

VILLAGE OF LOMBARD
REQUEST FOR BOARD OF TRUSTEES ACTION
For Inclusion on Board Agenda

Resolution or Ordinance (Blue) _____
Waiver of First Requested
Recommendations of Boards, Commissions & Committees (Green) _____
Other Business (Pink) _____

TO: PRESIDENT AND BOARD OF TRUSTEES

FROM: David A. Huliseberg, Village Manager *DAH*

DATE: June 8, 2010 (B of T) Date: June 17, 2010

TITLE: Lombard Town Centre - FY 2011 Funding

SUBMITTED BY: Department of Community Development *MD*

BACKGROUND/POLICY IMPLICATIONS:

The Economic and Community Development Committee transmits for your consideration its recommendation relative to the dispersal of approved funds (in an amount not to exceed \$35,000) to Lombard Town Centre relative to a part-time Executive Director position.

The Economic and Community Development Committee recommended approval of this request with the condition that Lombard Town Centre provide a plan for their 2011 funding request no later than March 1, 2011.

Please place this item on the June 17, 2010 Board of Trustees agenda.

Fiscal Impact/Funding Source:

Review (as necessary):

Village Attorney X

Finance Director X

Village Manager X

David A. Huliseberg

Date

Date

Date

6/7/10

NOTE: All materials must be submitted to and approved by the Village Manager's Office by 12:00 noon, Wednesday, prior to the Agenda Distribution.



MEMORANDUM

TO: David A. Hulseberg, Village Manager

FROM: William J. Heniff, AICP, Director of Community Development *WH*

DATE: June 17, 2010

SUBJECT: FY 2011 Funding for the Lombard Town Centre

Background

At the June 2, 2010 Economic and Community Development Committee (E CDC) meeting, the E CDC recommended that the Village Board approve funding to the Lombard Town Centre (LTC) in an amount not to exceed \$35,000 for a part-time Lombard Town Centre Executive Director, subject to the following terms:

- The Village will fund the position in an amount not to exceed \$35,000 for a part-time Executive Director.
 - The part-time Executive Director will be employed by the LTC, however they will report to the Director of Community Development.
 - The part-time Executive Director will work 30 hours/week on activities directly related to economic development. Any additional administrative activities will be required to be paid by the LTC using their existing funds.
 - The Village will disperse the funds to the LTC on a monthly basis, over a 12 month period, starting from the time that the part-time Executive Director position is filled.
 - The Lombard Town Centre shall provide a plan for their 2011 funding request to the Economic and Community Development Committee no later than March 1, 2011.
 - In the event that the part-time Executive Director position becomes vacant, the Village of Lombard may temporarily cease the monthly funding until such time that the part-time Executive Director position is filled.
- The request is consistent with the recommendations by the Village Board at the February 4, 2010 workshop session.

Action Requested
The ECDC recommends that the Village Board adopt the attached resolution providing the Lombard Town Centre with \$35,000 for the 2010-2011 Village fiscal year for a part time Executive Director, subject to the terms in the attached resolution.

Lombard Town Centre 2010 / 2011 Annual Report and Goals

General Lombard Town Centre Overview

- Have new Executive Director in place by 6/15/2010

Participants involved with the interview process; Village EDC team, Dan Whittington, Kathy Hogan, and Kim Cotton. We also have potential outside participants, property owners Steve Elliott, Vern Hammerschmidt, Batavia Main Street ED. Schedule interviews on Monday and Weds after 3:00 PM to accommodate those involved with this important process.

We will utilize some of the Village resources during the process such as personality testing, leadership testing and panel interviews.

Currently we have 10 + resumes and the job is listed with Du Page County, link on the village web site and we are running an ad in suburban newspapers.

- LTC will work closely with the Village to put a training program in place for the new ED. We will look to the Village for training involving outreach as well as economic development. LTC will facilitate any programs available from the National Main Street Program and bear the costs incurred for that training. *Committee: Organization and Executive*
- LTC and EDC will facilitate formal introduction to all business and property owners, as well as key LTC and Village partners such as the Library, Park District, Historical Society, Garden Club, etc... The ED must be the new face of downtown Lombard and be viewed as accessible and accommodating. *Committee: Executive and EDC*
- Evaluate the downtown Passport program by interviewing all businesses that participate as well as those who have not. *Committee: Promotions*
- Make relative changes and re-launch the Passport program. *Committee: Promotions and Board*
- Establishment of a Lombard Town Centre Facebook page, create friends of LTC and drive people to our web site. *Committee: Promotions*
- Upgrade LTC web site for a cleaner more informative look, create links to our partners and businesses. It needs to be very easy for those looking for the happenings in downtown to find dates, times and the activity. *Committee: Board*
- Establish stronger working partnerships and co host events with the Library, the Park District, the Historical Society, Garden Club and others. *Committee: ER and Board*
- Renew and invigorate the quarterly newsletter, include articles from our above partners and committee chairs and co chairs E mail delivery and paper based at high traffic locations. *Committee: All and Board*
- Add qualified board members (up to 4 additional) from our passionate volunteers and leaders that are currently involved, as well as looking to property owners at minimum to join committee's and look to them as potential board members. *Committee: All and Board*

- Strengthen our 4 committees with new volunteers and additional leadership by adding co chairs. *Committee: All and Board*

- Establish a recognition program for all volunteers and investigate the qualification of the Presidential Volunteerism Award for LTC volunteers. *Committee: All Presidential Award ER*
- Continue the Downtown Forum and look to draw 20 – 25 per session. *Committee: All*

- Plan to establish two additional special events in 2010 and 2011, we feel a need to have something in early Spring and again in the Summer. Jingle Bell-Dec, Arts and Crafts-May, Spooktacular-Oct. Some ideas have been brought to the table and we hope to add one in 2010 and another in 2011. *Committee: Promotions and Organization supported by all*
- Conduct a survey that the business owners collaborate on retail driven events such as a downtown sidewalk sale possibly twice a year with suggest that our restaurants be involved by creating a special themed menu and hosting outdoor cooking as well as potential discounts for their fare based on customers total spend with our retailers during that day. These events will be for the purpose of driving business as a retail event. *Committee: Promotions driven supported by all*

- A better definition of the benefits of business membership in LTC. Survey all businesses not just our members to better understand how we may enhance and communicate these benefits. *Committee: Organization*
- Formalize a static evaluation format for all events from all committees, report to the board and offer suggestion for improvements. *Committee: Board*
- Committee chairs to better track all volunteer hours worked, this is a must for recognition. *Committee: All*

- Establish a report in Excel for reporting quarterly for all LTC goals and reviewed by the board. Automate as much of the report as possible. *Committee: Organization*
- Investigate grant possibilities to produce a downtown brochure that outlines all businesses, historical information and annual events. *Committee: ER*
- Investigate marketing companies cost (possible grant) to produce a promotion piece on the downtown via video or inclusion in hotel / motel materials or promotional TV channel. *Committee: promotion and Organization*

Promotion Committee Goals

- Increasing the volunteer base by 20% to better manage events.
- Develop a Facebook page for LTC that informs and drives patrons to our web site.
- Introduce a new Ladies Night Out event(s) during the summer.
- Work closely with the Organization Committee in assisting with promoting their fundraising events.
- Tightening up and expansion of Spooktacular, closing St Charles Rd during the event adding vendors and entertainment venues.

- Gain feedback from all businesses and tally some members on the effectiveness of the Passport program. Evaluate with the Board and re-launch the program.
- Expand the committee to 8 effective people to better distribute the work load.
- Look into any grant programs that may be used to promote the downtown.
- Begin focus on a spring event for 2011.
- Appoint Co-Chairs for all events

Organization Committee Goals

Chair, Kim Cotton

- Gain a total of 10,000 in fund raising for 2010.
- Expand the wine dinner and increase attendance to 70 from 35 last year, offer a better selection of pairings during dinner.
- Add a golf outing fund raising event in August 2010, to be held at Western Acers Golf Course
- Create a 3 level sponsorship program for donations.
- Continue with 2nd fund raising events Cut-a-Thon, Swap Meet, and Wine Dinner.
- Create membership drive by hosting a get together at current member homes each month drive
- membership by promoting the Passport program and raising awareness of LTC to our residents in close proximity to the member's homes.
- Appoint Co-Chairs for all events.

Design Committee Goals

Committee Lead Ken Gallit

Based on the Design Committee's losing Tom Knapp in late 2009 we have been without a qualified leader until April 2010. Ken has shown much interest in LTC and has is a Landscape Engineer by profession. We welcome his leadership in our Design Committee, however, Design's goals are currently being established therefore we have very few.

- Continue to support all committees where design is concerned from Spooktacular layout to greenery design for all events.
- Work with downtown businesses to increase the look and feel of the street scapes and entrances to their business.
- Work closely with ER and the Village to design and recommend the new entrance signage for W St Charles, E St Charles, N main and S Main St.

Economic Restructuring Committee Goals

Committee Chair Wayne Kankovsky

Wayne has only led this committee for a few months and this committee will add goals by June 2010, but only goals with a reasonable success factor.

- Work closely with Design and the Village for our new entrance signs.

- Re-launch our quarterly business education series held in Capone's banquet room on the lower level. Probable topics include 1) Who what and where in the Village of Lombard, 2) Educational programs at COD, 3) How to increase sales by driving your web site, 4) How secure is your network?
- Investigation and possible plan to bring WI FI to downtown.
- Survey of business owners and their concerns regarding our downtown opportunities.

Executive Director

This new PT position will be officially employed by Lombard Town Centre but will be reporting to the Director of Community Development with a dotted line to the LTC President.

The primary purpose of this position is to promote economic development activities, keep the pulse on downtown, and fill vacant tenant spaces within downtown Lombard by understanding and utilizing Lombard development programs.

The essential functions of the position are recruitment of new business, retention and expansion of our current business base, develop and conduct on-going public awareness to enhance application of downtown Lombard.

Become familiar and communicate regularly with all businesses that may be or become interested in the various grant programs available.

Assist individual tenants and property owners as needed with improvement projects, and act as a liaison to the Village.

Monitor the economic development and track the progress of the downtown. This will be done by developing files that contain available properties, base rent, and appetite of the property owners to bring in new businesses and fill vacancies. These files will include photos, building files, documentation of any physical changes, recruiting efforts, follow up on those efforts, tours that have taken place, the results and next steps of those tours, and statistics on job creation and potential sales tax that would be generated.

Represent LTC with presence at various Village functions as well as downtown grand openings and open houses.

Be present at various LTC and Village meetings.

This position should be filled with the following competencies.

Minimum of a bachelor's degree or experience in one or more of the following: Main Street programs, economics, finance, public relations, urban planning, business administration, commercial real estate, retailing, architecture, and small business development. Previous experience in the aforementioned areas is highly desirable.

The ED must be sensitive to economic development issues and understand the issues confronting the downtown businesses, property owners, public agencies and community organizations.

Additionally the ED must be: Entrepreneurial, energetic, imaginative, well organized, capable of performing independently, manage change very well, as well as possess excellent verbal communication and written skills. Project management skills are also desirable.

Finally, proficiency in Microsoft Office, Excel, Power Point, Quick Books, Constant Contact and other programs are desired. Web site management is a plus.

R E S O L U T I O N
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**A RESOLUTION PROVIDING FUNDING FOR
LOMBARD TOWN CENTRE AS THE OFFICIAL
ILLINOIS MAIN STREET PROGRAM ORGANIZATION SERVING THE
VILLAGE OF LOMBARD**

WHEREAS, a Lombard Town Centre was established to serve as the as the Main Street organization for the Village of Lombard with its purpose being to stimulate economic development and preservation within downtown Lombard, thereby lessening the economic development burden on municipal government; and

WHEREAS, the President and Board of Trustees of the Village passed Resolution No. R 38-05, on August 19, 2004 endorsing the concept of a local Main Street organization and the submittal of an application to the State of Illinois to become an Illinois Main Street Community; and

WHEREAS, said application was submitted to the Illinois Main Street Program; and

WHEREAS, Lombard received membership status as a Illinois Main Street Community in October 2004, and

WHEREAS, the Village has previously provided funding assistance to Lombard Town Centre in an amount of \$75,000 in furtherance of their activities for the 2005 to 2009 years; and

WHEREAS, Board of Trustees of the Village has made a commitment to provide financial support for FY 2010-2011, in an amount not to exceed \$35,000 exclusively for a part-time Executive Director (hereby referred to as "Executive Director"); and

WHEREAS, the Village shall not be required to disperse the funding until such time that the Executive Director position has been filled; and

WHEREAS, the Village shall only disperse the funds on a monthly basis, over a 12 month period, starting from the time that the Executive Director position is filled.

NOW, THEREFORE, BE IT RESOLVED BY THE PRESIDENT AND BOARD OF TRUSTEES OF THE VILLAGE OF LOMBARD, DU PAGE COUNTY, ILLINOIS, as follows:

SECTION 1: That the President and the Board of Trustees of the Village of Lombard does hereby recognize Lombard Town Centre, an Illinois not-for-profit corporation, as the official Illinois Main Street Program organization for the Village of Lombard.

SECTION 2: That the President and Board of Trustees does hereby authorize the Finance Department to disperse the funds on a monthly basis to the Lombard Town Centre, subject to Lombard Town Centre complying with the following:

A. Lombard Town Centre shall, on no less than a monthly basis, update the Economic and Community Development Committee on the organization's activities. Furthermore, the Lombard Town Centre shall provide a plan for their 2011 funding request to the Economic and Community Development Committee no later than March 1, 2011.

B. Lombard Town Centre shall annually provide a copy of federal tax return and annual audit to the Economic and Community Development Committee and the Lombard Finance Department. The costs associated with the annual audit shall not be required to be borne by the Lombard Town Centre as part of the Village allocation.

C. Lombard Town Centre shall make an annual report to the President and Board of Trustees, in May of each year, setting forth the activities of the organization during the prior year and explaining how said activities have been of benefit to the economic viability of the Village.

D. In the event that the Executive Director position becomes vacant, the Village of Lombard may temporarily cease the monthly funding until such time that the Executive Director position is filled.

Adopted this _____ day of _____, 2010, pursuant to a roll call vote as follows:

Ayes: _____

Nays: _____

Absent: _____

Approved by me this _____ day of _____, 2010.

William J. Mueller
Village President

ATTEST:

Brigette O'Brien
Village Clerk