

## 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 ECDC 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.

Action items: **Completed, Karen Stonehouse.**

- 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*

Action Items: **IL Main St. does not at this time have any training available as they are still in a probationary period. LTC has provided all materials to Karen Stonehouse and we feel that with her background she is relatively up to speed.**

- LTC and ECDC 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 ECDC*

Action Items: **Karen has met with and spent time with all of the above LTC partners. We feel that we have an excellent working relationship with these organizations.**

- Evaluate the downtown Passport program by interviewing all businesses that participate as well as those who have not. *Committee: Promotions*

Action Items: **Promotion is revamping this program and has spoken with the majority of the businesses for their input; additionally Karen is working with a company to discover the feasibility of a Downtown credit card that may tie into the Passport program. The Downtown credit card has been determined too expensive as we do not have a sufficient number of businesses to offset the cost.**

- Make relative changes and re-launch the Passport program. *Committee: Promotions and Board*

**Action Items:** The passport program has a new design and is scheduled for re-launch in April 2011, input from the businesses on 3/30/11 will be heavily considered for the program. Re-launch May 2011.

- Establishment of a Lombard Town Centre Facebook page creates e friends of LTC and drive people to our web site. *Committee: Promotions*

**Action Items:** The Facebook page was launched in the summer of 2010, and has been a good communication tool, as well as another venue to get out information. We have I believe in excess of 120 friends, I receive a report of the sites activities weekly. The hits have grown tremendously each month to an average of 130 hits per week. People come to the site to share comments, be updated on what's happening in the downtown, and communicate with the Town Centre.

- 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: Organization / Board*

**Action Items:** This project is in the planning stages with some great input from Lynne Magnavite and Walter Smith as well as the rest of the board. Updates were made in November 2010 however we look to change the dynamic to be a cleaner viewing experience for those who visit. Work is in progress with a completion date of June 2011. We want more control and the ability to make changes from the LTC office.

- 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*

**Action Items:** As stated prior LTC and our partners have a good working relationship. Plans are in place to hold joint events and share in each other's events. Also exchanging ideas and in some cases sitting on each other's committees. This partnership is exciting for everyone as we have experienced success by exchanging ideas and are able to enhance each other's organizations by partnering.

- 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*

**Action Items:** Spring issue will be released in the coming 4 weeks we have had some difficulty with the formatting. However a new format is working well. This will be posted on the web site, on LTC Facebook page, and distributed for pick up at the Village Hall, Library, Chamber, 5<sup>th</sup> 3<sup>rd</sup> bank, also with hopes for permission to drop off at some of our Hotels in Lombard.

- 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*

**Action Items:** Belinda McMahan – Colleen Whittington – Lynn Magnavite – Wayne Kankousky – Walter Smith were been nominated and voted to the Board at the LTC annual meeting. Kathy Hogan was re-elected Treasurer, Krista Sky Secretary, Kim Cotton Vice President and Dan Whittington President. Bringing our total Board to 9, LTC will consider at our next Board meeting appointing Renee Mayhew, Vice President of 5<sup>th</sup> 3<sup>rd</sup> bank as our 10<sup>th</sup> member of the board.

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

**Action Items:** By strengthening the LTC Board we have attracted new committee members and - solidified co-chairs for all active committees. We have also added strength in our volunteer's base to 30 active volunteers to draw on them for coming events as needed. LTC is excited to have added Ryan as our intern through 2011 to assist with membership outreach past and present - newsletter publication – board, member assistance and various tasks in general.

- Establish a recognition program for all volunteers and investigate the qualification of the Presidential Volunteerism Award for LTC volunteers. *Committee: All Presidential Award ER*

**Action Items:** I have Registered LTC for the Presidential award process although still waiting for approval in the interim LTC has adopted appreciation certificates that we distribute at events to all our volunteers, as well as special recognition for outstanding efforts.

- Continue the Downtown Forum and look to draw 20 – 25 per session. *Committee: All*

**Action Items:** Capone's has closed on Monday's. LTC has changed the meeting time to 6:30 and is now being held on the 2<sup>nd</sup> Wednesday of each month. Additionally a guest speaker that has downtown relevance to hold interest for the attendee's has the floor for 20 minutes to share information. We allow a Q&A of 15 minutes so of the hour and a half allotted time the committee's have almost an hour to work on the various programs at hand. We have been averaging an estimated 15 attendee's. With the guest speaker and the interest of LTC Facebook page it is anticipated that the attendees will reach our goal by May 2011.

- 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*

**Action Items:** Promotions / Organization are completing plans for an LTC Lilac celebration that will also have an Easter theme to gain foot traffic in the Downtown. They together are also planning a Ladies – Men's – Family night out for the summer months again to promote our businesses. To create awareness of Downtown LTC is planning on marching in the Parade, depending on a sponsorship riding in a trolley. The purpose is Downtown recognition and promoting the businesses with banners as well as coupon book handouts along the sidewalks prior to the parade for participating Downtown businesses.

- 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*

Planning is underway for sidewalk sales in the downtown for summer 2011, survey of businesses will be conducted for those attending the March 30<sup>th</sup> business forum. Any business that cannot attend will be surveyed for the event(s).

- 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*

**Action Items:** This topic has been discussed on many occasions at many BOD meetings, the best method probably is to take a page from the DuPage County Visitors benefit statement and realign that to conform to LTC. Update: re-launch with the Passport program

- Formalize a static evaluation format for all events from all committees, report to the board and offer suggestion for improvements. *Committee: Board*

**Action Items:** We have surveyed the businesses for the Spooktacular but this process needs to formalize as a document for each event, distributed to all effected businesses. Much will be discovered during our regular scheduled business forums, this can be the venue for survey's as well as planning LTC events.

March 30<sup>th</sup> initial businesses meeting

- Committee chairs to better track all volunteer hours worked, this is a must for recognition. *Committee: All*

**Action Items:** An electronic form needs to be completed, when we receive approval from the Presidential Recognition Forum they will provide all materials needed. If we have not received approval by 4/30/2011 LTC will create a form, as our event season is approaching and the tracking will be needed.

- 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*

**Action Items:** Universal electronic form has been established and is being used by the committee's. LTC is investigating an FTP type of site for collaboration of work plans, documents and sharing of information between committee members as well as volunteers and officers.

- Investigate grant possibilities to produce a downtown brochure that outlines all businesses, historical information and annual events. *Committee: ER*

**Action Items:** Karen is taking the lead with this, but has hit some financial roadblocks w/ the State. Nothing new to report as of 3/30/11

- 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*

**Action Items:** Not financially feasible at this point.

## **Promotion Committee Goals**

**Chair, Colleen Whittington**

**Co-Chair, Trish Bohalz**

- Increasing the volunteer base by 20% to better manage events. Promotions has built a solid base of single event volunteers as well as by our board growing to 9 we have a number of new avenues that can be pursued. Currently we have 30 volunteers to man event as needed.
- Develop a Facebook page for LTC that informs and drives patrons to our web site. See prior overall LTC goal
- Introduce a new Ladies Night Out event(s) during the summer. This is in the Promotion planning stage, after elections this will be headed by a Promotions co chair to be named. Update 3/30/11: The planning has begun for the aforementioned Ladies – Men's – Family night out

- Work closely with the Organization Committee in assisting with promoting their fundraising events. These committee's have done a spectacular job of working together. Most of the events weather it is a Promotional or Fund raising event they are including each other hence making both stronger.
- Tightening up and expansion of Spooktacular, closing St Charles Rd during the event adding vendors and entertainment venues. Successfully completed and plans will be under way for 2011 in March.
- 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. Initial phase completed, however to ensure success LTC is polling the businesses during the business forum and in person 3/30 and the following week. Without successful by-in and excitement form our business community the Passport program will not reach its potential.
- Expand the committee to 8 effective people to better distribute the work load. Promotions currently has 4 active members that have been stressed to carry the workload, however some of the assistance has come from Organization as these two committees work hand and hand. Still need additional members. **Update:** Promotions now has a very active co-chair and up to 8 members depending on the activity. As stated prior Organization and Promotions do a great job of sharing responsibilities and manpower.
- Look into any grant programs that may be used to promote the downtown. Karen is heading this up, as this is an ongoing difficulty in obtaining a grant not withstanding finding the opportunities.
- Begin focus on a spring event for 2011. See prior.
- Appoint Co-Chairs for all events This has been working well for some events but all Chairs need to really prepare for all events and projects better in this area. **Update:** All active committee's have co-chairs

### **Organization Committee Goals**

**Chair, Lynne Magnavite**

**Co-Chair, Walter Smith**

- Gain a total of 10,000 in fund raising for 2010. New estimate including wine dinner 4500.00
- Expand the wine dinner and increase attendance to 70 from 35 last year, offer a better selection of pairings during dinner. 68 confirmed as of 11/29 – completed great result, plans are in the making for Wine Dinner 2011.
- Add a golf outing fund raising event in August 2010, to be held at Western Acers Golf Course Completed went very well for our first outing, and expanding into 2011 looks good work plan beginning in Feb 2011
- Create a 3 level sponsorship program for donations. Completed, needs to be expanded and enhanced
- Continue with 2<sup>nd</sup> fund raising events Cut-a-Thon, Swap Meet, and Wine Dinner. Cut a Thon, Wine Dinner will continue as planned. The Swap Meet Auto Show is in question as based on the

man hours needed vs. the income Organization is looking at an additional fund raising event for 2011.

- 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. Completed re-engage in Spring 2011. There have been additional membership drive ideas that will be present in 2011 goals.
- Appoint Co-Chairs for all events. Completed per above.

## **Design Committee**

**No Chair available**

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. Update: Ken has had some personal issues and has not been able to attend. LTC does not have a lead for this committee, as no one has any background that would be necessary to lead a group dedicated to design.

- 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 assist where we can

## **Economic Restructuring Committee Goals**

**Committee Chair Wayne Kankovsky**

**Co-Chair Paul Green**

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. Now a part of the Downtown Plan workgroup
- 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? Create a small ad-hoc committee, Dan and Karen, working on the first in the series for Feb 2011 – May 2011 – August 2011 and November 2011 Update: Held the education initial 2011 seminar in Feb 2011 @ Morningstar Gifts. The meeting was fairly well attended with 6 people in attendance. Planning stages for the next in the series for April, date TBA. Targeted speaker is someone from COD.
- Investigation and possible plan to bring Wi Fi to downtown. Installation in December the Wi Fi is functional and being tested for expansion. Offering the units to all Downtown businesses at LTC cost. ER is scheduling an additional 4 devices for install. Goal is Main to Elizabeth and Sth park to be wired by July 2011.

- Survey of business owners and their concerns regarding our downtown opportunities. [See LTC business forum.](#)

**Additional update, accomplishments, and milestones: See separate page**

### **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.

Completed with the hiring of Karen Stonehouse 6/10

## Accomplishments and milestones outside of the 2010 / 2011 goals

- Implemented membership list to Access data base
- Partnered with the Village in seeing through the new Downtown Plan guide book
- LTC will continue to work very closely with the Village to see chosen projects to fruition in 2011 see addition information under 2011 / 2012 Lombard Town Centre goal section.
- Completed a 3 year financial audit
- Secured an outside intern for 2011 to assist with committees, board of directors, and our ED
- Instituted a successful Property Owners Forum meeting was to be quarterly, however the immediate feedback is to form a monthly group of property owners. Meeting for an hour and half to share ideas, action items, etc... to assist with filling vacancies and increase foot traffic in the downtown. One fantastic idea came from the first session. Holding a downtown Lombard property open house event. Details to follow
- Instituted a Business Owners Forum the following evening. This event is being held on the same day as this writing. Some of the thought process of this event was: Building better working relationships between the downtown business owners. Encouraging partnerships for sharing positive ideas, marketing programs, and to assist each other.
- Added a downtown relevant guest speaker to the DT open forum meeting
- Wi Fi installed, working with 3 – 4 additional installations in April. Downtown Lombard will have Wi Fi in most of the entire downtown area by end of 2011 including the Metra station
- Amended the French Market to operate from 8 – 1 on Sat. Including adding 4 open spaces for not for profits organizations that may want to set up a tent
- Expanded Jingle Bell to include a scavenger hunt for children with prizes for the top 10 finishers
- Concluded a 3 year financial audit
- Engaged 5<sup>th</sup> 3<sup>rd</sup> Bank as a potential 2011 LTC partner sponsor and depot for LTC materials and event tickets
- Updated LTC By Laws to conform to the 2011 Lombard Town Centre organization
- Assisted with organizing and interior marketing the newly moved re-sale shop on Park Ave.
- Assisted with facilitating 3 new downtown potential businesses, one has been issued their OP The Cabinet Shop, Wedding Photography, and the dance studio store.