



VILLAGE OF WINNETKA

Incorporated in 1869

BUSINESS COMMUNITY DEVELOPMENT COMMISSION

Monday, July 22, 2013
7:00 P.M.

The Winnetka Business Community Development Commission will convene its regular meeting on **Monday, July 22th, 2013** in the Village Council Chambers, 510 Green Bay, Winnetka, Illinois, at 7:00 PM.

Agenda

1. Review and Approval of June 24, 2013 minutes
2. Annual Board and Commission Update
3. Getting to know you exercise
4. Public Comment
5. Adjournment

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BUSINESS COMMUNITY DEVELOPMENT COMMISSION
June 24, 2013 MEETING MINUTES

Members Present: Jason Harris
Terry Dason
Patrick O'Neil
Paul Dunn
Patrick Corrigan

Members Absent: Mike Leonard
Tom Eilers

Village Staff: Michael D'Onofrio, Director Community Development

Call to Order

The meeting was called to order at 7:04 PM, in Village Hall Council Chambers, 510 Green Bay Road, Winnetka, IL.

1. **Review and Approval of June 24, 2013 Minutes**

BCDC reviewed minutes. Motion to approve made by Dunn; seconded by O'Neil. Minutes were approved.

2. **Getting to know you exercise**

This item was tabled until the next meeting.

3. **Village Website: BCDC Commission Questionnaire**

Chair Harris brought up the issue of an email from Assistant to the Village Manager Megan Pierce, asking a series of questions related to the Village's new website. The BCDC then went thru the Commission Questionnaire and responded as follows:

Are there colors we should use that differentiate your commission from the main site look and feel? BCDC recommended that its website stay with the same colors as the main site. They suggested incorporating the BCDC logo into its webpage.

What are the primary messages you are attempting to communicate? Primary message is to use the web site to recruit retailers and professional businesses. Second, to use the web site as a vehicle to cross-pollinate events and businesses. Third, to use the web to provide business demographics – market data, census data, traffic counts, existing businesses, etc. Have “How to apply for a building permit” information. Create a message that “It is easy to do business in Winnetka”. Finally, have the ability to go from the website to log onto Pinterest, Yelp, Google, Twitter, Facebook, etc.

In a few words, describe what “feel” you want the commission page to have (i.e., what do you want your users to experience)? Welcoming, easy to use, information based, why locate your business in Winnetka.

Tell us the role or purpose of your commission in a few key phrases.

- Pro-business.
- Advocate for the business community.
- Help the business community to be vibrant, profitable and sustainable.

Does the commission have imagery, related to your purpose or activities (if yes, please provide)? BCDC would like to see photos of existing businesses and events/activities occurring in the business community, i.e. Sidewalk Sale, Tree Lighting Ceremony.

When residents search for information, what content should we emphasize to make his/her search more efficient?

- Who to contact.
- Building permit requirements and how to get a permit information.
- Demographic data on community.
- Maps.
- Link to Chamber of Commerce website.

Is there anything that the commission would like to post that isn't able to be posted on the current site? BCDC did not have a good grasp of what is on the current site.

Are there other municipal board/commission websites you have seen that you like? Tell us which ones they were and what specifically was appealing about them. BCDC did not have any examples that it was aware of.

What are the top three reasons you believe people will visit your board/commission website?

- Persons looking to open or expand a business in the village.
- There will be a variety of individual reasons why people will visit the site.

4. Briefing of new members

Chair Harris said that he recently followed up with Village President Greable on two items. The first being the events in the community that could be further publicized; the second being the Post Office site lease which is coming due in April 2014. He reported that President Greable did not want any further action on these items pending completion of the ULI TAP #2.

Pat Corrigan stated that he felt that there is a need to keep the Post Office facility in the Village. He mentioned that the Post Office site should be used as a town square. He added that there should be consideration given to using some of the Chestnut Street right of way to increase the size of the development parcel. Corrigan stated that the Village Council has not even discussed the Post Office site given the press of other business.

Paul Dunn suggested that the BCDC might want to engage the USPS in a dialogue as to what its wants and needs are. He added that once that is determined, the BCDC could then develop ideas for short term uses of the property, while at the same a process could be initiated for a long range plan for the site.

Chair Harris suggested that the BCDC should develop a short term plan for the Post Office site.

Pat Corrigan said that he would bring the issue of the lease and future use of the Post Office site to the attention of Village President Greable.

Patrick O'Neil brought up the idea of having funds available for events and projects in the Village.

Paul Dunn reiterated that it is important to find out what the plans of the Postal Service are for maintaining a retail facility in the Village. He added his concern that the Postal Service could leave Winnetka and the Village wouldn't be aware of a decision to leave until it was too late in the process.

Community Development Director provided an update on the floral basket program. He also provided an update on two new businesses opening in the Village – Orange Leaf Frozen Yogurt and True Juice. D'Onofrio also gave an update on the approval of a Special Use Permit for 925-931 Green Bay Rd (former GAP building). He finally discussed the hiring of SAFEbuilt to provide building inspection and plan review services for the Village.

Terry Dason distributed a handout pertaining to a program that is being done in Lake Forest. She said she was contacted by Lake Forest suggesting that the Winnetka-Northfield Chamber of Commerce consider a similar type of program here that would benefit educational institutions in New Trier Township.

There was a brief discussion that the BCDC plan an event similar to the Conor Dwyer Day, in the event that the Chicago Blackhawks win the Stanley Cup.

5. Public Comment

None

6. Adjournment

Meeting adjourned at 8:15 p.m.



Annual Board and Commission Update

Commission:

Presenter:

Date:

Significant Policy Considerations/Major Cases: *(please list individually)*

Top 3 - 5 Projects Underway or Ongoing:

Recommendations to Council: *(provide estimates for any items with budgetary impact)*

Attachments: *(list and provide all supporting documentation you wish to be included in the packet)*