

A G E N D A

COMMUNITY AND ECONOMIC
DEVELOPMENT COMMISSION
of the
VILLAGE OF LA GRANGE
Village Hall Auditorium
53 S. La Grange Road, La Grange, IL

August 30, 2018 - 7:00 p.m.

1. Call to Order and Roll Call
2. Approval of Minutes – May 30, 2018 and June 27, 2018
3. New Business
 - A. Community & Economic Development Activity Report (presentation)
 - B. Valet Program Report & Discussion (presentation)
5. Chairman Comments
6. Adjournment

The Village of La Grange is subject to the requirements of the Americans with Disabilities Act of 1990. Individuals with disabilities who plan to attend this meeting and who require certain accommodations in order to allow them to observe and/or participate in this meeting, or who have questions regarding the accessibility of the meeting or the facilities, are requested to contact the ADA Coordinator at 579-2315 promptly to allow the Village to make reasonable accommodations for those persons.

MINUTES

Community and Economic Development Commission Village of La Grange

May 03, 2018

I. CALL TO ORDER AND ROLL CALL:

A meeting of the Community and Economic Development Commission was held on May 03, 2018 in the Auditorium of the Village Hall at 53 South La Grange Road, La Grange, IL and was convened at 7:08 p.m. by Chairman Russ Riberto.

Present: Commissioners Augustine, Buttron, Cassidy, DiDomenico, Dillon, Hall, Janevski, Palmer, Sher, and Chairman Riberto.

Absent: Commissioners Arnold, Carlson, Stiles, Washington, and Wimbush.

Also Present: Village President Tom Livingston, Trustee Michael Kotynek, Clerk John Burns, Community Development Director Charity Jones, Village Planner Heather Valone, LGBA President Kathy Deirkes, and LGBA Executive Director Nancy Cummings.

II. APPROVAL OF MINUTES:

Chairman Riberto noted that the Commission lacked a quorum in February, therefore, the minutes of the October 2017 meeting required approval. On motion by Commissioner Janevski, seconded by Commissioner Dillon, the minutes of the October 30, 2017 Community and Economic Development Commission meeting were approved.

III. NEW BUSINESS:

Community & Economic Development Activity Report

Director Jones provided an update on various Community Development Department activities and local economic trends.

Branding Project Update

Chairman Riberto summarized the La Grange 2020 Task Force and its recommendation to develop a brand for La Grange and accompanying new logo. Chairman Riberto reported that pursuant to this recommendation, the Village released an RFP for a brand consultant and received an overwhelming response. Chairman Riberto, Commissioner Augustine, Trustee Kotynek, Ms. Deirkes, and Ms. Cummings assisted staff in ranking the RFP responses and conducting interviews with five finalists. The group all recommends Chandlerthinks from Franklin, Tennessee. Chairman Riberto reported that Chandlerthinks rose to the top of a very qualified group of finalists for their 1) emphasis

on developing a comprehensive brand strategy, not just a logo 2) their depth of experience in municipal branding, and 3) ability to provide a fresh outsider's perspective, with no preconceived notions of La Grange. Additionally, Chairman Riberto noted that firm principal Steve Chandler is dynamic and engaging. Commissioner Augustine added that Chandlerthinks is selective, only taking six to eight clients a year, so there is no "B" team. The contract with Chandlerthinks will be on the May 14 Village Board agenda; assuming it is approved, the next major project step will be a 3-day site visit by Chandlerthinks in early June. At that time, they will be conducting background research to inform the development of the brand strategy. Director Jones noted that the CEDC will be involved throughout the project and additional meetings may be needed within the next six months.

Commissioners DiDomenico and Palmer entered the meeting at 7:20 p.m.

Digital Technology Committee Update

Marcy Larson, Chairperson of the Digital Technology and Communications Task Force provided a presentation outlining the Task Force's work to-date. Chair Larson described the Task Force's mission to evaluate current Village communication vehicles and provide recommendations to allow effective communication to all residents. She reported that the Task Force has identified and categorized the various different types of Village communication messages, communication tools / means of distribution, and target audiences. The Task Force has assigned working groups to focus on 1) the Village website, 2) social media, 3) non-electronic mediums or emergency response communications, and 4) new or cutting edge technologies.

Commissioner Dillon asked if the task force is involving people within the millennial age group, as they are forward thinking and adept at technology. Chair Larson responded that they will look into that. Commissioner Cassidy noted that he liked how the Task Force had segmented the target audiences by propensity to use technology; he felt that there would likely be various age ranges represented in each target audience segment. Commissioners Janevski and Augustine noted that the presentation was well organized and comprehensive.

Commissioner Sher left the meeting at 7:45 p.m.

Valet Program Report & Discussion

Director Jones gave a presentation on the current utilization of the free downtown valet parking program, a recent survey of available parking downtown, and a recent LGBA shopper survey that included questions related to the valet parking program. The key conclusions were 1) program utilization has not significantly increased, despite increased promotional efforts, 2) program awareness remains low based on the recent LGBA shopper survey, 3) parking supply and restaurant destinations are geographically imbalanced with less supply and more destinations west of La Grange Road, 4) Lot 12 and Burlington Avenue have significant available parking but are generally not available to non-

commuters prior to 6:00 p.m., and 5) it is unknown how much of the parking supply is occupied by CBD employees.

Commissioner Janevski recommended that the Village look at shifting employee parking. Commissioner Palmer felt that shifting employee parking would involve enforcement of time limits in the evenings and did not believe that would be favorably received by patrons. Commissioner Palmer preferred using technology to assist with monitoring capacity of the parking garage.

Commissioner Dillon asked if the valet program is solving the problem it set out to and whether the Village is getting a good return on investment. She suggested that an alternative solution may yield better return; for example a La Grange Walks campaign to encourage locals to walk from home or park in more remote areas, leaving available spaces for visitors. Commissioner Cassidy asked if the Village should be investing in renting private lots for public parking to increase parking capacity. Commissioner Palmer noted that there are different ways to measure return.

Commissioner Dillon noted that the low program awareness may be indicative of low demand; people aren't aware because they don't need/aren't seeking valet.

Commissioner DiDomenico asked what would happen if the Village didn't have the valet program, particularly through the summer which is a peak activity season for downtown.

Commissioner Hall noted that signage in Village lots, particularly Lot 2, can be confusing to customers due to the number of parking restrictions. She suggested that perhaps the Village should focus on promoting the full inventory of available parking.

Commissioner Augustine asked what the value proposition of the valet program is.

Commissioner Hall felt that the Village should consider moving valet stations to the areas where parking fills up. Commissioner Janevski suggested that the stations could be combined into one large station with multiple staff, located in front of Village Hall. Discussion continued as to where valet stations could be moved to improve utilization. Commissioners agreed that it would make sense to continue the program through the summer with modifications and revisit again at the CEDC's August meeting. Based on the consensus of the discussion, Commissioner Janevski made a motion to recommend:

1. The valet program should continue operations with three stations. Beginning in June, one station should be moved to Lot 5; the other two stations should remain on La Grange Road, but the locations should be shifted if recommended by the valet company.
2. Staff should implement enhancements to improve visibility of valet stations and continue promotional marketing efforts.
3. Staff should work with the LGBA to communicate these changes and invite

feedback from downtown businesses at the August meeting. The valet company should also attend the August meeting and provide input.

The motion was seconded by Commissioner Buttron and a voice vote was taken:

Ayes: Augustine, Buttron, Dillon, Cassidy, DiDomenico, Hall, Janevski, Riberto

Nays: None

Present: Palmer

Motion passed

V. ADJOURNMENT:

There being nothing further to come before the Community and Economic Development Commission, a motion was made by Commissioner DiDomenico and seconded by Commissioner Palmer that the meeting be adjourned at 9:35 p.m.

Respectfully Submitted:

Charity Jones
Community Development Director

MINUTES

Community and Economic Development Commission
Village of La Grange

June 27, 2018

I. CALL TO ORDER AND ROLL CALL:

A meeting of the Community and Economic Development Commission was held on May 03, 2018 in the lower level conference room of the Village Hall at 53 South La Grange Road, La Grange, IL and was convened at 6:15 p.m. by Chairman Russ Riberto.

Present: Commissioners Augustine, Buttron, Carlson, DiDomenico, Hall, Janevski, Sher, and Chairman Riberto.

Absent: Commissioners Byerly, Cassidy, Dillon, Palmer, Stiles, Washington, and Wimbush.

Also Present: Community Development Director Charity Jones, Greg Fuson and Michaela Marchardt of Chandlerthinks LLC.

II. FOCUS GROUP, FACILITATED BY CHANDLERTHINKS

Commissioners participated in a focus group to support the Village's ongoing branding initiative. The focus group was led by representatives of Chandlerthinks LLC, who asked the Commissioners to describe La Grange and surrounding communities in various different ways and to note key assets of La Grange that are attractive to residents, businesses, and visitors.

III. ADJOURNMENT

There being nothing further to come before the Community and Economic Development Commission, a motion was made by Commissioner DiDomenico and seconded by Commissioner Janevski that the meeting be adjourned at 7:35 p.m.

Respectfully Submitted:

Charity Jones
Community Development Director