

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

**Tuesday, August 4, 2020**

**Members Present:**

Laura Majikes  
Dave McNaney  
Kevin O'Brien  
Mike Reppe  
Craig Carlson

**Absent:**

Jenifer Vinezeano  
Roberta Marcinkus  
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

**Call to Order**

Having established a quorum, Mr. Krumstok called the meeting to order at 6:00 p.m.

**Approval of Minutes**

Mr. Krumstok requested a motion to approve the minutes of the July 7, 2020, 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.

**Nomination & Election of Chairman**

Mr. Krumstok opened a discussion about selecting a Chairman for the Committee. Member O'Brien asked if the decision should be deferred to a future meeting since two members are absent from this meeting and two more appointments need to be made. All agreed to postpone the election of a Chairman until the September meeting of the Economic Development Committee. A formal motion was made by Member O'Brien and seconded by Member McNaney to postpone the selection of a chairman. With no further discussion, a vote was taken, and all were in favor.

Member McNaney nominated Member Majikes to be the temporary chairman seconded by Member O'Brien. With no further discussion, a vote was taken, and all were in favor.

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

Acting Chairman Majikes started this section of the meeting by reporting that she left a voicemail message for Anthony of SEA Ltd., after talking to the receptionist, but she has not received a response.

Member Reppe reported that he contacted the owner of Tropical Smoothie Café who said he is satisfied with the City's services.

Member McNaney reported that he received no response from his attempt to contact a representative of Weldy Lamont Group. He was successful in speaking with Michael DiCarlo of DiCarlo Construction who stated he has a good relationship with the City.

Member Carlson left a message for Mary of MB Homecare dba Touching Hearts at Home Rolling Meadows, but he has received no response.

### **New Business List Distribution**

Member McNaney volunteered to contact the two new businesses listed on the July 2020 New Business List.

### **Meet Chicago Northwest – New Representative**

Mr. Krumstok advised that the person who represents Rolling Meadows at Meet Chicago Northwest has decided to step down from the position and Meet Chicago Northwest and requested a volunteer to replace her. Meet Chicago Northwest meets quarterly on Tuesday mornings at 8 a.m. at their Schaumburg office or at member locations, and Mr. Dave Parulo will be available to answer questions from people interested in the position. Member McNaney suggested that Mr. Parulo be invited to a future Economic Development Committee meeting to provide information about the position. Mr. Krumstok stated he will invite Mr. Parulo to the September Economic Development Committee meeting.

### **Business & Community Showcase Discussion (9/24)**

Ms. Corner said that in light of the pandemic she e-mailed a survey to the 22 registered exhibitors of the 2020 Business & Community Showcase requesting their input regarding holding the Showcase this year. Because many were hesitant and also had concerns about promotional materials, a decision was made to cancel the event. All who registered will receive a full refund.

Member O'Brien suggested offering space to the registered businesses at the remaining City Markets. Ms. Ciezak stated that the markets are meant to be more of a true "market" as opposed to an exhibit event. Member Carlson asked how many businesses that participate in the City Markets are based in Rolling Meadows, and Ms. Ciezak estimated that half are Rolling Meadows businesses. Ms. Ciezak went on to explain that in the past the City has invited new businesses to participate in the City Markets, however, most times the invitation is declined because staffing issues prohibit the company from participating.

Ms. Corner and Ms. Ciezak have been investigating methods used by other communities to promote their businesses, and they provided information about a microsite in Elmhurst ([www.explorelmhurst.com](http://www.explorelmhurst.com)). Ms. Ciezak spoke with the person who organized the site for Elmhurst, who explained that once it was

launched it was easy to maintain. One way to utilize a microsite is to allow businesses to offer discounts or coupons to visitors of the site.

Member O'Brien suggested that the City send an e-mail blast to all businesses to determine if there is interest in developing this type of microsite on the City's website.

### **Business Advocate Update**

Ms. Corner provided the following update:

- MI Homes will hold a ribbon cutting on August 20 at 4 pm. Economic Development Committee members, elected officials and key staff members are invited. Models have been constructed and will be available for touring at the ribbon cutting. Twenty-three units have been sold to date.
- Construction at Burrito Parrilla Mexicana (2101 Plum Grove Road) is expect to be completed at the end of August. A September opening is planned.
- Construction is underway at Korean BBQ (1923 Plum Grove Road), but an opening date has not yet been decided.
- The owner of Taco Jerez at 1410 Golf Road hoped to be open by now, but they have been unsuccessful in hiring employees.
- Construction at Lulu's (2633 Kirchoff Road) is 95% complete; however, they have decided to delay their opening until October due to the pandemic and State regulations that may result in another shut down of the State's restaurants.
- Teriyaki Madness at 1319 Golf Road is planning for an October opening.
- Kung Fu Tea (1643 Algonquin Road) is currently in the plan review phase of development. No projected opening date has been determined.
- Rosati's is opening a take-out only restaurant at 2631 Kirchoff Road. No opening date has been determined.
- The City Council voted unanimously to approve the 6b tax incentive for 4000 Industrial Avenue at its July 7, 2020, meeting. DiCarlo Construction is currently working with the Public Works Department on project permitting.
- Ms. Corner has continued working with restaurant owners who wish to provide temporary outdoor seating. Notice 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.
- The City Council voted unanimously to approve the 6b tax incentive for 900 and 980 Carnegie at its July 7, 2020, meeting. Assuming the Cook County 6b request is granted, Hyper Microsystems will rehabilitate and upgrade the facility with a planned move-in date during January 2021.
- Ms. Corner is working with Colliers International on the sale of City-owned properties located at 2301 Algonquin Road, 3111 Meadow Drive and 2455 Plum Grove Road.
- The City Council has indicated support of the Business Assistance Program for Rolling Meadows businesses during COVID-19. This program is available to qualifying businesses who have exhausted all other avenues of relief.
- Ms. Corner is working with Public Works to implement a temporary signage program for businesses affected by closure during the pandemic.
- In a conversation with management of Rolling Meadows Shopping Center and Great American Bagel, which has been closed since mid-March 2020, Ms. Corner was told that the former franchisees have decided to retire. A search is underway for a new franchisee to operate this location.

- Mid-America Asset Management, Inc., owner of the property formerly occupied by Sam's Club, is aggressively marketing the former Sam's space to find a new tenant.
- With regard to Next Level Northwest, the committee is having difficulty getting a business to complete the application. One candidate was had concerns about confidentiality, and another business was extremely interested, but has not completed an application. Mr. Krumstok said Next Level Northwest is hopeful to work with another Rolling Meadows business before the end of the year. Member Carlson expressed his feeling that Next Level Northwest's activities are more in line with business consulting and do not fall within the scope of what the City should offer. Subsequently, he feels business coaching is better served by the private sector. Member Reppe suggested utilizing Rolling Meadows businesses to assist other Rolling Meadows businesses.

### **City Events for 2020**

Ms. Ciezak reported that the City has held two City Markets—one in June and another in July—with plans to hold the August and September City Markets. Unfortunately, all other August events have been cancelled, and a determination will be made about September and October events at a future date.

A plan that is currently in its infancy would partner the City with the Park District as well as the Rolling Meadows Community Events Foundation and Rolling Meadows businesses to put resources toward a Halloween event. Ideas include erecting booths throughout the downtown Rolling Meadows area and having costumed characters man the booths that residents can visit. Another idea is to put out a marketing campaign to residents to decorate their homes for Halloween. The Park District will be hosting a "Story Path" at Kimball Hill Park and would like to tie it in with the Halloween event.

### **Goals 2021 Discussion**

Member O'Brien said that he and Member Vinezeano, who was not in attendance, discussed goals prior to tonight's meeting and suggested a marketing campaign aimed at residents to inform them of the businesses in Rolling Meadows. They also discussed fast-track ideas.

Member Reppe suggested setting more short-term goals to assist those businesses that have been impacted by the COVID-19 pandemic. Member Majikes agreed. Along those lines of thought, a suggestion was made to expedite the microsite that was discussed earlier in the meeting.

Member Majikes inquired about the type of mailing Elmhurst does to include older residents and those without a computer or those who do not know how to use a computer.

Member Reppe asked if the City can offer a program to all businesses similar to the extension that is offered to businesses that hold a certain classification of liquor license.

Member Carlson expressed his desire to determine a plan for 2020/21 to drive economic development to Rolling Meadows: Something to make Rolling Meadows unique such as waiving licensing fees, discounting utility bills or business fees, or some type of fast track plan, for example. He also believes more marketing is needed by Rolling Meadows so we can stand out and be differentiated from others.

Mr. Krumstok suggested resurrecting some of the Committee's previous conversations and ideas.

Member Reppe asked if there will be any benefit to bringing an Economic Development Committee member to an initial meeting with a potential new business, and Mr. Krumstok said there would be no benefit until after a new business has gone through the planning and zoning process which sometimes takes as long as two years.

Member McNaney said that he looks at the Economic Development Committee as a platform to sustain existing businesses. He likes the fact that Next Level Northwest teaches the business owner how to pitch. While he thought a microsite will be beneficial to market our businesses, he suggested utilizing businesses that have been through the Next Level Northwest process to tell their success stories. Member McNaney also feels it is necessary to have a discussion about what the City can do to assist businesses in the event the economic is shut down again by the pandemic, such as a small roundtable discussion with businesses. He also suggested maybe collecting lessons learned, marketing tips and getting success ideas from businesses so all Rolling Meadows businesses can share in this knowledge. Member Majikes agreed that there could be multiple benefits to holding a roundtable meeting with businesses so they know they're not alone or to brainstorm ideas. She also recommended a local business push.

Mr. Krumstok stated the City has held roundtable discussions in the past, and suggested hosting small group gatherings based on location.

Ms. Ballantine feels it is important to support our businesses. She has been in contact with the property management of Continental Towers and since the beginning of May only 10% of the companies have returned to their offices. Many of the companies that have offices at Continental Towers do not plan to return to the office until after Labor Day. Similarly, the property management company at the Atrium Corporate center has reported that 0% of the companies in their office building have returned, and many of those companies do not expect their employees to return to the office until after the first of the year. Other feedback received indicated that many smaller businesses will return only 50% of their employees to the office to allow social distancing. Some businesses are giving up their conference and break rooms to save on rent costs and promote social distancing.

In returning to the idea of a microsite, Member O'Brien asked if it is possible for staff to reach out to each Rolling Meadows business prior to the September Economic Development meeting to determine interest in a microsite. Ms. Ciezak said a survey can be sent out to our businesses in the next three weeks. She also suggested sending hard copies of the surveys to our businesses.

Member Carlson feels mailings and marketing should not be performed by the City and suggested using a marketing firm (such as Valuepak) to target a marketing campaign to our businesses.

Ms. Ciezak believes there is value in sending a mailing directly from the City as it seems to imply a type of "urgency" to its contents.

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

None.

### **Chamber of Commerce Update**

Ms. Ballantine informed the committee members that the 2020/21 Chamber of Commerce Directory has been mailed to all businesses and residents, and it has been inserted in the Daily Herald newspaper for customers in Arlington Heights and Palatine.

**Issues Not on the Agenda**

None.

**Public Comment**

None.

**Adjournment**

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

The meeting was adjourned at 8:02 p.m.


The next regularly scheduled meeting of the Economic Development Committee will take place September 1, 2020.

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Respectfully submitted by Deb Austerlade.

Minutes approved on:

9/1/2020

  
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Chairman, Economic Development Committee