

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

**Tuesday, July 7, 2020**

**Members Present:**

Laura Majikes  
Dave McNaney  
Jenifer Vinezeano  
Kevin O'Brien  
Mike Reppe  
Craig Carlson  
Roberta Marcinkus

**Absent:**

Vacant  
Vacant

**Others Present:**

Barry Krumstok, City Manager  
Melissa Gallagher, Finance Director  
Lori Ciezak, Assistant to the City Manager  
Martha Corner, Business Advocate  
Deb Austerlade, Administrative Assistant  
Linda Ballantine, Exec. Dir., Chamber of  
Commerce  
Min Bowler, President, Lakeshore Title  
Eric Fischer, Cushman & Wakefield  
Zach Kafitz, Sarnoff Baccash Law Office  
Greg Yurovsky, Hyper Micro Systems  
Melissa Whitley, Elliott & Assoc. Law Office  
Mike DiCarlo, DiCarlo Construction

Before the meeting was officially called to order, Mayor Gallo welcomed all to the meeting and expressed his feeling that local business owners, as members of the committee, are the best to drive the Committee while bringing the dynamics of their business to the Committee, the City, and the residents. Mayor Gallo provided all members with a copy of Article V of the Code of Ordinances which outlines the organization of the Committee and duties.

Prior to beginning the meeting Mr. Krumstok advised the Committee members to nominate a temporary Chairman. Member Majikes was nominated to be the temporary chairman by Member McNaney and seconded by Member O'Brien.

**Call to Order**

Having established a quorum and nominated a Temporary Chairman, Temporary Chairman Majikes called the meeting to order at 6:00 p.m.

**Approval of Minutes**

Temporary Chairman Majikes requested a motion to approve the minutes of the March 3, 2020, meeting. A motion was made by Member McNaney, seconded by Member Reppe, and with no additional discussion the minutes were unanimously approved by the membership.

### **Introduce New Committee Members**

Mr. Krumstok welcomed all returning and new members of the Economic Development Committee, and each member introduced himself/herself:

- David McNaney is a long-time resident and small business owner of a photography shop. His goal while sitting on the Economic Development Committee is to help small businesses market themselves. Has been a member of the Committee for 5 years.
- Craig Carlson is the owner of Comet Frozen Custard & Coffee, which has been open for 4 years. He joined the Committee to help mold and enhance the Committee's goals.
- Roberta Marcin has owned and operated the Roberta's Williams Salon & Day Spa for over 40 years. Additionally, she and her family have been Rolling Meadows residents for over 50 years. She has a desire to share her knowledge with the Committee and local businesses.
- Mike Reppe is the owner of Rep's Place, which has been open for 2 years. His family has lived in Rolling Meadows for 40 years, and he joined the Committee in order to bring about change.
- Jenifer Vinezeano, 4th Ward Alderman, has a desire to act as a liaison between the Economic Development Committee and the City Council. Her husband is from an "original" Rolling Meadows family that made their home here in the 1950's.
- Kevin O'Brien, 3rd Ward Alderman, also wishes to act as a liaison between Committee and the City Council. He is a businessman in his full-time job.
- Laura Majikes, a realtor for 33 years, has been a Rolling Meadows resident for 30 years, and her husband has been a resident for 58 years. She enjoys selling property in Rolling Meadows and welcoming new residents.
- Barry Krumstok is the City Manager
- Melissa Gallagher is the City's Finance Director.
- Deb Austerlade is the City Manager's Administrative Assistant.
- Martha Corner is the City's Business Advocate.
- Lori Ciezak is the Assistant to the City Manager.

### **New Business List-Feedback Received from Contacts Made**

Mr. Krumstok explained that this each month a list of new businesses is distributed to the Economic Development Committee. Members contact those businesses to welcome them to the City and answer questions. Feedback is discussed at the next Economic Development Committee meeting. There are two classifications of the businesses on the list: (NEW) which are businesses that are brand new to Rolling Meadows, and (BLC) which stands for business license compliant, meaning a business that either never had a license or forgot to renew. BLC businesses are considered "new" for the purposes of the Economic Development Committee; they are not new businesses as presented to the City Council.

### **New Business List Distribution**

The following members volunteered to contact businesses on the New Business lists:

Member Carlson – MB Homecare dba Touching Hearts at Home on the April list

Member Majikes – PHP Construction and SEA Ltd. on the April list

Member Marcinkus – Phoenix HVAC on the June list

Member Reppe – Tropical Smoothie Café on the June list

Member McNaney – DiCarlo Construction and Weldy Lamont Group on the June list

### **Next Level Northwest-RM Graduate: Lakeshore Title**

Ms. Corner provided a brief history and explanation of the program: Five communities formed this 501(c)(3) organization by pooling money to pay for the services of a professional development consultant. To qualify for coaching assistance, a business submits an application and goes before a “pitch panel” consisting of local business owners and community members. Afterward, a recommendation is made as to whether or not to Next Level Northwest should support the business.

Min Bowler, President of Lakeshore Title, spoke to the Committee members about her company’s experience as with Next Level Northwest. Lakeshore Title, a title insurance company established in 1997, serves mostly the Chicagoland market. It also serves all of Illinois. When Ms. Bowler heard about the Next Level Northwest program, her company’s growth was stagnant. She worked with a coach to create a professional website that reflects all of Lakeshore Title’s accomplishments including being awarded the number one title company in state of Illinois. The coach also provided marketing strategies while bringing the company up to date on social media. The experience has had a tremendous impact on her business with volumes and revenues increasing: Last year the company averaged 200 closing per month, and so far the average this year has been closer to 350 closings per month. In only first half of 2020, Lakeshore Title has made 80% of the sales revenue of the entire year of 2019. She appreciated the coach’s perspective as an outsider looking in to the business.

Ms. Corner presented Ms. Bowler with an official certificate as a graduate of Next Level Northwest.

Next Level Northwest is always looking for businesses to coach and the program is communicated to Rolling Meadows businesses through the Business Messenger newsletter.

### **6b Request: 900 & 980 Carnegie Street**

Attorney Zach Kafitz approached the Economic Development Committee to request a 6b Tax Incentive on behalf of his clients Greg Yurovsky of Hyper Micro Systems and Eric Fischer of Cushman & Wakefield for the property located at 900 and 980 Carnegie Street. The property, totaling 180,000 square feet, is currently owned by Mr. Yurovsky and he is considering purchasing the property and relocate his business from its location in Wood Dale where it has been for seven years to the larger site in Rolling Meadows. He plans to invest approximately \$1 to \$2.5 million to improve the site. The site consists of two separate parcels that will be owned by two separate LLCs with the intention of keeping the parcels separate. This is being done at the request of Cook County, and while two separate Resolutions will be required, the goal is to have one user. The lease on his current location in Wood Dale expires in January 2021, and he would like to close on the Rolling Meadows property in September 2020.

Mr. Yurovsky's company contracts with manufactures and big box retailers to purchase returned product, and they then inspect, refurbish and resell it. The company also refurbishes equipment. His company currently employs 59 workers and plans to add 15 to 25 new jobs at the site in the next one to three years.

Member Carlson inquired if the 6b tax incentive is "grandfathered" in the event one of the property parcels is sold, and Mr. Kafitz advised that the municipality has authority to speak with the Cook County Assessor to make that type of arrangement.

Member Carlson asked Mr. Krumstok why staff recommends approval of the 6b tax incentive, and Mr. Krumstok said one of the reasons is to change the status of two unutilized buildings to fully function; Mr. Krumstok mentioned that the recommendation to the City Council is the Economic Development Committee's final decision.

Member O'Brien asked if Mr. Yurovsky intended to request a reduction in permit costs from the City, and Mr. Yurovsky said he did not.

Member Carlson stated he does not see the benefit to the City from the 6b; while the incentive appears to be a benefit to the business, the tax money responsibility will be distributed among the City's other businesses and residents.

Mr. Kafitz stated the property needs improvements, and if it continues to sit on the market, it will become eligible for "vacancy relief" whereby the City will receive no money from it.

Ms. Ballantine stated the industrial park has "not looked its best in several years" and is concerned about not keeping it in its prime. She also stated that the Rolling Meadows Chamber of Commerce would support a 6b for a blighted building in order to create a safer building which is occupied by a viable business. She feels it makes sense to have permit somebody to invest \$1 to 2 million into a building to keep an industrial park healthy.

Temporary Chairman Majikes requested a motion to provide a recommendation to grant the 6b Tax Incentive for this property to the City Council. Member McNaney made the motion which was seconded by Temporary Chairman Majikes. With no further discussion a vote was taken and approved: 6 in favor, and 1 against. This matter will be placed on the July 28th City Council's agenda for their consideration.

#### **6b Request: 4000 Industrial Avenue**

Attorney Melissa Whiteley of Elliott & Associates and Mike DiCarlo of DiCarlo Construction also spoke to the Economic Development Committee to request a 6b Tax Incentive for the property located at 4000 Industrial Avenue. This industrial property has been vacant since October 1, 2018, and Mr. DiCarlo feels it has remained vacant so long due to its small size. Mr. DiCarlo, who currently owns the building, intends to use the building as a warehouse after making improvements to the building, parking lot and landscape. He also intends to hire additional employees.

DiCarlo Construction, which has been in business since 2012, is a small sewer and water company that provides erosion control. In addition to office space, silt fence and erosion material would be stored inside the building and heavy equipment would be parked in the rear of the building. The property taxes for the property without a 6b Tax Incentive are approximately \$31,000 annually; with the 6b Tax Incentive, taxes would be approximately \$18,000 annually.

With no questions being asked, Temporary Chairman Majikes requested a motion to provide a recommendation to grant the 6b Tax Incentive for this property to the City Council. Member McNaney made the motion which was seconded by Member Reppe. With no further discussion a vote was taken. All in favor, and the motion was approved. This matter will be placed on the July 28<sup>th</sup> City Council's agenda for their consideration.

### **Business & Community Showcase (September 24, 2020)**

Ms. Corner advised the Economic Development Committee that although we will need to allow space between tables and limit the number of people to 50 per room, we are optimistic that the event will be held in light of COVID-19. All businesses that participate must be located in Rolling Meadows, and Ms. Corner noted that she has received no cancellations since the announcement that the event date had changed from April to September.

Mr. Krumstok advised that while many of the City's events are either being scaled back or cancelled, we want to host an event that is safe for all attendees. Subsequently, the City is working with Meridian Banquets to determine the best number of rooms needed and the layout necessary to accommodate the businesses and general public. Currently, the Business & Community Showcase is the only event scheduled at the Meridian for that Thursday night.

Member Reppe inquired about the plan to entice more community members to participate, and Ms. Corner advised that advertising has been significantly increased. Mr. Krumstok added that the change in venue from Rolling Meadows High School the first year to Meridian Banquets last year resulted in an increased number of attendees.

Member Carlson asked if attendees are asked to provide contact information, and Ms. Corner advised that they are not. The success of the Showcase is measured by the number of public and residents that attend the event.

Members Vinezeano and Carlson do not feel the event will be well attended in light of the COVID-19 pandemic. If the ultimate decision is made to proceed with the Business & Community Showcase, Member Vinezeano wants to be sure that the event is set up as a "safe" event and would prefer that it take place in an outdoor setting.

Member McNaney agrees that since the event is especially important to our smaller businesses that enjoy the exposure it provides, an outdoor venue would be best.

Ms. Corner will send an e-mail message to those businesses that are currently planning to participate in order to get their feedback on the venue.

### **Business Advocate Update**

Ms. Corner provided the following report:

There was one business closure during COVID-19, and Ms. Corner feels it is only a temporary closure. On a positive note, a number of businesses will be opening soon in Rolling Meadows.

- Tropical Smoothie Café opened on Saturday, June 27. It is located at 1456 Golf Road

- Burrito Parrilla Mexicana plans to open in August or September. It is located at 2101 Plum Grove Road
- Tacos Jerez will open soon at 1410 Golf Road.
- Lulu's is expected to open at the end of July or beginning of August at 2633-2635 Kirchoff Road.
- Teriyaki Madness's plans are currently being reviewed in the Community Development Department. They will be located at 1319 Golf Road.
- Kung Fu Tea's plans are also being reviewed in the Community Development Department. They will be located at 1643 Algonquin Road.
- Rosati's has not yet determined when they will be opening this take-out-only restaurant. They will be located at 2631 Kirchoff Road.
- Leaky Keg Brewery has received zoning and other approvals to operate a microbrewer and tasting room at 5100 Newport Drive. Their plans are currently in the plan review process.
- The former Steak N Shake building located at 1501 Algonquin Road is officially available. Ms. Corner is working with the broker to attract a new tenant.
- Ms. Corner has been working with restaurant owners for temporary outdoor seating during the COVID-19 pandemic. Notices of the temporary outdoor seating program has been distributed to all Rolling Meadows restaurants, and to date, no restaurant operator has been denied the ability to implement temporary outdoor seating at their location.

### **City Events 2020**

City Markets are still scheduled to take place throughout the summer months. All other events will be held only if it is safe to do so.

### **Goals 2021 Discussion**

Due to time constraints, this item was deferred to the August 4, 2020, Economic Development Committee meeting. Mr. Krumstok requested that members give thoughtful consideration to 2021 goals prior to next month's meeting.

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

Members were provided with the following information:

- Teriyaki Madness-Article from [www.qsrmagazine.com](http://www.qsrmagazine.com) dated September 2019 regarding Michael Haith, CEO of Teriyaki Madness
- Updated Dining Guide
- Tropical Smoothie Café – Coupon and Menu
- Tacos Jerez - Menu

### **Chamber of Commerce Update**

Ms. Ballantine advised that the Chamber's 2020/21 Resource Guide will be published in July and distributed by mail to businesses and residents. It will also be inserted into the Daily Herald newspaper.

**Issues Not on the Agenda**

Member Reppe stated his desire that that Economic Development Committee meeting subjects center around the City's businesses.

Member McNaney suggested that the majority of the meeting time in August be spent discussing the Economic Development Committee's future goals.

**Public Comment**

None.

**Adjournment**

Temporary Chairman Majikes requested a motion to adjourn the meeting which was made by Member McNaney, seconded by Member O'Brien, and unanimously approved by the membership.

The meeting was adjourned at 7:23 p.m.

The next regularly scheduled meeting of the Economic Development Committee will take place August 4, 2020.

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Respectfully submitted by Deb Austerlade.

Minutes approved on: 8/4/2020

Laura Majikes  
Chairman, Economic Development Committee