



Village of Lombard

Village Hall
255 East Wilson Ave.
Lombard, IL 60148
villageoflombard.org

Minutes

Economic & Community Development Committee

Bill Johnston, Chairperson
Reid Foltyniewicz, Alternate Chairperson
Dennis McNicholas, Garrick Nielsen,
Matthew Pike, Brian LaVaque,
Markus Pitchford, Christopher Carter and
Paula Dillon
Advisory Members: Alan Bennett and Larry Kelly
Staff Liaison: William Heniff

Monday, November 16, 2015

7:00 PM

Village Hall - Community Room

1.0 Call to Order and Pledge of Allegiance

The meeting was called to order by Trustee Johnston at 7:00 p.m.

The Pledge of Allegiance was recited.

2.0 Roll Call

Present 8 - Bill Johnston, Dennis McNicholas, Markus Pitchford, Matthew Pike,
Christopher Carter, Paula Dillon, Alan Bennett, and Larry Kelly

Absent 2 - Brian LaVaque, and Garrick Nielsen

Also present: William Heniff, Director of Community Development;
Jennifer Ganser, Assistant Director of Community Development;
Sarah Richardt, Executive Director of Lombard Town Centre; Lombard
Town Centre Board Members.

3.0 Public Participation

4.0 Approval of Minutes

A motion was made by Mr. Pike, seconded by Ms. Dillon, to approve the minutes from the October 12, 2015 meeting, with one correction. The motion carried by the following vote:

Aye: 5 - Dennis McNicholas, Markus Pitchford, Matthew Pike, Christopher Carter,
and Paula Dillon

Absent: 2 - Brian LaVaque, and Garrick Nielsen

5.0 Unfinished Business

6.0 New Business

[150521](#)

Lombard Town Centre Request for Funding - Calendar Year 2016

Resolution providing funding for Lombard Town Centre as the official Illinois Main Street Program organization serving the Village of Lombard. (DISTRICTS #1 and #4)

Mr. Heniff introduced the item and noted the report was prepared by LTC. He asked Ms. Richardt to present. Ms. Richardt apologized that the LTC Board President, Chris Cholewa, was not present due to a work obligation. She noted the report was planned together and is reflective of the year. Ms. Richardt said she realized on her first day that her job was to fill vacant spaces. She is proud of the 92% business retention rate. In 2015, ten new businesses moved in and there are only six vacancies. She noted that LTC met with the Village to discuss their plan and priorities in early 2015. The 2016 request is for \$60,000. Some events were reduced or cancelled to focus on the organization's goals. She referenced her job description on page 5 and the day to day activities. She also referenced the budget and said that this is the first year LTC brought a budget to the ECDC meeting. She said there is approximately \$21,000 in reserves and that they are budgeting \$6,000 in 2016 and 2017 for strategic planning efforts. LTC would also like to hire an accountant to assist with tax preparations and a consultant for strategic planning efforts. Additional money would go towards a paid intern for marketing and events. She noted that there are 28 members that are downtown businesses, 31 resident members, and 19 business members outside of downtown.

Ms. Dillon commended LTC efforts as a downtown resident and asked how LTC's structure compared to other organizations, if they considered using their reserves for another big event, and if they could obtain more members. Ms. Richardt compared LTC to the Libertyville Main Street organization which has approximately 50 events and a budget of approximately \$300,000 per year. She noted there are many downtown events such as Cruise Nights and they would need to look at the event ROI. Ms. Richardt said more members can always be obtained and LTC would like more resident members.

Mr. McNicholas noted the remarkable growth of LTC and the downtown. He said he had concerns about the end of the TIF in 2023 and referenced his past comments. Ms. Richardt said they are working on a strong base and LTC is confident that the organization can continue to thrive. She said they understand that the Village may no longer support the organization in the future and that is why the

organization is undergoing a strategic planning effort.

Mr. Kelly said that as a downtown resident he is happy to see downtown Lombard doing well and it's a great testament to LTC and the Village.

Trustee Johnston said he agrees with Mr. McNicholas and said he needs to find out what the Board's views are on long term funding of LTC. He asked if Ms. Richardt could provide information on future budgeting and future sustainability. Ms. Richardt said that without the strategic plan completed she is unsure if she could provide this information by the December ECDC meeting. Trustee Johnston said this would be used to show the Board that LTC is preparing for the future since the TIF expires in eight years. He gave examples like a major sponsor or a resident membership push.

Mr. McNicholas said he doesn't believe one month is enough time and noted that in past years LTC was given partial funding contingent on items.

Trustee Johnston noted the 2014 audit has not been completed. Mr. Bennett asked if money could be given to LTC provided the audit is complete by a date certain. He said one month may not be enough time to complete future budgets and other factors would need to be taken into account such as the composition of the future Board and general economic conditions.

Mr. Pitchford said LTC funding can be sold by driving thru downtown Lombard and seeing the progress made over time. He also felt one month was not enough time to put together information on future budgets. Trustee Johnston said he would like to see LTC provide information on how they would sustain themselves in the long term.

Mr. Pike said there are many questions, but the answers are in the LTC report. He suggested a future Board presentation on the results of LTC's strategic plan. Ms. Richardt said the strategic plan is scheduled from January to June and the experience will be used in next years report.

Mr. McNicholas asked when the audit would be completed. Ms. Richardt said it should be started in November and hopefully she would have results in December. Mr. McNicholas said he believes the audit should be completed soon. He said he has seen the current ROI on LTC and the funding the Village has given them to date. Ms. Richardt said the results are after many months of balancing events and economic development.

Mr. Carter asked if LTC could provide a 1, 5, or 8 year plan. Ms. Richardt said she would want the plan to be substantive and correct. Ms. Dillon asked if they could show different scenarios with more sponsors or events. Ms. Richardt said that is shown in the 2017 proposed budget, which also shows an extra staff person.

Mr. McNicholas said it is difficult to quantify LTC's growth with data such as sales tax, assessed value, or Village staff time savings. Ms. Richardt said that Village staff has noted LTC's efforts and considers LTC a partner referencing the business retention discussion.

A motion was made by Mr. McNicholas, seconded by Mr. Carter, to table the vote of LTC 2016 funding, subject to Village review and approval of the audit. The motion carried by the following vote:

Aye: 5 - Dennis McNicholas, Markus Pitchford, Matthew Pike, Christopher Carter, and Paula Dillon

Absent: 2 - Brian LaVaque, and Garrick Nielsen

Mr. Nielsen arrived.

[150522](#)

Leakage and Retail Analysis

Discussion of the Retail Market Power report as a guide for future economic development and strategic planning for the Village of Lombard. (DISTRICTS - ALL)

Ms. Ganser summarized the staff memo and noted that this analysis can be used for business retention purposes and when the Village considers incentives. Ms. Ganser noted that Lombard has a surplus in many clothing categories due to Yorktown Mall. People from outside Lombard come into Lombard to shop at Yorktown Mall. When demand is greater than supply there is an opportunity gap or leakage. In these categories residents are leaving Lombard to shop elsewhere, which can impact sales tax dollars collected by the Village.

Ms. Ganser said the incentive policy was approved by the Village Board and an incentive to Sam's Club is under consideration. Sam's Club would be listed under "Other General Merchandise Stores - 4529"; a category shows a leakage in Lombard. Lombard residents currently do not have a warehouse club to shop at, which confirms the data from the RMP Report. Since this industry is not prevalent in Lombard, an incentive was warranted (as well as other reasons noted in the staff memo).

Mr. Bennett noted that grocery stores show a leakage and that a new grocer should be a priority of the Village. He noted that there are no grocery stores along North Avenue in Lombard and that Mr. Z's is still vacant. Mr. McNicholas said he concurs with Mr. Bennet and mentioned that Prairie Food Co-op is looking to open in 2016. Mr. Pitchford said there are no grocery stores north of Maple and said that Lombard could be considered a food desert.

[150523](#)

Proposed Text Amendments to Chapter 94 - Nuisances

Recommendation for approval of an Ordinance amending Article IX, Chapter 94, Section 94.04 of the Lombard Village Code in regard to nuisances. (DISTRICTS - ALL)

Mr. Heniff reviewed the staff memo and noted this item is a follow up from a resident request at a Village Board meeting. He noted that items on the grass could be considered liter, but currently the Village Code does not prohibit storage of the same materials on an open trailer or inside a vehicle. He said personal property can be stored inside the house, garage, or shed. There is an exemption for items such as lawn furniture that are typically outside.

Mr. Bennett asked if staff reviewed the Property Maintenance Code and Mr. Heniff said yes, but staff felt they needed a stricter code, especially for vehicles. Mr. Kelly asked about commercial vehicles or parking on the grass. Mr. Heniff said that nothing above a B plate is allowed at a residence and that parking on the grass is also not allowed. Ms. Dillon asked about commercial vehicles with work materials. Ms. Ganser said that the vehicle would need to be operational per the Motor Vehicle Code. Mr. McNicholas asked what the penalty would be if in violation. Mr. Heniff said the Village is capped at State statute of \$750 per day per occurrence. Mr. Bennett asked how it would be enforced. Mr. Heniff noted the Village has three part-time and one full-time staff in Code Enforcement and the efforts would be similar to how we enforce other Code provisions. Staff sends an advisory letter to start and if needed, would follow up with a violation letter and potentially a ticket for a court appearance. Mr. Bennett asked if Public Works or the Police Department contribute to seeing Code violations. Mr. Heniff said a full outreach to other departments on the Code changes would be done and that all staff acts as eyes for the Village. Mr. Bennett asked if staff has patrols and the number of hours and days a week they work. Mr. Heniff said there are no patrols and staff works 20 or 40 hours per week depending on if they are part or full-time. He said they do not work on the weekends.

A motion was made by Mr. Pike, seconded by Ms. Dillon, for a recommendation of approval to the Village Board of Trustees. The motion carried by the following vote:

Aye: 6 - Dennis McNicholas, Garrick Nielsen, Markus Pitchford, Matthew Pike, Christopher Carter, and Paula Dillon

Absent: 1 - Brian LaVaque

7.0 Other Business

Ms. Ganser said she attended the John Noel Transit Conference as well as Mr. Bennett. She explained the theme of the last mile and noted that the conference discussed many interesting ideas on transit and ride sharing. Mr. Bennett said he found the conference interesting and mentioned that Pace has a program to rent buses to municipalities for fixed routes for commuters. Mr. McNicholas noted that the Village has looked into this in the past and completed the Circulator Study. Mr. Heniff gave a project summary and noted that funding fell thru due to economic conditions.

8.0 Information Only

9.0 Adjournment

A motion was made by Mr. McNicholas, seconded by Mr. Pike, to adjourn the meeting at 8:22 p.m. The motion carried by the following vote:

Aye: 6 - Dennis McNicholas, Garrick Nielsen, Markus Pitchford, Matthew Pike, Christopher Carter, and Paula Dillon

Absent: 1 - Brian LaVaque