

**City Of Rolling Meadows
Economic Development Committee Minutes
Monday, April 4, 2022**

Members Present:

Linda Ballantine
Christine Burbidge
Craig Carlson
Roberta Marcinkus
Jeanine Molinelli
Kevin O'Brien

Members Absent:

Heather Larson
Dominick (Nick) Martinelli
Jenifer Vinezeano

Also Present:

Martha Corner, Business Advocate
Elizabeth Kwandras, Interim Superintendent of Community Development

Call to Order

Having established a quorum, Acting Chairman O'Brien called the meeting to order at 6:01 p.m.

Approval of Minutes from March 7, 2022 Meeting

Chairman O'Brien requested a motion to approve the minutes of the March 7, 2022 regular meeting. A motion was made by Member Burbidge and seconded by Member Ballantine, and with no additional discussion the Economic Development Committee (EDC) minutes were unanimously approved by the membership.

Cook County Class 6b – City of Rolling Meadows Draft Policy and Application Review

Ms. Corner provided a draft of proposed City of Rolling Meadows policy and a related application. After some discussion, EDC members agreed to forward the materials, without changes, to the Committee-of-the-Whole (COW) for their review at the April COW meeting.

2022 Goals Discussion Continued

Chairman O'Brien stated that the EDC could continue "brainstorming" on a 2022 EDC Goals program during the meeting. Ms. Corner has provided a white board for keeping notes.

Leveraging previous City Council discussion and the Comprehensive Plan, the EDC continued work on development of program details for a landscaping and outdoor seating grant program that will be reviewed by the COW at a future meeting date (likely June 2022).

Member Carlson presented an overview of a potential program to that effect based on his research. He provided newspaper articles and examples of a program in place in the Village of Mundelein that he believed was a good starting point for EDC discussion. Based on his research, he provided an outline proposed Business Incentive Grant – Landscaping and Outdoor Seating Spaces, for EDC consideration (outline below).

Proposed Business Incentive Grant Landscaping & Outdoor Seating Spaces

Objective Initiate improvement in Rolling Meadows commercial outdoor dining spaces.

Strategy Compose and offer a comprehensive program, supported by the City of Rolling Meadows, to current business owners and landlords.

Tactics

- Provide initial vision to specific business owners.
- Offer value-added project services.
- Co-op funding for projects.
- Jumpstart this annual program with large investment to create momentum in year one.
- Provide “loud” public relations of positive results.
The above tactics to be executed in year one.

Initial Thoughts

- 1) Specifically focus this initiative to commercial operators with a focus on outdoor seating and landscaped spaces:
 - Visible and beneficial to both business owners and the general Rolling Meadows (RM) public.
 - Keep scope narrow.
 - Lower cost projects.
 - Avoids “mission creep” (e.g. signage, building exterior, etc.)
- 2) Does not cover furniture, fixtures and equipment (FFE) costs.
- 3) Upkeep of space to be maintained by business owner.
- 4) Elements of funded projects cannot be moved, sold, etc.
- 5) Cannot be establishment branded.
- 6) RM Community Development Team to formally present to targeted business establishments (*Note: EDC to determine initial target list*).
- 7) Use RM architectural/engineering firms.
- 8) Waive permit and planning fees.
- 9) New construction (i.e. ground up) does not qualify.
- 10) Concept of this program to be presented to City Council by the City Manager.
- 11) If concept approved, initial draft of this program to be written by City Manager. This initial draft to be reviewed and edited by EDC prior to formal recommendation to City Council.
- 12) Co-op funding 50% of project costs.

Based on EDC discussion, Ms. Corner will provide a draft policy on the aforementioned proposed grant program to the EDC at their May 2022 meeting. The project budget could include \$50,000 in 2023.

Member Jeanine Molinelli proposed that a budget also be proposed for a preliminary plan to present to the owners of Rolling Meadows Shopping Center. The plan would allow for something specific/concrete to present including a design mock-up, preliminary project budget, shopping center return on investment (ROI), etc.

At this time, EDC members agreed to place a pause on wayfinding signage/other signage as a 2022 goal. This was based on larger sign initiatives being in the pipeline (example: IDOT bridge/overpass maintenance discussed at a past COW meeting and overall signage may be outside the scope for the EDC.

- 1) Assist Existing Businesses
 - a) Restaurant Promotions
 - b) Property Improvements
 - c) Small Business Forum, Mentoring, Business Resource Guide
 - d)
- 2) Attract New Businesses
 - a) Restaurants
 - b) Shopping
 - c) Gathering Places
 - d)
- 3) Aesthetics
 - a) Landscaping
 - b) Curb Appeal
 - c) Bicycle Features

New Business List – Feedback Received from Contacts Made and Distribution of New List

EDC members reported on various business contacts made, all comments about opening their businesses in Rolling Meadows were favorable.

EDC members then reviewed the March 2022 new business list and various members agreed to contact the businesses.

Staff Reports – Business Advocate Update

Ms. Corner reported the following:

- The City and Chamber Co-Op are working on plans for a 2022 State of the City luncheon event at Meridian Banquets & Conference Center. The event is scheduled for Wednesday, May 18, 2022 from 11:00 am to 1:00 pm. Lunch tickets will be available to the general public. Along with other City of Rolling Meadows officials, EDC members will be able to take advantage of a discounted rate of \$25.
- Owners of Tacos El Norte are in process finalizing a lease for the former Great American Bagel location in Rolling Meadows Shopping Center (3240 Kirchoff Road). Among other permits and approvals, a liquor license will be requested.
- Owners of Sorry Mommy, a Central Asian cuisine inspired restaurant, is in process of Business License approval for a new location at the former Pepe's/Sabroso restaurant (5153 New Wilke Road).
- MingHin Cuisine restaurant representatives are in the process of requesting approval for video gaming as an accessory use at the existing restaurant location (1440 Golf Road). City Council

will need to approve the issuance of a GA (Gaming Accessory) liquor license classification. Building permits are in process and the floor plan is acceptable.

- Owner of Anna's Red Apple (2121 Plum Grove Road) is requesting an A2 liquor license and video gaming approvals. Both the liquor license and video gaming were previously held by the owner but he allowed them to suspend during the past few years.
- 3111 Meadow Drive, former Fire Station #15, is current in review for a proposed food hall and bar facility (Firehall and Hosed). Leaky Keg Brewery is included in the prospective tenant mix.
- The City is working with Fratello's ownership on placement of a concrete pad in the City of right-of-way adjacent to Fratello's to allow for permanent outdoor seating.

Items of Interest in the City

None.

Issues Not on the Agenda

Public Comment

None.

Adjournment

Acting Chairman O'Brien requested a motion to adjourn the meeting which was made by Member Molinelli and seconded by Member Burbidge, and unanimously approved by the membership. The meeting was adjourned at 7:51 p.m.

The next regularly scheduled meeting of the Economic Development Committee will take place May 2, 2022 at 6 p.m.

Respectfully submitted by Martha Corner

Minutes approved on:



Christine Burbidge Acting Chair, Economic Development Committee