



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

Tuesday, February 11, 2020 - 5:30 pm
Village of Niles Administration Building

I. Call to Order

Meeting was called to order at 5:44 p.m.

II. Approval of Minutes

Alan Z. moved to approve Minutes for the January 7, 2020 meeting. Alicia B. seconded.

Motion passed, minutes were approved.

III. Attendance: Denise McCreery, Rich Mangold, Judy McNulty, Patty Mazzuca, Janet Lee, Alicia Bermes, Mike Shields, Alan Zielinski

Absent: Lynda Stoops

Staff: Steven Vinezeano, John Melaniphy III, Chuck Ostman, Ana Elizarraga

IV. Public Comment – No public comment

V. Chairman's comments- Denise McCreery

Introduced John Melaniphy III, as new Economic Development Director.

Chairperson stated vacancy for Economic Development is filled as a Board and Staff effort to professionalize staff.

VI. Introduction of New Economic Development Director, John Melaniphy

Mr. Melaniphy stated he is delighted to join Niles after working for the Village of Wheeling where he helped bring in over 300 million dollars in new development. He stated he is very excited for the opportunities for growth in Golf Mill, Touhy triangle, and the vast array of retail base. He moved here in 1964, and has witnessed the Niles economic growth over the

years. He is involved with Melaniphy and Associates a retail redevelopment firm. He stated that he views the Board as demonstrating strong leadership to eliminate commercial blight for better quality of life in Niles. He stated he is looking forward to work with everyone in the committee. Recently, he met with the CEO and Senior Vice President of the Sterling organization, about intentions of Golf Mill Mall.

VII. Commission Update

- Subcommittee Review

I. Marketing- Alan Zielinski, Steven V., Mike Shields

a. Grow Your Home Improvement Program:

- i. Ready to launch the Home Improvement Program, which helps residents save up to \$5,000 in permit fees.
- ii. Mike Shields stated this was a great opportunity to receive good press and bring in heads of banks, and realtors to promote loans and educate the public about Niles programs
- iii. Ways to promote the program include home improvement ads, articles in the Journal Topics, Next Door app and social media. Judy McNulty expressed concern regarding internet accessibility for seniors; as a solution, the program will also be promoted in the Niles Newsletter.
- iv. Critics of the program argue that tax payers dollars should not be used to improve someone else's home. However, no tax dollars are used for this program. The Village would just incur a loss of permit revenue.
- v. Benefits of the program include an increase in home values, positive attention to the Village, better quality of life for residents, diversification of program portfolio, and possible awards.
- vi. Possible partnerships: Schools, Trade Schools, Licensed Professionals – Architects and Engineers.
- vii. Program Drawing Standards – McCreery stated there should be Standard plans to show applicants. These plans should be ready by home style. Alan stated that one issue with this is that

drawings are copy written. Solutions to this issue are a 'Donate Your Design' program, have licensed professionals release designs, or budget for licensed professionals to produce designs. Chairperson McCreery, would also like to see before and after photos of redeveloped homes.

b. Home Improvement Program Action Items

- i. Marketing and Communications to merge into one committee.
- ii. Committee to create a Launch Event to promote the Home Improvement Program, with Mayor as possible speaker – Possible dates are March 10 or March 12, 2020. Location: TBD
- iii. Chairperson McCreery will email agenda for Launch Event and marketing materials.
- iv. Rich Mangold, Judy and Alicia to reach out to schools for partnerships and promotion. This would be a good way for manufacturers to speak to students. Steven V. and Alan to meet with trade schools and pitch the program.
- v. Invitation needs to be created for Banks and Realtors.
- vi. Chairperson McCreery will contact Rich Wlodarski to get standard drawings for the program.

c. "Home for the Holidays" marketing promotion in next agenda

- i. The five winners of the \$100 gift cards have picked up their gift cards. There were over 700 entries, and over \$38,000 dollars were reported in receipts.
- ii. Alicia Bermes stated that we should have businesses remind customers to turn in receipts.
- iii. Steven V. inquired as to the possibility to have a shop local/give local program for Family Services.

d. "Dine-in" Program

- a. Alicia passed cards out during lunch hours in local business; Shure took cards to give to employees. Dine-In Program will be discussed in the next meeting.

II. Communication- Alicia Bermes and Judy McNulty

- a. Water billing insert
 - i. Judy M. stated K. Schneider is the point person for this project and is working on producing insert for the water bill. EDNR will be the sounding board about what information goes in the insert.
 - ii. Steven V. stated we would be implementing the Rave Alert program with Glenview to provide targeted and expanded communications to residents.

III. Incentives- Lynda Stoops

- a. No report – Tabled for next meeting

IV. Business attraction/retention

- a. Want to get John focused on attraction and retention. Mike Shields has volunteered to help John with tasks.

V. Neighborhood renewal- Janet Lee, Rich Mangold, Laura H.

- a. Janet Lee reviewed community survey – 89% of people are interested in having a community ambassador.
 - i. Chairperson McCreery stated ambassadors could promote block parties.
 - ii. Mike Shields suggested a section devoted to Neighborhood Renewal groups and ambassadors.

iii. Rich Mangold suggested ambassadors take lead on promoting their areas, and the Village could provide a space for them in the Village website.

b. Janet Lee stated that Social Media is an important piece to reach possible neighborhood ambassadors. Social media/print, quick direct communication, and the Next Door app are good ways to reach the public. Chairman McCreery stated Mitch Johnson and Katie Schneider would be invited to a future EDNR meeting to assist in newsletter, website, and social media promotion.

VI. Announcements

a. Communications and Marketing subcommittee will be meeting next week.

VII. Agenda Items for next EDNR Meeting

a. Dine-In Program – Subcommittee to revise

b. Incentives – Lynda Stoop

VIII. Next EDNR Commission meeting is March 10, 2020 at 5:30 p.m.

IX. Adjournment

Rich Mangold moved to adjourn, Alan Zielinski seconded.

Motion passed, meeting was adjourned at 7:21 p.m.