



COMMUNITY DEVELOPMENT

MAYOR

Andrew Przybylo

VILLAGE MANAGER

Steven C. Vinezeano

VILLAGE CLERK

Marlene J. Victorine

TRUSTEES

George D. Alpogianis

John C. Jekot

Danette O'Donovan Matyas

Denise M. McCreery

Craig Niedermaier

Dean Strzelecki

NILES ECONOMIC DEVELOPMENT AND NEIGHBORHOOD RENEWAL COMMISSION

MEETING SUMMARY

January 7, 2020

5:30 pm

- I. 2020 Marketing Plan Presentation – A5
- II. Call to Order
Meeting was called to order at approximately 6:25pm.
- III. Attendance: Denise McCreery, Mike Shields, Alan Zielinski, Rich Mangold, Janet Lee, Patty Mazzuca, Alicia Bermes, Lynda Stoops, Steve ?
Staff: Steve Vinezeano, Rich Wlodarski, Cindy Klima
- IV. Approval of Minutes
Minutes for the June 24, 2019 and November 5, 2019 approved.
- V. Public Comment
No public comments
- VI. Chairperson's comments- Denise McCreery
Announced that a candidate for the Economic Development Director position had been made an offer and the Village anticipated are response later in the week.
Chairperson McCreery her desire to solidify the sub committees and to set broad based goals for each sub committee. Her objective is to identify opportunities with high impact and low costs to the village. The new vision for EDNR was briefly reviewed highlighting need need to create strategic subcommittees to include Marketing, Communications, Incentives, Business Attraction/Retention and Neighborhood Renewal and that each subcommittee should identify other members and meet independently to formalize goals and generate initiatives that will address the needs of the community. The EDNR would

then meet monthly to discuss the initiatives, status and needs to realize successful outcomes.

Ms. Stoops reviewed a document she had shared with the Commission that traced the previous steps and activities that the Commission had discussed in the past.

Chairperson McCreery lead the commission in a general discussion of objectives that would presented to the Village Board highlighting the commissions activities and attainable goals.

Draft objectives discussed were:

Ensure that the village codes and permit fees are least restrictive for residential homeowners

- Subcommittee Status

- Marketing - Alan Zielinski

- Update

- 1. The village has enhanced the school pages on the village website.
 - 2. Goal is to work closely with the schools to keep the pages updated and relevant
 - 3. A5 working on site updates

- Action items

- 1. Investigate the options for schools to manage their own section on the site
 - 2. Looking for photos from each school focused on children and activities
 - 3. Work with staff to investigate the possibility of a carrousel of photos for each school
 - 4. Committee to work with each school to update their pages
 - 5. Discuss ways to incorporate Park District/library/Arts Council/Oakton Community College
 - 6. Need to track and report analytics

Communication- Alicia Bermes

- No update available

Incentives- Lynda Stoops

- Update

1. Home Improvement Program
 - a. Incentive for up to \$5000 in waived fees for home improvement projects that add square footage to a home
 - b. \$100,000 budget for fiscal year 2019/2020
 - c. Goal to improve housing stock
 - d. Issues – too complicated to communicate easily
 - e. Would like to model after “water” program

- Action Items

1. Home Improvement - Need to define “what do we ultimately want the program to achieve”
2. Home Improvement - Need a marketing plan and supporting materials

Business attraction/retention-

- Update

1. Goal to improve communication with Niles businesses
2. Aid Economic Development Director
3. Assist with village communications/conversation utilizing B2B opportunities
4. Connect with businesses when there appears to be changes in the business

- Action Items

1. Formalize goals
2. Help create the story of Niles for businesses
3. Survey businesses who have done a remodel and rate the process
4. Identify ways to help businesses connect with the Village to ensure quality information is shared and provide support to share feedback
5. Ask staff to review façade program and effectiveness

6. Develop ideas to support Niles businesses
7. Participate in the review of the Economic Development Strategic Plan

Neighborhood renewal- Janet Lee

o Update

1. Home Improvement Program
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 - c. Goal to improve housing stock
 - d. Issues – too complicated to communicate easily
 - e. Would like to model after “water” program
2. Neighborhood Renewal
 - a. Goal to connect volunteers with the community and their neighbors.
 - i. open lines of communication with the village
 - ii. connect people who want to get involved
 - iii. distribute info from the village

o Action Items

- a. Neighborhood Renewal - Need to identify priorities
 - b. Neighborhood Renewal - Identify key individuals (Ambassadors) in each neighborhood to communicate info about the community and programs like the Home Improvement Program
 - c. Neighborhood Renewal – Develop a support system to provide Ambassadors with an opportunity to meet and strategize
- VII. Share/Ask Something /Announcements
Requested that each committee should meet and bring initial ideas to the next meeting.
- VIII. Agenda Items for next EDNR Meeting
No agenda items provided
- IX. Next February 2020 EDNR Commission meeting to be determined

X. Adjournment

Meeting adjourned at 7:30 pm