

**MINUTES**  
**GLEN ELLYN ECONOMIC DEVELOPMENT CORPORATION**  
**January 21, 2010**  
**Glen Ellyn Civic Center, Room 301**  
**7:00 a.m.**

Attendance:

**Board Members:**

- ☒ Neil Dishman, Vice President
- ☒ Chuck Thomas, Treasurer
- ☒ Doug Armantrout, Secretary
- ☒ Sandy Moore
- ☒ Gary Mayo
- ☒ Thom Martin
- ☒ Jodi Herbold
- ☒ Grant Kief

**Ex-Officio Board Members:**

- ☒ Mark Pfefferman, Village President
- ☒ Staci Hulseberg, Director Dept. Plng. & Devt.
- ☒ Rob Kelley, Chamber President

**EDC Executive Director:**

- ☒ Janie Patch

**Village Manager:**

- ☒ Steve Jones

1. Call to Order: Vice President Neil Dishman called the meeting to order at 7:04 a.m.
2. Welcome New Directors: Board members welcomed the new Chamber of Commerce appointee, Thom Martin, and two new Village appointees, Jodi Herbold and Grant Kief. Neil Dishman continues with the EDC Board for a second term as a Village appointee.
3. Election of Officers Status: The annual election of officers will be tabled to give new Board members some time to get acclimated. Vice President Neil Dishman is willing to chair the meetings and provide oversight in the meantime.
4. Approval of Minutes: Sandy Moore moved and Chuck Thomas seconded the motion to approve the minutes for December 17, 2009. The motion passed with unanimous consent.
5. Treasurer's Report: The following balances existed as of December 31, 2009:

Total cash and bank accounts	\$ 107,687.42
Overall balance	\$ 72,776.14

Chuck Thomas reviewed the format of the monthly reports of financial status and grant programs for the benefit of new directors. Doug Armantrout moved and Gary Mayo seconded the motion to approve the monthly financial report for December 31, 2009. The motion passed with unanimous consent.

6. Updates:

a. Grant Funding Priorities: An overview of the recently approved guidelines for establishing funding priorities was provided for the benefit of new directors. The timing is appropriate to frame funding priorities for the next period using the guidelines. New applications for business assistance are anticipated in the near future involving efforts of the EDC office.

Janie Patch asked for Board direction on the eligibility of a prospective grant applicant. A complete application is always needed before a particular proposal can be fully evaluated. Aspects of the business plan including projected sales and contribution to the retail mix along with the significance of filling a proposed location weigh into the consideration. The Board always has the discretion to offer less assistance than the program limits.

b. Build Out Progress: A stop work order remains in effect for further electrical and structural work for Gratto at 433 Main. Outstanding submittal items must be received and accepted by the Building Division before construction involving these aspects of the build out can proceed.

c. New Business Status: Negotiations are ongoing between property owners and new business prospects for the former Chase Bank site at Roosevelt/Main and for the northwest corner of Main/Crescent in the downtown.

d. Economic Development Goals: Mark Pfefferman indicated that a summary of the initial discussion by Trustees from the January 18 workshop concerning the mission and goals of economic development moving forward will be shared. Mark emphasized his interest for the current discussion to focus on mission and goals. He suggested that the EDC Board should contribute by helping to define and prioritize economic development goals for the next period. A strategic planning session for the EDC Board will be scheduled following receipt of the summary from the Village. A joint meeting with the Trustees afterwards is also possible.

The challenge inherent in setting up appropriate measures of success for economic development efforts was discussed. Many variables such as property ownership, asking rates, and aspects of the greater economy cannot be controlled. Results cannot always be tied directly to economic development efforts. Steve Jones indicated that he intends to contact other communities regarding how they measure success. Designing measurements around momentum, progress, comparables, and trends would be more realistic and constructive.

7. FY 10-11 Draft Budget and Village Funding Request: Current sources of EDC funding were reviewed for the benefit of new directors along with the draft budget. Neil Dishman pointed out two budget anomalies from the norm, including the supplemental set aside in the Village budget for EDC-approved business assistance grants in the current fiscal year and EDC funding for the Downtown Alliance which was extended beyond the original 3-year agreement to a fourth year by Village Board direction. Steve Jones indicated that the Village plans to fund the Downtown Alliance through the transition period to a downtown organization. Sandy Moore who also serves on the transitional Downtown Advisory Committee indicated that the downtown association in Wheaton receives substantial funding from a Special Service Area tax levy.

Sandy Moore also stated that attention should be given to comments from some of the Trustees concerning their belief that the EDC spends too much on marketing. Doug Armantrout indicated that some retention efforts, such as supporting retailers who offer consistent hours, may be mislabeled as marketing. There is now a core group of retailers who offer consistent hours as a result of EDC facilitation and support. Gary Mayo noted that marketing mostly serves a retention function but is also beneficial for recruitment. Janie Patch indicated that EDC involvement with shopper attraction accommodates a need identified by retailers to help them compete in the marketplace. EDC marketing efforts have evolved over the years, retailers report positive feedback and shoppers have responded to specific calls to action providing measurable results. The *Glen Ellyn Style* brand is recognized. It makes sense to continue EDC support until a downtown-centric organization is able to handle this function for downtown retailers.

Doug Armantrout moved and Gary Mayo seconded the motion to approve the FY 10-11 draft budget and to request \$48,000 in Village funding to supplement the economic development Special Service Area tax levy. The motion passed with unanimous consent.

8. 2009 Annual Report and 2010 Work Plan: EDC Board members have had the opportunity to review the draft report and work plan via email over the past month. Sandy Moore moved and Doug Armantrout seconded the motion to approve the 2009 Annual Report and 2010 Work Plan for transmittal to the Village. The motion passed with unanimous consent.

9. Facebook Ads Campaign – 1<sup>st</sup> Quarter 2010 Proposal: The Facebook ad campaign during the 2009 holiday season was cost effective and provided a measurable return on investment. A daily budget cap was established for the 5-week campaign. A charge was incurred only when individuals clicked on the *Glen Ellyn Style* ad to be taken to the EDC Facebook page where real time shopper attraction news is posted (sales, promotions, special in-store events, etc.). A total of 978 Facebook users clicked on the ads for more information. The results from the campaign provide insight into this venue for shopper attraction marketing. The EDC publicist suggests a modified approach for using social

media advertising which incurs cost only when growth thresholds to the fan base for the EDC Facebook page are met. The budget balance from the 2009 holiday campaign can be used for this 1<sup>st</sup> quarter 2010 proposal.

In discussion, Board members commented on the relevance of using social media for marketing. Use of social media by the demographic group which shops Glen Ellyn is growing. Sandy Moore likes the tactic of requiring consumer action before incurring a cost. Doug Armantrout indicated that there is some conflicting information by analysts concerning the ability of social media to produce sales and advised against using ad impressions as a relevant metric. Chuck Thomas commented that Inland's REIT, a major owner of shopping centers, uses social media to drive traffic to their properties. Neil Dishman noted that the return on the proposed campaign investment self-perpetuates once a shopper becomes a fan of EDC Facebook. Grant Kief moved and Thom Martin seconded the motion to approve \$150 from the Marketing budget for the 1<sup>st</sup> Quarter 2010 campaign to grow the EDC Facebook fan base as proposed. The motion passed with unanimous consent.

10. Adjournment: The meeting ended at 8:35 am.

11. Next Meeting Date: **February 18, 2010** **7:00 a.m.**

Attachments:

1. EDC Board of Directors Meeting Agenda dated 1/21/10
2. EDC Financial Report dated 12/31/09
3. Memo from Janie Patch to EDC Board re FY 10-11 Draft Budget and Village Funding Request, 1/15/09
4. Memo from Janie Patch to EDC Board re 2009 Annual Report and 2010 Work Plan, 1/13/09
5. Memo from Janie Patch to EDC Board re Holiday 2009 Facebook Ads Campaign Results and 1<sup>st</sup> Quarter 2010 Proposal, 1/16/09
6. 2009 Public Relations Recap
7. Approved Guidelines for EDC Business Assistance Funding Priorities, 12/3/09

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Doug Armantrout, Secretary