

On June 26, 2020, Governor Pritzker entered the latest in a string of emergency declarations related to the COVID-19 pandemic. In light of that declaration, and consistent with various Executive Orders entered by the Governor, and the recent amendments made to the Open Meetings Act in Public Act 101-640, 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. Public comments may also be made live during the meeting by persons participating via Zoom.



VILLAGE OF RIVERSIDE, ILLINOIS
ECONOMIC DEVELOPMENT COMMISSION
REGULAR MEETING

Thursday, July 9, 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.

A G E N D A

1. Call to Order
2. Roll Call

Chairperson

Jennifer Fournier

Commission Members

Jack Buoscio

Suzanne Kahle

Bridget Doherty

Amy Jacksic

3. Public Comment:
4. Approval of Minutes:
 - A. Economic Development Commission Regular Meeting Minutes of May 14, 2020
5. Chairperson Report:
6. Liaison Reports:
 - A. Village Board Update
 - B. Staff Update
 - C. Chamber of Commerce Update
7. Central Business District:
8. Old Business:
 - A. Continued discussion of re-evaluating EDC Facebook page strategy.
9. New Business:
 - A. Discussion of how to support the Riverside business community during COVID-19.

- B. Discussion of 2021 Budget for economic development.
- C. Introduction to Economic Incentive Policies.

10. Informational Items:

11. Adjournment:

Public comments received by email or in writing by the Community Development Director prior to 5:00 p.m. on the day of the meeting were welcome on any topic. Public comments were also allowed during the electronic meeting using the Zoom Meeting ID and Access Code that was posted on the Village's website 2 hours before the meeting. The meeting was conducted electronically via Zoom due to the ongoing COVID-19 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.



VILLAGE OF RIVERSIDE
ECONOMIC DEVELOPMENT COMMISSION REGULAR MEETING
Minutes

- I. **Call to Order:** The Regular Meeting of the Village of Riverside Economic Development Commission was held on Thursday, May 14, 2020, electronically via Zoom. Chairperson Herbst called the Regular Meeting to order at 7:04 p.m.

- II. **Roll Call:**

<i>Present:</i>	Chairperson Herbst Commissioner Doherty Commissioner Fournier Commissioner Jacksic Commissioner Kahle Commissioner Plain
<i>Absent:</i>	Commissioner Buoscio
<i>Also Present:</i>	Community Development Director Abt Management Analyst Bouman

- III. **Public Comment**

None.

- IV. **Approval of Minutes**
 - A. Economic Development Commission Regular Meeting Minutes of March 12, 2020
Commissioner **Kahle made a motion** to approve the minutes of the Regular Meeting of March 12, 2020. Commissioner **Fournier seconded** the motion.
AYES: Doherty, Fournier, Jacksic, Kahle, Plain, Herbst.

NAYS: None.

Motion passed.

V. *Chairperson Report*

Chairperson Herbst addressed the Commission for her final time as Chair. She is stepping down from the Economic Development Commission as she prepares to move to New Jersey. She spoke of the challenges that COVID-19 has created and felt heartened by the strong community spirit of Riverside. She spoke to the evolution she has seen with the EDC and Staff into a more focused group over her 8 years on the EDC. She thanked the Commission and Staff, and they did the same.

VI. *Liaison Reports*

A. Village Board Update

Trustee Peters was not in attendance.

B. Staff Update: COVID-19 Impact on Business Community

Director Abt gave her memo for the Village Board to the EDC overviewing the impacts of COVID-19 on the Village's business community. She highlighted Staff actions to mitigate COVID-19 impacts on businesses. These included:

- Allowing restaurants with liquor licenses to provide alcohol/liquor delivery with food orders provided they were in original sealed containers;
- Creating business resources on the Village's COVID-19 webpage;
- Sending emails and hand delivering various information to businesses including IDPH guidelines, loan information, and more;
- Creating a Shop Local page on the Village website;
- Performing check-in calls with all businesses; and
- Instituting a rebate on liquor license fees for all restaurant liquor license holders.

Director Abt presented findings from Staff's check-in calls with businesses. She stated that two businesses have permanently closed. Staff analysis of the calls found that 76% of Village businesses were still operating in some capacity whether with limited hours, remote working, emergency only appointments or online/phone ordering. Over half of these businesses have storefronts that are were still open. Staff found that only 30% of businesses surveyed that applied for aid were successful; 11 total. Surveyed businesses expressed that the Village should continue to promote local businesses. Many businesses provided staff with their modified hours and/or new product offerings – information that Staff used to update its central COVID-19 business information hub.

Director Abt discussed the new State of Illinois guidance as it affects local businesses with the approach of Phase 3 of the Restore Illinois plan. Director Abt provided the EDC with suggestions and options that the Village could pursue to help businesses mitigate the impacts of COVID-19. Suggestions and options discussed included:

- Creating a follow-up Survey Monkey survey to assess business needs;
- Shifting the EDC Facebook strategy to directly promote businesses;
- Providing businesses with information on preparing to reopen, creating plans to do so, and communicating those plans with customers; and

- Partnering with the Chamber of Commerce to promote businesses.

Director Abt then highlighted other intervention possibilities that may require Village Board action or Village Manager budget approval. These included:

- Creating business promotional videos with Riverside TV;
- Assessing the creation of space on sidewalks for queuing outside businesses while still providing for safe walking paths and appropriate social distancing;
- Creating/designating additional curbside pick-up loading zones;
- Evaluating potential road or on-street parking closures to accommodate pedestrians and adequate social distancing;
- Allowing outdoor dining for all restaurants (potential locations to allow this and methods to do so were discussed);
- Exploring outdoor dining fee waivers;
- Exploring the creation of curbside pickup signs and potential partnerships to accomplish this; and
- Exploring lifting temporary window signage restrictions to allow for more/larger signs for hours and curbside pickup information in store windows.

Commissioner Kahle liked the idea of additional curbside dining but wondered about how doing so might impact access to other places. She suggested creating additional outdoor dining space with empty lots or parks. Commissioner Fournier liked the idea of closing streets to create more space to ensure social distancing. She suggested utilizing parking lots for outdoor dining like Chew Chew Café has done. She suggested closing half of the street, a la construction traffic, as temporary but necessary. Chairperson Herbst agreed that the Village should try it as a pilot. Commissioner Doherty agreed with Commissioner Fournier's proposal of turning CBD streets into one ways. Commissioner Jacksic expressed safety and logistics concerns with partial street closures. Director Abt suggested that barriers like horses or dividers would be required for any proposals in the street. Commissioner Jacksic proposed piloting temporary outdoor dining street closures on Fridays and Saturdays and assessing their effectiveness. Commissioner Fournier agreed. Commissioner Kahle stated that curbside is the lifeline for business at this time, closing one side of a street could negatively impact businesses on the closed side.

Commissioners expressed support for an additional survey to gauge business support for the measures discussed. Chairperson Herbst liked the idea of a survey. As a business owner, Commissioner Fournier commended staff for their outreach to date. Commissioner Doherty supported an additional survey and suggested that it be brief. Commissioner Plain stressed the importance of creating such a survey as a way to mitigate unintended consequences that may arise from any future interventions. Director Abt stated that she would discuss curbside and street closing options with the Village Manager who would discuss putting them on the Village Board agenda with President Sells.

Commissioner Doherty liked the idea of lifting temporary sign restrictions and had seen other communities do so.

Commissioners discussed utilizing Village property to promote businesses and increase areas to socially distance. They discussed distributing cones and/or temporary signage to businesses. They discussed utilizing Guthrie Park and the area around the Water Tower. There was some concern expressed about how to ensure that the sanitation and cleanliness of common areas were maintained if too distant from the businesses utilizing them.

Chairperson Herbst asked Staff about outdoor dining options for Empanadus restaurant. Staff suggested a few potential locations but said they would need to gauge the restaurant's interest in pursuing any options.

Commissioner Kahle and Chairperson Herbst emphasized the need for the EDC to partner with the Chamber of Commerce. Director Abt suggested that Staff could serve as a liaison between EDC and the Chamber. Commissioner Fournier volunteered to do so.

- C. Chamber of Commerce Report
None.

VII. Central Business District

The Commission continued their discussion on mitigating COVID-19 impacts for businesses.

Commissioner Kahle and Chairperson Herbst discussed exploring outdoor dining options for El Faro and other restaurants on Harlem.

Director Abt asked the Commission if they wanted to re-assess the social media strategy in light of the pandemic. Commissioner Kahle agreed. Commissioner Doherty advocated for shifting the EDC Facebook strategy entirely toward direct business promotion. Commissioner Fournier agreed but cautioned that posts would need to retain their intentionality and integrity. The EDC agreed that priority should be given to original content produced by Commissioners over sharing the posts of businesses.

Commissioner Doherty asked whether Quincy Street Distillery would be allowed to sell cocktails to go. Director Abt responded that they are not able to sell anything pre-mixed but will explore further options.

There was discussion of the EDC's promotional budget. Director Abt stated that the budget for additional printed materials was tight. Chairperson Herbst mentioned that the State had frozen the tourism monies allocated to Visit Oak Park to prioritize crisis response. This meant that the Village's agreement with Visit Oak Park was affected as well. Visit Oak Park continues to generate content for the Village and the EDC agreed it best to continue to utilize the Visit Riverside site and their staff writer.

There was discussion on activating the Bank of America property on Harlem. Commissioner Kahle suggested hosting food trucks. Commissioner Jacksic agreed and highlighted the success of bringing food trucks to North Riverside. Commissioners Fournier and Doherty liked this idea. Commissioner Kahle also suggested exploring creating a drive-in movie experience in one of the parks.

There was discussion surrounding marketing Riverside to city dwellers who are now looking for more space due to the pandemic. Commissioners brainstormed ideas to do. These included developing driving tours of Riverside, creating a Google Map to do so, and brainstorming points of interest that might be included on such a map.

VIII. *Old Business*

A. Update on EDC Business Survey

Management Analyst Bouman presented results from the EDC Business Marketing Survey conducted between January and February. He described how important the updated business contact list created for the marketing survey had been for Staff's subsequent COVID business response outreach. Most respondents were interested in being featured in Village promotional efforts. This interest was further confirmed during subsequent outreach related to pandemic response.

B. Continued SWOT Analysis and discussion of 2020 economic development priorities and goals.

Chairperson Herbst discussed the importance of creating strategic plans for clarifying goals and focusing efforts toward meeting those goals. She expressed that one day the pandemic will end and when it does, the Village will be best served by having a plan already in place. Given the ongoing pandemic and action items discussed during the meeting, Commissioners discussed tabling ongoing SWOT Analysis discussion to a later meeting. Commissioner **Plain motioned** to table the SWOT analysis until the September meeting of the EDC. Commissioner **Fournier seconded**.

IX. *New Business*

New business was discussed during the Staff update.

X. *Adjournment*

Chairperson Herbst asked for a motion and second to adjourn the Regular Meeting. Commissioner **Plain made a motion** to adjourn. Commissioner **Jacksic seconded**.

AYES: Doherty, Fournier, Jacksic, Kahle, Plain, Herbst.

NAYES: None.

Motion passed.

Chairperson Herbst declared the meeting adjourned at 8:34 p.m.

Respectfully submitted:

Management Analyst Bouman

Date Approved



COMMUNITY
DEVELOPMENT

MEMORANDUM—COMMUNITY DEVELOPMENT DEPARTMENT

To: Chairperson Fournier & Members of the Economic Development Commission
From: Sonya Abt, AICP, Community Development Director
Re: Continued Discussion of EDC Facebook Strategy
Date: July 1, 2020

At the May EDC Meeting, the Commission discussed refocusing the EDC Facebook Strategy to promoting the business community more due to the COVID-19 pandemic. Based on this feedback, Staff and Chairperson Fournier have prepared a strategy for the EDC Facebook page that paces for three (3) posts per week with 70% of the focus being on our village businesses, 20% on business trends and entrepreneurial resources and 10% on Village resources. (While we want and need to promote our businesses, we need to promote Riverside too.)

Village Businesses: Given the current circumstances, it will be important that the business promotion aspect be respectful. People are scared, have lost jobs, etc., so we don't want to be overbearing but we do want to overcome the hurdles of Amazon reliance and "reintroduce" the public to something that they forgot about or have overlooked. These posts should be enticing, magazine-style perspectives on our local businesses. Format includes:

- Great photography.
- Video.
- Buzzfeed-style lists. (<https://2xecommerce.com/listicles-buzzfeed-style/>) ex. 5 amazing/unique things you can find in Riverside,
- Viral topics. ([Quarantine cooking](#), [50 fun things to do during quarantine](#), etc.)
- Ideas: New openings – what's new or who has reopened; "Did you know?" – ex. famous connections to riverside businesses; Who's innovating – let's show what amazon alternatives are out there;
- Social Media # holidays ([social media holidays](#))

Examples:

7/7 – World Chocolate Day #WorldChocolateDay

7/19 – National Ice Cream Day #NationalIceCreamDay

7/31 – National Mutt Day #NationalMuttDay

This category would equate to about 8 posts per month

Business/Entrepreneurial Trends and Resources include articles pulled from sources like Crains that show the strength of the economy, real estate trends, industry trends and can paint a bright light on the potential of Riverside. (Examples: [Craft Distiller trends](#), [Small business optimism](#) growing from Forbes, etc.)

This category would equate to 2-3 posts per month.

Village Resources includes highlighting what the Village has done to help the business community during the pandemic, help with starting a business in Riverside (how to's: permits, occupancy inspections, zoning requests, etc.) available commercial spaces and generally highlighting the ease and accessibility of working with the Village.

This category would equate to 1 post per month.



MEMORANDUM—COMMUNITY DEVELOPMENT DEPARTMENT

In order to make this strategy manageable, we need as many of the Commissioners to help as possible. Staff will create a schedule for topics and assign people to those dates over a 2 month period. This will give you time to preplan and create posts in advance when you have time.

If everybody participates then each person would only have to plan at most 2 posts per month.

Sample Calendar:

WEEK	DATE	TOPIC CATEGORY	RESPONSIBLE PERSON
1	7/7	#Holiday #WorldChocolateDay	Jacksic
1	7/9	Village Businesses Promo	Fournier
1	7/10	Entrepreneurial/Business Trends	Doherty
2	7/14	Village Businesses Promo	Buoscio
2	7/16	Village Resources	Staff
2	7/19	#Holiday #NationalIceCreamDay	Kahle
3	7/21	Entrepreneurial/Business Trends	Terhune
3	7/22	Village Businesses Promo	Forsberg
3	7/24	Village Businesses Promo	Jacksic
4	7/27	Entrepreneurial/Business Trends	Fournier
4	7/29	Village Businesses Promo	Staff
4	7/31	#Holiday #NationalMuttDay	Doherty
		Total Posts: 12	

After the 2-month period we can assess and re-evaluate the strategy.



MEMORANDUM—COMMUNITY DEVELOPMENT DEPARTMENT

To: Chairperson Fournier & Members of the Economic Development Commission
From: Sonya Abt, AICP, Community Development Director
Will Bouman, Management Analyst
Re: COVID-19 Business Community Support
Date: July 1, 2020

Illinois has moved into Phase 4 of the Restore Illinois Plan. This has allowed all of our businesses to be able to re-open to the public with limits on capacity and providing for social distancing. Illinois will remain in Phase 4 until a vaccine is available. Some restrictions may change based on CDC and IDPH recommendations, however it is anticipated that 6 ft. distancing and reduced capacity will continue. There is concern that at some point there may be a resurgence of COVID-19 in the fall or winter which may cause the state or areas of the state to move back to Phase 3 or even Phase 2.

Given this new normal for the next year, it will be important for the Village to maintain good communications with our business community and support them as best we can to help ensure as many of them as possible make it through this crisis.

What we have done so far:

- Created a "[Shop Local Support Riverside Business](#)" page on the Village's website. This regularly updated page lists the businesses in the Village with the various ways that they are operating.
- Sent out regular emails to the businesses with information on SBA Loans, PPP Loans, webinars on applying for these loans as well as the state's loan programs and Cook County's loan program. This information has also been posted on the COVID-19 page.
- Created business resource links on the Village's [COVID-19 page](#) and quick links.
- Check-in calls. At the end of April, Staff reached out to our businesses to see if they are open, if they are operating in some capacity, if any are not planning to reopen and if any were able to obtain any aid from the COVID-19 Relief Packages, as well as gain any feedback they had for the Village.
- Village Board adopted a Temporary Use Ordinance to allow our restaurants to utilize additional public or private areas for outdoor dining, to create additional curbside pick-up spaces and allow for additional temporary signage.
- Village Board refunded/waived liquor license fees for 2020.

Ideas for next steps/additional support:

- Partner with Chamber of Commerce
- Continue to promote local businesses on social media
- Follow up Phase 4 Business Survey
- Extend Temporary Use Ordinance if needed past September
- Food Truck Rally
- Façade Improvement Grants – including outdoor dining area improvements

Which items would the Commission like to move forward with?



MEMORANDUM—COMMUNITY DEVELOPMENT DEPARTMENT

To: Chairperson Fournier & Members of the Economic Development Commission
From: Sonya Abt, AICP, Community Development Director
Re: Discussion and Recommendations to Staff on Proposed Budget for 2021
Date: July 1, 2020

Staff has begun the budgeting process for 2021.

Due to the COVID-19 Pandemic, the operational budget and capital budget will be very limited for next year. The Village Manager is encouraging all departments to seek as many grant opportunities as possible to help offset the costs of projects. The Finance Director is expecting a significant decline in revenues for 2021.

Given the limit in resources, Staff believes we will need to be very strategic with our economic development goals and projects to try to maximize any economic development budget.

- Marketing. Continue with the Visit Oak Park partnership. They typically match our budget and provide marketing for Riverside as well as curate a website for Riverside. This year's budget was \$8,500.
- Façade Improvement Grant Programs for Harlem Ave and Central Business District (if there is continued interest). This could be partially paid for by the BD Tax for improvements within the Business Districts. Previous years budgets were \$10,000 and \$30,000

Grant Potential:

- Market Study Downtown vs. Harlem Ave. - EDA Economic Adjustment Assistance Program (CARES Act)

What does the Commission think would be high priority items for next year?



MEMORANDUM—COMMUNITY DEVELOPMENT DEPARTMENT

To: Chairperson Fournier & Members of the Economic Development Commission
From: Sonya Abt, AICP, Community Development Director
Re: Economic Incentive Policy
Date: July 2, 2020

With the creation of three Business Districts (BDs) in the Village with the intent of promoting economic development, the Village has the potential to provide economic incentives for new businesses or development within those districts. Over the past 5 years the Village has provided certain incentives including:

- Waiving building permit fees
- Places for Eating Tax Rebates
- Sales Tax Rebates
- Façade Improvement Grants

While the Village did create standards for the grant program, it does not have an overarching policy on the use of economic incentives. It is recommended by the GFOA (Government Finance Officers Association) that municipalities should create a policy on the appropriate parameters for the use of economic development incentives. The policy should be specific enough to establish clear boundaries but not too restrictive in order to allow for flexibility/discretion so that the policy serves the best interest of the municipality. They also recommend adopting procedures and guidelines for the administrative implementation of incentives.

They recommend that a policy should contain the following elements:

- The Goals and Objectives of Economic Development – Goals and measurable objectives create a context and accountability for the use of economic development incentives. Common goals used in economic development include: expansion of tax base, job creation, development of targeted economic sectors, business retention and/or recruitment blight mitigation, improving economically distressed neighborhoods, housing stock creation, and environmental/infrastructure improvements.
- Financial Incentive Tools and Limitations – An economic development incentive policy should define the types of incentives the jurisdiction is permitted to use and any limitations on their use (e.g., maximum dollar amounts, time limits, type of project that is eligible). For example, governments may choose to grant an entitlement to any firm that meets minimum qualifications, or may choose to provide incentives based on an assessment of individual firms. The policy should identify the funding sources for the incentives and ensure the use of incentives is not in conflict with the government's established fiscal policies. Governments may also establish maximum funding for a particular program.
- Evaluation Process – A clearly defined evaluation process should be outlined in an economic development policy for the purposes of consistency and transparency. Evaluation activities and factors typically include:



MEMORANDUM—COMMUNITY DEVELOPMENT DEPARTMENT

- How a proposal measures up to the criteria a jurisdiction has established to evaluate proposals. The criteria should align with the jurisdiction's goals and objectives of economic development and policy guidance on financial incentive tools and their limitations.
- A comparison of the cost of the incentive against the benefits that the project is expected to produce.
- An evaluation of the impact on the tax base and revenue. This should include the impact on the tax base and revenue of the jurisdiction offering the incentive, but may also include the impact on other tax jurisdictions, especially where the incentive may have the potential to reduce the tax revenue of another jurisdiction.
- Analysis of the impact of a project on existing businesses. Projects that simply shift economic activity from one area of the community to another may not represent good investments of public funds.
- A determination of whether the project would proceed if the incentive were not provided. Local economic development incentives exist to induce private economic activity where it would have not otherwise occurred.
- A jurisdiction may also wish to include in its policy a list of required documentation for the economic development application and the officials who are a part of the review team.

Staff would like to develop a Village policy on the use of economic incentives for the Board to adopt. This will provide Staff, potential businesses and developers and the Board clear direction on what types of incentives the Village will consider, what the requirements are and what information needs to be provided in order for Staff and the Village Board to evaluate a request.

At the next meeting, Staff will prepare a draft policy for the Commission to consider and make recommendations to the Village Board in order for the Village Board to adopt prior to the beginning of the next fiscal year.

Here is a link to a GFOA [article](#) on economic incentive policies.

Here is a link to the Village of Lombard's [policy](#)

Here is a link to the City of Elmhurst's [various policies](#).