

# Village of Lombard

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



## Minutes

**Monday, June 10, 2024**

**6:00 PM**

**Village Hall - Community Room**

## **Economic & Community Development Committee**

*Anthony Puccio, Chairperson  
Brian LaVaque, Alternate Chairperson  
Dennis McNicholas, Garrick Nielsen, Matthew Pike,  
Paula Dillon, Laine Vant Hoff, Gregory Ladle,  
Patrick Kennedy and Lindsay Brown  
Staff Liaison: William Heniff*

## 1.0 Call to Order and Pledge of Allegiance

*The meeting was called to order by Trustee LaVaque at 6:00 p.m.*

*The Pledge of Allegiance was recited.*

## 2.0 Roll Call

- Present** 5 - Brian LaVaque, Dennis McNicholas, Matthew Pike, Laine Vant Hoff, and Patrick Kennedy
- Absent** 5 - Anthony Puccio, Garrick Nielsen, Paula Dillon, Gregory Ladle, and Lindsay Brown

*Also present: William Heniff, AICP Community Development Director*

## 3.0 Public Participation

None

## 4.0 Approval of Minutes

**A motion was made by Mr. McNicholas, seconded by Mr. Pike, that the 4-8-24 meeting minutes be approved. The motion carried by the following vote:**

- Aye:** 5 - Brian LaVaque, Dennis McNicholas, Matthew Pike, Laine Vant Hoff, and Patrick Kennedy
- Absent:** 5 - Anthony Puccio, Garrick Nielsen, Paula Dillon, Gregory Ladle, and Lindsay Brown

## 5.0 Unfinished Business

## 6.0 New Business

[230131](#)

### **Prairie Food Co-op Business Retention Economic Incentive - Amended Request**

In light of proposed State legislation set forth within HB 3144, discussion of an amended Economic Incentive Request structure pertaining to the Prairie Food Co-op retail grocery store at 837 S. Westmore-Meyers Road. PFC and staff recommend that the ECDC direct staff and Counsel to work with PFC on an amended agreement for future consideration by the Village Board.

*Chair LaVaque stated that pending legislation before the state that would impact the grocery sales tax provisions, which in turn would impact the funding source previously contemplated for Prairie Food*

Co-op (PFC).

*William Heniff, Community Development Director, referenced that at the April, 2023 ECDC meeting, PFC made a funding request for their proposed new grocery store location at Eastgate Shopping Center which was supported by the ECDC. Since that time, the PFC has worked with staff and Village Counsel on an Economic Incentive Agreement for future Village Board consideration, with the following components: up to \$50,000 in eligible exterior signage, façade work and rooftop screening improvements; upon project completion, reimbursement of Village building permit fee costs; and a performance-based retail sales tax incentive for up to ten (10) years, or until the requested \$300,000 generated sales tax cap is reached. With the likelihood of that funding source being eliminated by the state, staff has been reviewing other level of incentives for the project within the confines of Village policy.*

*Leslie Keri, PFC President, provided background regarding their efforts to date as represented in their submitted memo, noting their recently started construction efforts.*

*Dennis McNicholas stated be benefits of locating within the Eastgate Shopping Center. Keri stated some of the exterior façade and signage improvements that are a part of their project and which would benefit the center. LaVaque stated that while the hope was for locating in the downtown, adding the store to the center with help in its revitalization.*

*Heniff noted various alternate incentive options within the staff memo, including a retail business grant option of \$20,000, including a places for eating tax component, adjusting the “waterfall concept” to provide for greater funding after opening, but still on a performance basis, if they open for January 1, 2026, performance-based sales tax funding still available through the state, and lastly if alternate retail tax funding sources become available, consideration of those funding options.*

*McNicholas confirmed that the Village will not be risking any Village funds. Heniff confirmed that stating that the project would all be performance based by construction completion or by sales tax dollars generated from the site. He then asked about roadway or intersection improvements to Westmore-Meyers Road, in front of the center. LaVaque noted a number of issues that have been and will be discussed at the Public Safety & Transportation Committee. McNicholas also asked if the Village has any contractual relationship*

*with the property ownership. Heniff stated the incentive would be directly to PFC. PFC has an agreement with North Companies, the shopping center owner. McNicholas clarified that his comment pertained to items such as non-compete provisions. Keri was going to review this item.*

*Heniff stated that ECDC member Paula Dillon asked questions to staff about market saturation. Keri noted their latest market studies and finds that while they are a full-service grocery store, their studies are finding that they are a unique business and that their closest direct competition would be Trader Joes. PFC has community feel and engagement. Their footprint is quite different and smaller than others in the market. They are also the only co-op store in the market.*

*Laine Vant Hoff asked about what would draw customers to the store. Value will be created through their national distributor who will be able to fill 60-80% of goods in bulk. There will also be fewer “middle people” as they will buy directly from the local farmers and businesses, rather than through larger distributors.*

*Responding to a question by LaVaque, Keri also noted that they are up to 1,800 members and growing.*

*McNicholas asked if there any abilities to provide for unsold donation of to food pantries and the like. Keri stated that they would look into the issue with their General Manager and determine what policies might be. Discussion continued about some of the legal and practical challenges of such efforts.*

**On a motion by Mr. Pike and a second by Mr. McNicholas, the ECDC unanimously voted to direct staff to work with Prairie Food Co-op to prepare an incentive agreement. This item will be placed on a future Village Board agenda.**

**The motion carried by the following vote:**

**Aye:** 5 - Brian LaVaque, Dennis McNicholas, Matthew Pike, Laine Vant Hoff, and Patrick Kennedy

**Absent:** 5 - Anthony Puccio, Garrick Nielsen, Paula Dillon, Gregory Ladle, and Lindsay Brown

[240198](#)

### **Choose DuPage Municipal Analytics Program**

Introduction and discussion regarding Choose DuPage’s Municipal Analytics Program (MAP) which is intended to provide access a broad range of economic development tools and resources to address economic development data inquiries for the Village. Staff recommends

that the ECDC approve an annual expenditure of \$5,000 a become a Municipal Analytics Program (MAP) partner.

*William Heniff referenced Choose DuPage as one of Lombard's economic development partners and they are engaged with fostering economic development activity throughout DuPage County efforts. Their past focus has been upon office, industrial, and research & development business sectors. They also facilitate dissemination of inquiries for larger businesses that may be seeking to locate in the region. As part of their larger economic development outreach, they have access to and provide support services and data analytics for local business entities, prospective businesses and local governments. Choose DuPage has partnered with the newly created Greater Chicagoland Economic Partnership (GCEP) to market Chicago as a region.*

*The Municipal Analytics Program (MAP) created by GCEP and made available through Choose DuPage, is a new initiative to create and house increased data for analytics. Choose DuPage is undertaking an effort to reach out to DuPage Communities to make the data available for municipalities.*

*Heniff noted that as Choose DuPage is one of our economic partners and municipalities use them as a resource, as most communities do not have full economic development departments. He then stated that Lombard uses them as a resource, not unlike our traffic consultant KLOA. When a question is raised by staff or the public, they are contacted and asked to provide data. This is a similar approach contemplated through the MAP effort.*

*Heniff then reviewed with the members a PowerPoint presentation prepared by Choose DuPage in detail which summarizes the program components and benefits. He also noted the various sources of data that could be accessed through this effort.*

*Greg Bedalov, Choose DuPage President & CEO, was introduced and offer additional background and their partnership effort with GCEP. He noted the importance of having a strong region and not just a strong city of Chicago or strong suburbs. He noted the relationship they have had with Lombard. He then discussed the additional programs that the MAP effort can provide to items such as who are the contacts and what are the growth markets.*

*Bedalov then asked the question he often receives from communities*

*that may be looking for a particular business in their downtown. In response, he asks “do you have the data to support their business”? The MAP effort is intended to allow communities to ask and answer such questions. He stated that the software programs available to municipalities would be \$10,000 to \$20,000 each annually. Choose DuPage has access to all of the data and can share accordingly to MAP members. It can also be used for a larger economic strategic planning efforts. He then noted access to private equity firm data.*

*Bedalov stated that the licensing for the software programs is held by GCEP with Choose DuPage as one of their partners. But the MAP effort will allow communities to have access to the data for their particular needs.*

*Bedalov also described some of the material that can be made available to entities and how the process for getting data would be transmitted to Lombard for use in economic development studies or specific inquiries. The data will quantify potential realities.*

*LaVaque asked if the purpose of the larger effort is to recognize that the Chicago market is competing with other regional markets. Bedalov concurred and noted that his efforts are to promote DuPage County to the world and accessing foreign direct investment. He also talked about the Chicago region’s limited outreach and effectiveness at a national and international level to provide a coordinated marketing effort to get such investment in the region. He stated that even if a business lands in another DuPage community, it still provides jobs and growth benefits for Lombard. He also noted that communities also perform economic development activities in varying way, including in-house, consultants or through economic development organizations. He envisions this effort as a “back-room” where data can be collected to meet targeted needs. He then discussed the funding structure for the program at the County level and for local municipalities.*

*Vant Hoff asked about data availability and local access. Bedalov offered an example being contemplated by Roselle who is undertaking a downtown analysis. They will be able to provide a myriad of data sources to help them in their efforts through the MAP effort.*

*In closing, LaVaque stated that programs efforts like these will help in future Village Board strategic planning efforts.*

**A motion was made by Mr. McNicholas, seconded by Ms. Vant Hoff, The ECDC unanimously voted to approve the Program.**

**The motion carried by the following vote:**

**Aye:** 5 - Brian LaVaque, Dennis McNicholas, Matthew Pike, Laine Vant Hoff, and Patrick Kennedy

**Absent:** 5 - Anthony Puccio, Garrick Nielsen, Paula Dillon, Gregory Ladle, and Lindsay Brown

## **7.0 Other Business**

## **8.0 Information Only**

## **9.0 Adjournment**

On a motion by Mr. Pike and a second by Mr. McNicholas, the ECDC meeting was adjourned at 7:11 p.m.