Attendees:


Committee Members Absent: D. Holmes, R. Zenkich

Staff: W. Bobkiewicz, S. Griffin, P. Zalmezak, M. Jones

Presiding Member: J. Fiske

I. Call to Order / Declaration of Quorum

With a quorum being present, Chair Fiske called the meeting to order at 7:33 p.m.

II. Approval of the Meeting Minutes of November 28, 2012

Ald. Burrus moved to approve the meeting minutes of the November 28, 2012 Economic Development Committee meeting, seconded by Ald. Grover.

The meeting minutes of the November 28, 2012 meeting were approved unanimously, 9-0.

III. Items for Discussion

A. 2013 Economic Development Work Plan

Mr. Wally Bobkiewicz, City Manager, announced that Godwin Chen, current City Manager Fellow will be replacing Economic Development Specialist, Jim Furey, who resigned for a private sector opportunity.

Mr. Bobkiewicz presented a brief overview of the proposed 2013 Economic Development Work Plan, stating that it is a recalibration of the approved 2012-2014 Economic Development Plan. He noted the following key changes to the five targeted industries in the 2012 plan:

- Change of Technology-Based Businesses to Entrepreneurship Development and Growth Oriented Start-ups
- Addition of Retail Attraction & Retention
- Addition of Workforce Development
• Addition of Quality of Place which will absorb the former Health Care & Wellness and expanding our efforts from Baby Boomer Markets to Gen X and Millennial to reflect current market data.
• With the exception of attraction of water using industries or startups, water will remain the focus of Department of Utilities.

In response, the Committee members:
• Suggested staff better defines the concept of Quality of Place and use it to create a brand for Evanston that captures its uniqueness.
• Requested staff clearly define the City’s role in Workforce Development as facilitating partnerships with existing non-profits and institutions who already provide workforce development programs.
• Agreed that attracting and retaining retail should be a key component of the economic development strategy.

Mr. Bobkiewicz proposed that “Partnerships” be used with the Workforce Development effort. He explained that other organizations and entities in the area, such as Oakton Community College, provide such training and could be resources to consider. He also agreed that staff will more clearly define “Quality of Place” and that Quality of Place should be the foundation of a rebranding effort. He recommended we begin process of reevaluating the City’s logo as part of this effort.

B. 2013 Economic Development Commercial District Work Plan
Mr. Bobkiewicz summarized the proposed projects/initiatives to be completed in each commercial districts district over the next year.

Mr. Mennemeyer suggested that a final printed version of the 2013 work plan be passed out to key stakeholders and new businesses in order to better share the City’s goals and vision for the business community.

Ald. Rainey motioned to recommend approval of both Work Plans, with discussed updates included, seconded by Ald. Burrus.

The 2013 Economic Development Work Plan and the 2013 Economic Development Commercial District Work Plan were approved unanimously 9-0.

C. Update on Economic Development Committee Workshop
Mr. Griffin stated there was no new information to share with the Committee.

IV. Communications
Announcements/Updates from EDC Members
Ald. Rainey stated that two prospective tenants recently looked at the former Dairy Queen site on Howard Street.
Ald. Burrus inquired as to what will be going into the former Tiny Dog Cupcake space on Davis Street. Mr. Griffin replied that the specific tenant is unknown but the development will consist of a restaurant on the street level and office space above.

Mr. Griffin and Mr. Bobkiewicz indicated that the Economic Development quarterly report will be presented at the next Economic Development Committee meeting for feedback.

**Real Estate Transfer Tax Report**
Ald. Rainey stated that the final amount for the RETT came very close to the budgeted amount.

**Monthly Economic Development Communication**
The Committee acknowledged the monthly communication.

V. **Adjournment**

Ald. Rainey moved to adjourn the meeting, seconded by Ald. Grover. The Committee voted 9-0 unanimously to adjourn the meeting.

The meeting was adjourned at 8:34 p.m.

Respectfully submitted,
Meagan Jones