committee could assist Ms. Corner in finding small businesses to move into the downtown area, and a suggestion was made to offer a tenant space that home-based businesses could share. Member O'Brien asked if the City would ever consider buying a space to implement an idea such as this. Chairman Reppe said that a small space in the strip mall his business is located may cost the City \$24,000 per year and the City could then rent the space out to interested small businesses with home-based businesses being the target market. Mr. Krumstok asked that ideas and/or leads be directed to him and Ms. Corner, the Business Advocate, for follow up.

Member O'Brien suggested that another goal be to retain the City's large businesses. In light of the Covid-19 pandemic, "pods" are becoming popular with larger companies, and Member Vinezeano suggested advertising this as an option on behalf of the City, especially since many of our businesses are located within the "Golden Corridor." "Ghost" kitchens could also pop up. Advertising this concept can also be geared toward larger Chicago-based businesses.

### **Items of Interest in the City**

Mr. Krumstok provided Committee members with copies of the FY2020 Zoning Map indicating the square footage for certain districts as Member Carlson had requested for at a prior meeting. Once the new and revised Zoning Code Map is approved by the City Council, this will also be distributed to the Economic Development Committee members.

### **Meet Chicago Northwest - New Representative Discussion**

Member Vinezeano requested clarification on the benefits of our membership to Meet Chicago Northwest. Mr. Krumstok announced that Ms. Ciezak will be the new Rolling Meadows representative until an Economic Development Committee member volunteers to attend the quarterly meetings. Over the next two meetings, an update will be provided and a presentation will be given to Committee members.

### **Chamber of Commerce Update**

Mr. Krumstok stated that tentatively as of April 1<sup>st</sup> the Rolling Meadows Chamber of Commerce will be outsourced to an association management company directed by Jon Ridler of the Arlington Heights Chamber of Commerce. Mount Prospect and Palatine recently joined this co-op which is under a multi-year contract. The co-op will be responsible for membership outreach, recruitment, advocacy, events, and marketing. Abigail, a current Rolling Meadows Chamber employee, will remain on staff at the co-op, working remotely.

Mr. Krumstok mentioned that the City is currently revamping a program to provide “welcome packets” to new residents. The City will enlist the assistance of Meadows Christian Fellowship as well as the Chamber for this program.

### **Issues Not on the Agenda**

Ms. Corner announced that Sabroso Burrito, located at the former Pepe’s property, was sold and a new restaurant will be occupying the space. The type of cuisine has not yet been disclosed. The property sold for approximately \$350,000.

### **Public Comment**

Resident John Sele was in attendance and said he came to get an idea of what the Economic Development Committee does.

### **Adjournment**

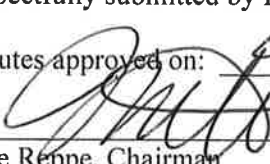
Chairman Reppe requested a motion to adjourn the meeting which was made by Member Majikes, seconded by Member Vinezeano, and unanimously approved by the membership. The meeting was adjourned at 7:28 p.m.

The next regularly scheduled meeting of the Economic Development Committee will take place April 5, 2021, at 6 p.m.

---

Respectfully submitted by Lori Cjezak.

Minutes approved on:

 4/5/21

---

Mike Reppe, Chairman  
Economic Development Committee