

Due to the ongoing public health emergency, and based on the authority provided by Executive Order 2020-07, issued by Governor Pritzker on March 16, 2020, as most recently extended by Executive Order 2020-33, dated April 30, 2020, and Executive Order 2020-32, issued by Governor Pritzker on April 30, 2020, limiting public gatherings and suspending the Open Meetings Act physical presence requirement, this meeting will be conducted electronically. It will be streamed live via Zoom. The Zoom ID and access code will be made available on the Village's website prior to the meeting. Public comments are welcome on any topic related to the business of the Public Body at Regular and Special Meetings when received by email or in writing by the Village's Community Development Director prior to 5:00 p.m. on the day of the meeting. Emailed comments may be sent to Community Development Director Sonya Abt at sabt@riverside.il.us. Written comments may be submitted to the attention of the Village Clerk at 27 Riverside Road, Riverside, Illinois.



VILLAGE OF RIVERSIDE, ILLINOIS
ECONOMIC DEVELOPMENT COMMISSION
REGULAR MEETING

Thursday, May 14, 2020 at 7:00 pm

This meeting will be conducted electronically via Zoom.

The Public may access the meeting using the Zoom Meeting ID and Access Code which will be posted on the Village website at <https://www.riverside.il.us/423/Economic-Development-Commission> at least 2 hours before the meeting.

AGENDA

1. Call to Order
2. Roll Call

Chairperson

Kristine Herbst

Commission Members

Jack Buoscio

Brian Plain

Suzanne Kahle

Jennifer Fournier

Bridget Doherty

Amy Jacksic

3. Public Comment:
4. Approval of Minutes:
 - A. Economic Development Commission Regular Meeting Minutes of March 12, 2020
5. Chairperson Report:
6. Liaison Reports:
 - A. Village Board Update
 - B. Staff Update: COVID-19 Impact on Business Community
 - C. Chamber of Commerce Update
7. Central Business District:
8. Old Business:
 - A. Update on EDC Business Survey.
 - B. Continued SWOT Analysis and discussion of 2020 economic development priorities and goals.
9. New Business:
10. Informational Items:
11. Adjournment:

VILLAGE OF RIVERSIDE, ILLINOIS
ECONOMIC DEVELOPMENT COMMISSION

Thursday, March 12, 2020

7:00 pm

Riverside Township Hall – Room 4
27 Riverside Road, Riverside, IL 60546

MEETING MINUTES

1. Call to Order

The meeting was called to order by Chairperson Herbst at 7:02 PM

2. Roll Call

Present: CHAIRPERSON KRISTINE HERBST
COMMISSIONER JENNIFER FOURNIER
COMMISSIONER BRIDGET DOHERTY
COMMISSIONER AMY JACKSIC
COMMISSIONER SUZANNE KAHLE

Absent: COMMISSIONER BRIAN PLAIN
COMMISSIONER JACK BUOSCIO

Also Present: CD Director Abt
Management Analyst Bouman

3. Public Comment:

None.

4. Approval of Minutes:

COMMISSIONER JACKSIC motioned, seconded by COMMISSIONER FOURNIER, to approve the minutes of the January 9, 2020 Regular Meeting of the Economic Development Commission and the February 13, 2020 Special Meeting of the Economic Development Commission.

Voice Vote. All Ayes.

Motion Passed.

5. Chairperson Report:

None.

6. Liaison Reports:

A. Village Board Update

Trustee Peters was unable to attend the meeting due to a work conflict.

Director Abt informed the Commission that the Village Board has approved starting the business district process. There are two proposed district areas; one which will extend along Harlem from Shenstone to Lawton and West on Burlington toward Delaplaine and the other at the corner of Ogden and Harlem. The Board planned to hold a Business District Open House on March 25 with Village consultants Kane McKenna and a public hearing at the April 2 Village Board Meeting. Staff have sent public notice to surrounding property owners.

Director Abt provided background on the Business District proposal. It is envisioned as an economic incentive that will allow the Village to create grant programs along with providing funds for development agreements and façade programs. If approved by October 2020, collections for an additional sales tax will begin January 1, 2021. CHAIRPERSON HERBST felt that the proposal gives the Village useful flexibility. COMMISSIONER FOURNIER asked if the collected funds would be earmarked. Director Abt confirmed that funds collected within the district could only be spent on improvements within the district.

B. Staff Update

Director Abt provided updates on new business activity. Management Analyst Bouman provided an update on the Business Marketing Survey. COMMISSIONER DOHERTY suggested a plan for following-up with businesses

who had not yet responded. The Commissioners agreed.

C. Chamber of Commerce Update

The Commissioners greeted Jason Hinsley from the Chamber of Commerce. Mr. Hinsley introduced himself and provided updates on the chamber. They will be continuing the steak fry and cruise nights. They want to expand cruise nights to Harlem Avenue and increase involvement with Harlem businesses. The Chamber is also exploring an app. COMMISSIONER KAHLE highlighted the potential synergies between the Chamber and the EDC. There was discussion of vacant commercial storefronts. COMMISSIONER DOHERTY asked whether the available properties GIS map would be helpful. It was suggested that it would. CHAIRPERSON HERBST mentioned that the EDC has been working on Village branding for the past few years, including work with Visit Oak Park.

7. Central Business District:

None.

8. Old Business:

A. Update Discussion and recommendation to staff and Visit Oak Park on proposed 2020 marketing partnership with Visit Oak Park.

Director Abt provided an update on the Visit Oak Park partnership. Director Abt received and signed an updated engagement letter from Visit Oak Park. The letter included provisions for increased reporting of data from Visit Oak Park that the Commission requested at the February 13, 2020 meeting. Management Analyst Bouman has worked to compile feedback and comments from Commissioners to Visit Oak Park from the previous meeting. COMMISSIONER DOHERTY asked whether the updated engagement letter contained the requested reporting of performance metrics. Director Abt confirmed that it did. CHAIRPERSON HERBST encouraged the Commissioners to attend Eric Wagner of Visit Oak Park's presentation to the Village Board at their March 19th meeting.

9. New Business:

A. SWOT Analysis and discussion of 2020 economic development priorities and goals.

Director Abt provided an overview of SWOT (strengths, weakness, opportunities, threats) analysis. Director Abt went over prior vision and goal statements of the Village including those from the CMAP Central Business District Plan and those that were developed in conjunction with the Point B marketing work. Director Abt asked if the Commissioners still felt the previously stated visions and goals from 2013-2015 were still appropriate. This exercise was intended to update and check in on the visions and goals previously expressed and to generate actionable insights for future EDC and Village efforts.

CHAIRPERSON HERBST highlights that the previous vision and goals came out of processes that started at the ground floor and were primarily focused on positioning the Village. CHAIRPERSON HERBST stated that this SWOT analysis and subsequent activities are an intended outcome of the earlier efforts. COMMISSIONER FOURNIER stated that the statements listed were largely aspirational and, while largely focused on highlighting nature and quality of life, they could have focused more on business realities too. COMMISSIONER JACKSIC highlighted the utility of the exercise and tied it to the reasons why the Commissioners were likely interested in the EDC in the first place.

The Commissioners participated in the SWOT exercise guided by Staff. Commissioners identified numerous strengths, weaknesses, opportunities, and weaknesses over the course of the meeting.

Strengths included:

- Green space
- Loyal customer base (for biz done right)
- Safe
- Recreational opportunities
- Aging in place
- Proximity to Chicago (major metropolitan area)
- Housing – still a discount compared to other nearby communities
- Residents with income & hobbies

- Diverse housing stock
- Historic landmark
- Charming downtown
- Lots of empty storefronts
- Good schools
- Biking
- Small population
- Motivated village board
- Village gov't willing to work with surrounding communities
- Train (Metra station)
- Flexible recruitment
- Good purchasing power
- Riverside foods
- Nicest safest desirable community this close to city

Weaknesses

- Small population
- Backs turned to the train
- Limited visibility/pathways/ signage to the river
- Empty storefronts
- Aging internet infrastructure/availability
- Reputation: not business friendly
- River (at least how we approach it)
- Limited facilities for larger gatherings
- Low walking traffic
- Lack of economic anchor
- Not a great history of thriving businesses
- Dated available space
- Bad landlord
- Lack of parking

Opportunities

- Brookfield zoo/zoo events
- Younger families moving in
- Changing nature of business/commerce
- Home rule referendum
- Business districts
- Des Plaines River Trail
- Young people are moving to 'burbs
- Makers – people already in town who could take advantage of a maker space
- PUD ordinance
- The river
- What's our economic anchor?
- Number of businesses without an online presence
- Restart guerilla gardening

Threats

- Climate change
- Too expensive (taxes high rents)
- Non-home rule community
- Small businesses – can they withstand a recession?
- ComEd reliability/blackouts
- Landlord's motivations or lack thereof
- Aging population

- Threat of recession
- Lack of landlord investment
- Berwyn (bdc flexibility & \$\$)

10. Informational Items:

The Commissioners discussed meeting again before two months. All agreed.

11. Adjournment:

CHAIRPERSON HERBST motioned to adjourn. The motion was seconded by COMMISSIONER KAHLE.
Voice Vote. All Ayes.

Meeting adjourned at 8:45 PM



MEMORANDUM—COMMUNITY DEVELOPMENT DEPARTMENT

To: Chairperson Herbst & Members of the Economic Development Commission
From: Sonya Abt, AICP, Community Development Director
William Bouman, Management Analyst
Re: 2020 EDC Business Marketing Survey Results
Date: May 5, 2020

In early 2020, the Economic Development Commission (EDC) asked Staff to conduct a survey of all local businesses to enhance the EDC's marketing efforts. The process led to the creation of useful tools for Village use and generated insight for the EDC. Out of the 98 businesses surveyed, Staff received 18 responses via mail and SurveyMonkey. In addition, the survey initiated a direct line of communication between the EDC, the Village, and its business community; fostering avenues for further collaborative economic development work in the future.

Survey Background

The EDC and Community Development Department have partnered with the Visit Oak Park regional tourism board to promote business in the Village. The primary aims of the survey were twofold: to update records on local businesses, so that marketing efforts accurately reflect their offerings and services, and to ask businesses directly how the EDC and the Village can best support them.

The process of compiling the business list and the data received from responses will improve Village marketing efforts through multiple channels: the VisitRiversideIL.com portal, social media, traditional media outlets, and the Village website. The survey helps the EDC, Visit Oak Park, and Staff promote local businesses while promoting a collaborative local business community.

Updated Business List

Because of a handful of businesses closing and new ones opening, along with how the Village licenses businesses, Staff approached this survey by creating a new master list of businesses. The list contains contact information, websites, and social media information. This list was created from the existing licensed business list, windshield surveys, and internet searches. This list has already been utilized for Village outreach efforts during the COVID-19 pandemic.

Survey Methods

The Village utilized SurveyMonkey for survey design and distribution. The survey was distributed in two phases. Staff sent surveys by mail to businesses without current email addresses on file. The initial distribution occurred January 30th with 58 sent via email and 42 by mail. In between, Staff worked to obtain additional email addresses. The follow-up email was sent February 12th to an additional 25 businesses, 83 in total.

The parameters of the survey were defined by the EDC. They were then edited and formatted by Staff for distribution. It was designed to be completed in under 10 minutes.



MEMORANDUM—COMMUNITY DEVELOPMENT DEPARTMENT

The questions are as follows:

1. *Business Information*

Business Name | Owner Name(s) | Contact Person (if different from owner) | Email | Address | Phone Number | Year Established |

2. *Online and Social Media Information*

Website | Facebook | Instagram | Yelp | Twitter | Other Online Presence |

3. *Please provide a one-two sentence description of your business for the business directory on the Village website:*

4. *Is there anything you are 'known for'/'famous for'?*

5. *Do you offer any classes, demos, tours or experiences at your business? If so, please provide details.*

6. **Promotions:** *Does your business have any upcoming and/or ongoing promotions that you would like the EDC to be aware of for our marketing channels? If so, please provide dates and times.*

7. **Events:** *Does your business have any upcoming and/or ongoing events that you would like the EDC to be aware of for our marketing channels? If so, please provide dates and times.*

8. *How can the EDC support you? Any and all ideas welcome!*

9. *Would you be interested in being interviewed for the EDC's village/business promotional efforts? Opportunities include professional promotional videos made by Riverside TV for our [Focus on Business](#) series, profiles on our website, and promotion through our social media channels.*

11. *Are there any images you would like the EDC to use when promoting your business? High resolution images of your logo, location, and/or products welcome! Please email them to wbouman@riverside.il.us*

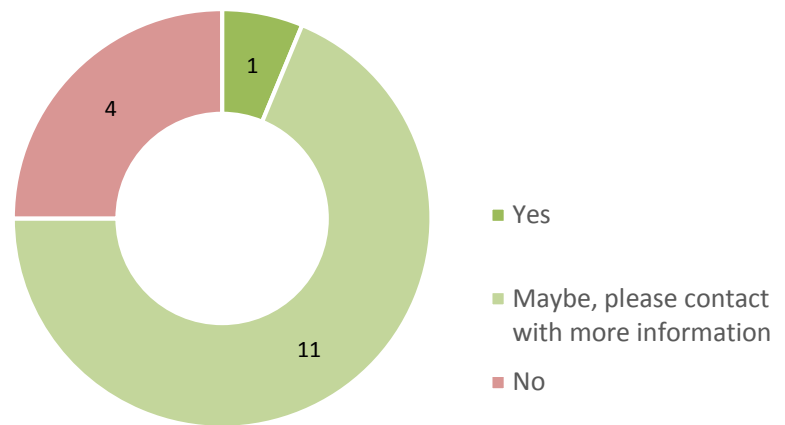
Survey Results

Staff received responses from 18 businesses; a response rate of 18 percent. All 18 responses provided current contact information. 17 of 18 provided responses that will be useful when constructing business profiles. 13 of 18 reported what they feel their specialties are/what they are known for. This self-reported information should be considered when developing marketing materials for these businesses. In addition, Staff received logo files from five businesses for marketing use.

There is significant interest in participating in future EDC and Visit Oak Park marketing opportunities.

The following pages contain business responses.

INTEREST IN EDC PROMOTIONAL PROJECTS



Business Name	Year Established	Please provide a one-two sentence description of your business for the Village's business directory on the Village website	Is there anything you are 'known for' / 'famous for'?
BTR Marketing & Design, Inc.	2016	BTR Marketing & Design offers marketing, design, and communication solutions for individuals and businesses. Our goal is to help you achieve your marketing needs no matter how large or small...with no surprises along the way.	Wedding Invitations, Every-Door-Direct-Mailing postcard through the USPS
Comic Collector	1986	We are a local Comic Book shop. We deal in both new and old comics, along with other comic memorabilia.	Longevity and friendly atmosphere.
Europeana Salon & Spa	1992	Specializing in nails, pedicures, facials (skin care), hair cutting and color	Being friendly and honest. European skin care.
Gaslight Realty	2006	Real Estate Broker specializing in residential sales and rentals.	High touch personal service
Ivins Moravecck Funeral Home	1930	Funeral & Cremation Service	Family-owned since 1885
Metal Mites, Inc.	1980	We are an established collision repair facility. We work with most insurance companies.	
Michael's Pancake House	2020	American home style breakfast, lunch, and dinner.	Omelets, Skillets, and Steaks.
Nada Restaurant	2019	We offer a wide variety of Kuwaiti Cuisine that is created using original recipes. We use of herbs, spices and cooking techniques that comes straight from original.	
Orthopaedic Associates of Riverside, LLC	2003	Orthopaedic Medical Care	
Randall Architects, Inc	2003	Randall Architects is led by a licensed husband and wife team, who celebrate both modern and traditional work. The excellence we strive for is not only in each design detail, but also in every professional relationship. Whether a new house, a condominium build-out, or a master suite addition, Randall Architects provides a considered and comfortable home, unique to your lifestyle.	Known for providing comfortable and well considered design for the residential market.
Ridgeland Associates, Inc.	1992	Full service Architectural firm	
Riverside Bank	2002	Retail banking	Community banking
Riverside Barber Shop			
Riverside Citgo	2019	Gas station, convenience store, liquor store, lottery, tobacco.	Liquor store
Riverside Foods	1983	Family Owned and operated full-service neighborhood grocery store with full beer,wine and liquor department.	Top quality hand-cut meats, unique craft beer and wine selection, organic and specialty local products.
Riverside Masonic Lodge # 862		Masonic Charities	Charities Work, Scholarship, Blood Drives
Shamrock Garden Florist		Shamrock Garden Florist is a full-service, family-owned flower shop, specializing in custom floral and plant design for all occasions.	Gorgeous custom floral arrangements and outstanding customer service!

Business Name	How can the EDC support you? Any and all ideas welcome!	Would you be interested in being interviewed for the EDC's village/business promotional efforts?
BTR Marketing & Design, Inc.		Maybe, please contact with more information
Comic Collector	Harlem avenue has always been the red headed step child of Riverside. We need to have some kind of presence to show we're a part of this great community.	Maybe, please contact with more information
Europeana Salon & Spa	By including my business in whatever you are sharing with the community	Yes
GASLIGHT REALTY	Advise visitors and inquirers of our presence providing old fashion hands on personal service and attention.	Maybe, please contact with more information
Ivins Moravecck Funeral Home		Maybe, please contact with more information
Metal Mites, Inc.	Be conginzant of the praticality of the changes the commision is about to embark on and how it affects current businesses in town. Be welcoming of "out of towners" and the revenue they contribute to our community.	Maybe, please contact with more information
Michael's Pancake House	Please provide info	No
Nada Restaurant		Maybe, please contact with more information
Orthopaedic Associates of Riverside, LLC		Maybe, please contact with more information
Randall Architects, Inc	Via sharing social media posts, or even "liking" our posts or photos would be helpful. It seems that Riverside's retail businesses tend to get most of that attention.	Maybe, please contact with more information
Rich's Galaxy Upholstery		No
Ridgeland Associates, Inc.		
Riverside Bank	N/A	No
Riverside Barber Shop		
Riverside Citgo	We are the new owner since April 2019. We have renovated the store and also everything newly installed. We have a good customer service. If you let the customers know through EDC, we will be thankful to you, we need big help from Riverside.	No
Riverside Foods	Connecting me with other brick and mortar businesses looking to cross-promote. Sourcing any supportive services from the State and Federal.	Maybe, please contact with more information
Riverside Masonic Lodge # 862	We do a lot of family and charitable work and would love to work with the EDC on upcoming projects.	Maybe, please contact with more information
Shamrock Garden Florist	By helping spread the word of all the great businesses in Riverside and helping give potential patrons a reason to come to our community	Maybe, please contact with more information



COMMUNITY
DEVELOPMENT

MEMORANDUM—COMMUNITY DEVELOPMENT DEPARTMENT

To: Chairperson Herbst & Members of the Economic Development Commission
 From: Sonya Abt, AICP, Community Development Director
 CC: Jessica Frances, Village Manager
 Re: Continued SWOT Analysis
 Date: May 7, 2020

Background

The village is in the preliminary phases of creating a 5-year economic development plan and solidifying an action plan for 2020. Staff directed a SWOT (Strengths, Weaknesses, Opportunities and Threat) Analysis to identify Riverside’s strengths and weaknesses and identify external opportunities and threats. By utilizing this information, the Commission can create an appropriate and effective strategy to achieve its economic development goals. The analysis can be utilized to create an action plan.

At the March meeting the commission started this process. The Commission went over previously outlined visions and goals, including the Riverside CBD Plan’s priorities and guiding principles and the Point B facilitated branding’s goals and long-term sustainable competitive advantages. The commission was in agreement with these still being the goals and visions of the Village.

SWOT Analysis – Part 1

The Commission identified strengths, weaknesses, opportunities and threats that affect Riverside’s abilities to achieve our visions and our goals. These are listed in the table below.

- Identify the community’s strengths and weaknesses (internal factors – inherent characteristics of the community, often looked at in comparison to other communities)
- Identify opportunities and threats of/to the community (external factors – generally outside of the influence of local actors and have an impact on the local economy)

<u>STRENGTHS</u>	<u>WEAKNESSES</u>
<p>(Assets or factors that give a community its competitive advantage and make it an attractive place to be.)</p> <ul style="list-style-type: none"> • Greenspace, Recreational opportunities, Biking • Proximity to Chicago • Good schools • Motivated Village Board, willing to work with surrounding communities • Residents with good incomes & purchasing power & hobbies • Flexible recruitment • Riverside Foods • Nice & safe community • Housing: Diverse housing stock, good value – still a discount compared to other nearby communities, aging in place opportunities • Small Population • Charming downtown & Train (Metra Station) • Historic Landmark • Empty Storefronts 	<p>(Factors that are obstacles or constraints to economic development. They can be social, physical, financial, regulatory, operational.)</p> <ul style="list-style-type: none"> • Reputation of not being business friendly • Lack of economic anchor • Lack of parking • Bad landlord • Dated available space • Not a great history of thriving businesses • Empty storefronts • Backs of businesses turned to the train • Low walking traffic • River – limited visibility, pathways, signage • Small population • Aging internet infrastructure/availability • Limited facilities for larger gatherings



MEMORANDUM—COMMUNITY DEVELOPMENT DEPARTMENT

<u>OPPORTUNITIES</u>	<u>THREATS</u>
<p>(Conditions, that are external to the community, that make it easier or possible to develop competitive advantages.)</p> <ul style="list-style-type: none"> • Brookfield Zoo/Zoo Events • Younger families moving in/Young families moving to the ‘burbs • Des Plaines River & Des Plaines River Trail • # of businesses without an online presence • Changing nature of business/commerce • Makers – people already in town whom could take advantage of a maker’s space • Home rule referendum • Restarting Guerilla Gardening • What is our economic anchor? 	<p>(Unfavorable trends or developments external to the community that lead to a loss or decline in a community’s competitive advantage or economy in general.)</p> <ul style="list-style-type: none"> • Climate change • High taxes and high rents • Non home-rule community • Threat of recession • Small businesses – can they withstand a recession? • ComEd reliability & blackouts • Landlord motivation or lack of • Aging population • Berwyn (their BDC Flexibility & \$\$) • Lack of landlord investment

Also helpful are “neutral factors” (factors that do not neatly fall under the strengths, weaknesses, opportunities or strengths categories); they may be critical to the overall economic plan.

- Business Districts
- Planned Unit Development Ordinance

Next Steps

SWOT Analysis – Part 2

SWOT Analysis is an iterative process that facilitates the plan-making process. We will be working to take the strengths, weaknesses, opportunities and threats identified in Part 1 at the last meeting and utilizing them to create an action plan and economic development plan for the commission.

The SWOT matrix is a great place to start that analysis. Please utilize the SWOT Matrix to analyze our answers from our previous meeting (on page 1) and think of actionable items.

		<u>SWOT Matrix</u>	
		STRENGTHS	WEAKNESSES
OPPORTUNITIES		Evaluate ways to use strengths to take advantage of opportunities.	Consider how opportunities can be used to compensate for or overcome weaknesses.
THREATS		Create strategies that will use strengths to avoid or to mitigate threats.	Develop defensive policies that will minimize weaknesses and avoid threats

Example:

Analysis: As a nice and safe town with close proximity to the city and an affordable housing stock we can take advantage of the opportunity of young families looking to move out to the suburbs. This increase in population and income will help attract new businesses that can serve young families and help sustain existing businesses.

Actionable item: Work with local realtors to promote Riverside’s available properties to young families in Chicago.

Please email Management Analyst Bouman your lists by 2 PM on Thursday, May 14th. We will assemble them into one document so we can share on our Zoom Meeting screen.