

**City Of Rolling Meadows  
Economic Development Committee Minutes**

**Tuesday, February 4, 2020**

**Members Present:**

Glenn Adams  
Dave McNaney  
Phil Spiewak  
Laura Majikes  
Mike Reppe

**Absent:**

Bill Giambrone  
Paul Anderson  
John D'Astice  
John Sokolowski

**Others Present:**

Barry Krumstok, City Manager  
Melissa Gallagher, Finance Director  
Judy Brose, Deputy City Clerk  
Lori Ciezak, Assistant to the City Manager  
Martha Corner, Business Advocate  
Deb Austerlade, Administrative Assistant  
Linda Ballantine, Exec. Dir., Chamber of  
Commerce

**Call to Order**

Having established a quorum, Chairman Adams called the meeting to order at 6:06 p.m.

**Approval of Minutes**

Chairman Adams requested a motion to approve the minutes of the December 3, 2019, meeting. A motion was made by Member Majikes, seconded by Member Spiewak, and with no additional discussion the minutes were unanimously approved by the membership.

**New Business List – Feedback**

Member Majikes reported that she left voice mail messages for all three companies on the November 2019 New Business Listing and received a response from one. Le Beau Nails & Spa said they are happy to have their business in the City of Rolling Meadows.

**New Business List Distribution**

Members Reppe and McNaney split the New Business List for December 2019: Member Reppe stated he would call the restaurants while Member McNaney stated he would do the rest. Some of the “new businesses” on the January 2020 list were businesses that had been operating without a business license and were recently brought into compliance. Once those businesses were identified, Member Spiewak volunteered to contact the remaining businesses on the January 2020 list.

Member McNaney suggested that one way to assist our new businesses is to mention them in our social media posts. All were in agreement, and effective with the January 2020 New Business List, a small “welcome” post will be added to the City’s Facebook page for each new business after staff develops a standard for the postings.

### 2019 Economic Development Summary

Mr. Krumstok and Ms. Corner distributed an Economic Development summary report for 2019. Highlights of the report include:

- 51 new businesses opened in the City. Key business openings for the year include:
  - Amish Farmers Market
  - Autobon Holdings, Inc.
  - Cottage Door Press
  - Fuller’s Car Wash
  - Hangout Café
  - Isabella’s Café
  - Perfect Turf
  - School Health Corporation
  - Sunset Pools & Spas
- Additionally, the following businesses are in the process of remodeling or expanding:
  - ATS Sortimat
  - Aloft Hotel
  - Burrito Parilla Mexicana – This will be their 10<sup>th</sup> restaurant.
  - Busse’s Flowers & Gifts
  - Continental Towers – Interior and Outdoor Updates including a new Greenscape
  - Epiq Solutions – This is their corporate headquarters.
  - K-BBQ
  - Leaky Keg Brewing
  - Lulu’s Café
  - Nature’s Care Recreational Cannabis – Issues at the State level caused delays in Nature’s Care obtaining its recreational cannabis license.
  - Sally’s Place Restaurant
  - SEA Limited
  - Tacos Jerez
  - Teriyaki Madness – This is the only location in the Chicago area.
- During 2019, the Economic Development Committee provided a number of City Council policy recommendations, including:
  - Open Land/Empty Office Building Incentive – Real Estate Transfer Tax Incentive Program
  - LC Mold - 6b request
  - Molon Motor – Potential 6b incentive request
  - Business Marketing Tool Kit on the City website and in print – Informs the City’s businesses about the Business & Community Showcase, sponsorship opportunities, and advertising opportunities available in the City.
  - Restaurant listing including video gaming establishments

Mr. Krumstok also distributed a report to update Economic Development Committee members on steps the City has taken to address concerns expressed in the October 2017 Rolling Meadows Business Survey. Items that have been addressed include:

- The City holds an annual Business & Community Showcase to facilitate dialog between businesses and the public.
- The Business Messenger quarterly newsletter has been in existence for over one year.
- The Economic Development Committee is actively involved in reaching out to the City's business community.
- The City participates in the Next Level Northwest business accelerator program.
- A Business Marketing Tool Kit has been developed and is made available to the City's businesses.
- The Rolling Meadows Dining Guide is being created and printed and website copies will be available once the project is complete.
- The City has supported various Cook County Class 6b property tax incentives.
- Video gaming is now allowed in the City and several businesses have received gaming licenses.
- A Restaurant Incentive Program has been successfully developed and a couple of the City's businesses are enjoying its benefits.
- The City is considering creating an "open land/empty office building" incentive.
- A Business Advocate is employed by the City to assist our businesses and act as a liaison between City departments and our businesses.
- The outdoor seating policy for restaurants has been reviewed and will be revised with the Zoning Code update scheduled to be completed in 2020.
- The City of Rolling Meadows Comprehensive Plan was updated in 2019.
- The City's Zoning Code will be updated in 2020.
- A Vacant Property List is now available on the City website.
- Staffing and procedural improvements have been implemented in the Community Development Department.
- The Community Events Foundation has enhanced programs and events and made business sponsorships and recognition available to Rolling Meadows businesses. Among the events:
  - Taste the Town – February 29
  - St. Patrick's Day Dinner – March 14
  - City Markets – June 27, July 18, August 22, September 26
  - Block Party – June 12
  - Fridays Rock! Concert Series – June 19, July 10, September 18
  - Wine-Down by the Creek – August 14
  - Hometown Hoedown Fall Fest – October 3
  - Veterans Dinner – November 6
  - Holiday Tree Lighting & Spaghetti Dinner – December 3

Mr. Krumstok will ask Mr. Horne, Director of Public Works, to do a presentation at an upcoming Economic Development Committee meeting regarding the changes that have been undertaken in the City's Community Development Department.

### **Business & Community Showcase Discussion (April 23)**

Ms. Corner provided a brief update on the Business & Community Showcase which will be held on April 23, 2020, at the Meridian Banquet & Conference Center:

- The invitation indicates a partial job fair will take place at the event. Those companies who are not able to attend the event can provide job notifications and marketing material for distribution at the event.

### **Business Advocate Update**

Ms. Corner provided the following update on her activities:

- She is working with various property owners and prospective business operators to find potential locations in the City.
- She is working with a real estate consultant for a prospective restaurant operator with interest in building a new restaurant with a drive-through. There are possible locations with existing buildings also.
- Owners of the Leaky Keg Brewery have received necessary zoning and approvals to operate a microbrewery with tasting room at 5100 Newport Drive. They are now working on obtaining their liquor license.
- The former Steak N Shake location at 1501 Algonquin Road is officially available, and Ms. Corner is working with the broker to attract a new tenant. She has contacted several interested parties who had inquired about the location previously.
- The remodeling at Nature's Care has been completed. They are waiting for the State to give approval for their recreational cannabis sales.

### **Next Level Northwest Update**

Mr. Krumstok presented the 2019 Next Level Northwest Annual Report which includes the names of the companies that have completed the process or are currently in the process. Ms. Corner stated they hope to engage another business in 2020; however, the challenge is finding businesses that are willing to engage and commit to the program. She invited committee members to recommend Rolling Meadows businesses for the Next Level Northwest program and Ms. Corner will then reach out to them.

### **Items of Interest in the City**

M/I Homes has taken over the Meadow Square townhome project. Taylor Morrison, the former construction company, will no longer build homes in the State of Illinois. Information for Meadow Square has been uploaded to the M/I Homes website.

Member McNaney asked if there is a limit on the number of gaming licenses issued by the City. Mr. Krumstok answered no, but this privilege is open or closed and not guaranteed. Member McNaney stated the City allows three gaming establishments in a 1/2 mile radius and opens licenses as necessary and it would not be good to saturate the area. Member McNaney inquired who monitors traffic at the gaming establishments, and Mr. Krumstok said the State monitors activities and reports to the communities. Member McNaney again stated his concerned about saturating the market with too many gaming establishments. Member Reppe feels oversaturation has already occurred, and two more establishments with gaming licenses are in the process of opening their businesses in Rolling Meadows. Additionally he feels Rolling Meadows does not have the demographics for people who are able to play the games and the City should "cap" the number of establishments. Member Reppe also stated he has been networking with other Rolling Meadows gaming establishments and, according to him, many feel the same. Member

Reppe stated his business is not as busy as he would like to see it, and if it wasn't for his video gaming license he would not have been able to pay his rent.

Mr. Krumstok advised that the State is more interested in opening new establishments as opposed to allowing existing businesses to expand their number of video gaming machines—set at a maximum of six machines at this time—and the City has turned away several proposed gaming establishments.

Member Spiewak asked if the Economic Development Committee should discuss the density of gaming establishments within the City, and Mr. Krumstok said the three establishments in a 1/2 mile radius will be discussed by the City Council at a future meeting. Member McNaney asked if the Economic Development Committee can recommend to the City Council that a limit on the number of gaming licenses be imposed, and Mr. Krumstok said the matter will be discussed by the City Council possibly in March or April and can be added to the Economic Development Committee agenda for its March meeting.

A revised draft Dining Guide for City restaurants was distributed to all members.

Ms. Ciezak reported that so far five local businesses have signed up to participate in this year's Taste the Town on February 29. She is also working on the St. Patrick's Day event, which is a collaborative effort between the City and the Park District. This year a live band, Arranmore, will perform. Tickets are \$30.

### **Chamber of Commerce Update**

Ms. Ballantine reported that Busse's Flowers & Gifts will hold a Grand Opening on Monday, February 10, at 4:30 p.m.

The Chamber will be holding a Chili Challenge on Sunday, March 1, at 11 a.m. at the Stadium. Interested challengers and sponsors should contact the Rolling Meadows Chamber of Commerce.

### **Issues Not on the Agenda**

Member Spiewak asked if the City had received feedback from the Holiday Tree Lighting event. Ms. Ciezak and Mr. Krumstok said the response has been very positive. There will be some changes made to this event in 2020.

Member McNaney asked if the Economic Development Committee could discuss its goals at a future meeting; however, he also wants to know the challenges business are facing before goals are discussed. Member Reppe asked to explore what the City is doing to sustain our businesses. He agreed with Member McNaney that this question needs to be answered before goals can be set. Mr. Krumstok said these items can be added to the March agenda.

Member Adams would like to know what businesses have left Rolling Meadows and the reasons. While he understands that Fuji Hunt is consolidating, why are they not going to consolidate in Rolling Meadows? Mr. Krumstok stated that Illinois taxes are high and Fuji Hunt experienced staffing issues. In the 2017 Business Survey discussed earlier this meeting, high county and state taxes were one of the reasons some businesses relocated out of the area. Another reason cited was unavailability of desired buildings or property.

**March 3 Meeting (Meet Chicago Northwest President, Dave Parulo)**

Mr. Krumstok informed the Committee members that Dave Parulo, President of Meeting Chicago Northwest, will speak at the March meeting.

**Public Comment**

None.

**Adjournment**

Chairman Adams requested a motion to adjourn the meeting which was made by Member Spiewak, seconded by Member McNaney, and unanimously approved by the membership.

The meeting was adjourned at 7:54 p.m.

The next regularly scheduled meeting of the Economic Development Committee will take place March 3, 2020.

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Respectfully submitted by Deb Austerlade.

Minutes approved on: MARCH 3, 2020

Glenn A. Adams

Chairman, Economic Development Committee, Glenn Adams