AGENDA

I. CALL TO ORDER

II. CONSIDERATION OF THE EDC MEETING MINUTES OF NOVEMBER 18, 2009 (DRAFT DOCUMENT ENCLOSED)

III. CONSIDERATION OF ECONOMIC DEVELOPMENT STRATEGY & MAJOR PRIORITIES (MEMORANDUM ENCLOSED)

IV. REVIEW OF COMMUNICATIONS: MEMORANDUM & ATTACHMENTS FROM NORTHWESTERN UNIVERSITY CONCERNING ECONOMIC DEVELOPMENT ACTIVITIES

V. OTHER COMMUNICATIONS

VI. ADJOURNMENT

NEXT SCHEDULED EDC MEETING: JANUARY 27, 2010

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II. ENCLOSURE: Economic Development Committee Meeting Minutes of November 18, 2009
ECONOMIC DEVELOPMENT COMMITTEE
MEETING MINUTES
OF WEDNESDAY- NOVEMBER 18, 2009


MEMBERS ABSENT: Robert Creamer

PRESIDING OFFICIAL: Ald. Rainey, Chair

OTHERS PRESENT: The Hon. Elizabeth Tisdahl-Mayor, City of Evanston

STAFF PRESENT: Wally Bobkiewicz-City Manager, Dennis Marino, Interim CD Director, Morris Robinson-Economic Development Planner.

OTHERS PRESENT: Charles C. Happ, Chairman & Tim Lavengood-Executive Director-Technology Innovation; Center; Carolyn Dellutri-Executive Director- Downtown Evanston (EVMARK); Gina Speckman, Executive Director-Chicago's North Shore Convention & Visitors Bureau; Downtown hospitality and restaurant business owners and the Press

SUMMARY OF THE MEETING:

Prior to the convening of the EDC Meeting, staff member Morris Robinson distributed the Evanston Community Development Corporation response to a staff request from city partners for input on setting economic development priorities. Staff member Robinson also distributed a request for a bill payment from the Dewey Neighborhood Association.

I. Chair Rainey called the EDC Meeting to order at approximately 7:35 P.M.

II. Consideration of the EDC Meeting Minutes of October 21, 2009

ACTION TAKEN: Chair Rainey asked for a motion to approve the meeting Minutes of October 21, 2009. Ald. Grover stated that there was one word correction needed on page 3 at which time it was moved to approve the minutes with the correction. The motion received a second and was unanimously approved.

III. Consideration of the 2010 EDC Meeting Dates

The EDC accepted the meeting dates for 2010 and Chair Rainey advised staff to be flexible with the November and December 2010 dates to better accommodate EDC members who may have scheduling conflicts.
IV. **Technology Innovation Center Request For Program/Administrative Financial Assistance**

The next agenda item concerned a financial assistance request from the officers of the Technology Innovation Center (TIC). City Manager Wally Bobkiewicz advised the committee that Mayor Tisdahl was running late but she wanted to be present when the request was being considered. As such, the City Manager asked that the issue be addressed when Mayor Tisdahl arrives.

V. **DOWNTOWN EVANSTON (EVMARK) ANNUAL REQUEST FOR BUDGET CONTRIBUTION SHARE**

Chair Rainey stated that the next agenda item was a request for the City’s share of the operating budget for Downtown Evanston aka EVMARK. Ms. Carolyn Dellutri, Executive Director of the organization introduced herself and began her presentation by advising the EDC that the re-branding process of EVMARK was complete. Ms. Dellutri also identified several local business owners including representatives from the Orrington Hotel and Lulu’s restaurant who were in the audience. Ms. Dellutri informed the EDC that the Downtown Special Service Area was renewed in 2007. The amount of financial support request from the city is down by $50,000 and as such the current request is for $82,000 this year; for the next fiscal year only $52,000 is expected.

Ms. Dellutri proceeded to provide updates on the organization’s activities and presented samples of Downtown Evanston collateral marketing materials. The materials and activities of included: the new Downtown Directory; Flyers for the downtown district for an activity at Fountain square; various ads and collateral material; gift guide; example of poster hanging on the purple and yellow CTA el lines as well as Metra stations; NU Big bite Night coupons; a Let’s Dance Flyer amongst other promotional material.

Ms. Dellutri also advised the EDC that a new 3 year maintenance contract, which includes a negotiable recycling section, had been executed with Brickman. Other activities included the installation of holiday wreaths and decorations in the downtown district; recent business retention and attraction efforts; marketing pieces; office space available listings; joint participation with staff member Morris Robinson at the ICSC Deal Making Conference and other announcements. The EDC was also advised of the Downtown Evanston Public Board Meeting scheduled for November 19, 2009. Ms. Dellutri culminated her report with an analysis of the Downtown Evanston line itemized budget report, indicating that the entire request for assistance was for $82,000 for administration purposes and $102,678 as the city’s portion for the Brickman contract. Chair Rainey stated that she found the report refreshing to hear and Ald. Burrus concurred.
Ms. Dellutri advised the EDC that the funding for Brickman is determined by the Special Service Area #4 contract which stipulates the exact percentage of the budget the city would provide for the contract period. (The Downtown Evanston budget is also available for review in the City Clerks Office as well as in the Planning Division Office).

Chair Rainey and other EDC members congratulated Ms. Dellutri on her presentation. There being no other questions, Chair Rainey asked for a motion. City Manager Bobkiewicz requested that the EDC hold the decision for funding until overall City budget discussions are completed in January or February 2010. After some discussion and taking the City Manager’s request into consideration, the following two part action was taken.

**ACTION TAKEN:** Ald. Burrus moved to recommend approval of the $82,000 Downtown Evanston budget assistance request, but to hold the Council votes on funding until the City Council votes on the entire City budget. The motion received a second from Ald. Jean-Baptiste and was passed with a unanimous vote.

Similarly, Ald. Burrus moved to recommend approval to provide the City’s portion in the amount of $102,678 of the Brickman maintenance contract, but to hold the City Council vote on funding until the City Council votes on the entire City budget. The motion received a second from Ald. Jean-Baptiste and was passed with a unanimous vote.

**VI. Chicago’s North Shore Convention & Visitors Bureau Periodic Update**

Chair Rainey informed the EDC that the next agenda item was a presentation on the Chicago’s North Shore Convention & Visitors Bureau (CNSC&VB). Ms. Gina Speckman introduced herself as the Executive Director of the CNSC&VB and acknowledged several Evanston business owners and CNSC&VB members in the audience.

Ms. Speckman began by advising the EDC that not too much has changed since she appeared before the EDC this past summer. However, business has declined 18% in the membership areas.

Ms. Speckman shared the CNSC&VB Marketing Plan for 2010 with the EDC and presented the new collateral material which included: North Shore Visitors Guide; Northwestern University Football Map & Guide; North Shore group Getaways and other event flyers. The CNSC&VB has experienced success in booking culinary tours and has tapped into the bridal market events along the North shore.
The CNSC&VB currently operates with a one million dollar budget and is staffed by five people including the executive director. The CNSC&VB serves the communities of Evanston, Glenview, Northbrook and Skokie and has out performed the seventeen other convention bureaus with budgets over $700,000. Ms. Speckman stated that Dupage, Woodfield and Lake County all have budgets ranging from one to two million dollars. The CNSC&VB has been particularly successful in leveraging the funds it receives and Ms. Speckman cited how the CNSC&VB has leveraged $68,000 to $1,000,000.

Ald. Fiske asked if there were any metrics or ways to measure the successes of the Bureau. Chair Rainey interjected that the Executive Director has provided data justifying the accomplishments each year. In addition the General Manager of the Orrington Hotel attested to the benefit of the CNSC&VB participation stating that 70,000 guests visited the 270 room hotel and its two restaurants. The owner of Touring Bicycles also stated that the CNSC&VB has been an invaluable resource. Chair Rainey suggested that Ms. Speckman provide the new members of the EDC with previous documents and information to help them better understand the contributions of the Bureau. Ms. Speckman assured the EDC that the information will be forth coming. There were no further remarks or questions and Ms. Speckman concluded the presentation.

* (At this point of the meeting it was ascertained that Mayor Tisdahl had arrived and Chair Rainey advised the EDC that the Technology Innovation Center request for financial assistance would be reintroduced for consideration.)

Mr. Charles Happ-Chairman and Mr. Tim Lavengood-Executive Director of the Technology Innovation Center (TIC) introduced themselves to the EDC. Included in the EDC packet was a letter from Mr. Lavengood which was submitted at the behest of Mayor Tisdahl. The letter was a formal request for financial assistance from the City in the amount of $100,000. A similar request was made to Northwestern University for match funding. The Purpose for the funds from the City, if granted and NU will cover the first year of an ambitious program for job creation and business attraction to the City of Evanston. The proposal has the support of the mayor. In the proposal submitted by Mr. Lavengood, pledges are made in part to: bring up to 20 startup companies by way of the TIC; the 30,000 square foot TIC facility will be maintained and other business retention/enhancement assertions. Aldermen Wynne and Burrus expressed favorable comments for the TIC.

Chair Rainey acknowledged the document and while noting the significance of the TIC activities, the letter alone was not sufficient enough for the EDC to consider a request for financial assistance and other EDC members concurred. Chair Rainey compared the presentation to the one just made by Ms. Dellutri for Downtown Evanston which was rich in detail and substance.
City Manager Bobkiewicz provided the EDC with a brief explanation as to the manner in which letter was presented to the EDC for consideration, citing the mayor’s interest in getting the issue on the November EDC Agenda. After a brief discussion amongst the EDC members the following action was taken.

**ACTION TAKEN:** Mr. Happ and Mr. Lavengood were advised by Chair Rainey, with the concurrence of the other committee members, to develop a more comprehensive proposal and coordinate with staff to appear before the EDC for consideration of the request at a subsequent meeting once they are prepared to do so.

Before addressing the next agenda item, staff member Robinson reminded the Chair that an off-agenda item request had been submitted for consideration. The officers of the Dewey Neighbors Association submitted a request for reimbursement in the amount of $350 for “The Children’s Advocacy Center of North and Northwest Cook County”. The sum of $350 was the amount paid to re-install Windows Operating Systems on twelve donated computers used to create a computer center at the Robert Crown Center.

The written request further asked that the funds be provided from the Evanston Plaza neighborhood mitigation approved request to use $7,450 to purchase bicycle helmets for neighborhood children. That request was approved by the EDC and the City Council two years ago. Due to internal organization circumstances, The Dewey Neighbors Association has since changed its mind about purchasing the helmets and now wishes to use $350 of the approved amount to reimburse the children’s advocacy organization.

Chair Rainey and Ald. Burrus, the latter referencing the current budget problems, expressed their dissatisfaction with the request. Member Seth Freeman mentioned that since the funds source was not part of the City’s general budget the request should be considered. After brief comments from Ald. Jean-Baptiste and Chair Rainey it was suggested that the organization should again appear before the EDC and the issue was dropped with no further consideration.

**VII. Establishing Economic Development Priorities/Draft Work Plan And Partners Responses To Request For Input; Session #2**

Chair Rainey next asked for City Manager Wally Bobkiewicz to address the last Agenda item concerning economic development priorities. Included in the EDC packet was a draft preliminary work plan for economic development priorities synthesized by staff and economic development strategies submitted by external partners.
City Manager Bobkiewicz reminded the EDC that economic development was one of the key priorities for the City identified by the City Council. The purpose of the hours spent in developing an economic development work plan by the City Manager and staff is to obtain from the EDC the set policies necessary to proceed with creating the strategic initiatives to reach the required economic development goals.

Ald. Jean-Baptiste and others stated that the materials presented did not constitute a plan and that the documents don't identify what needs to be done. In general, the mass of information presented could not be discussed sufficiently with the amount of time allotted at the November EDC meeting. Member Mennemeyer stated that he absolutely will not support a city economic development department, preferring instead an economic development corporation comprised of partners from private enterprises and agencies as well as the city.

Ald. Burrus referenced the economic development model used by Ann Arbor Michigan as perhaps a system to be researched. The idea of researching a regional view was mentioned. The suggestion was presented that perhaps a preliminary draft of an economic development document would be helpful. Ald. Jean-Baptiste stated that in the past, staff always provided a draft document of an issue for the EDC to consider.

City Manager Bobkiewicz pointed out the objective of having a plan in place by the first of 2010 and the short window of getting the plan before the full City council for approval to meet the goal. The discussion continued for a few minutes at which time the City Manager proposed making the December EDC Meeting a single economic development priority agenda item session. Chair Rainey and the EDC members agreed with the proposition.

**ACTION TAKEN:** The EDC elected to convene on Wednesday, December 16, 2009 for the sole purpose of addressing the single agenda issue of establishing economic development priorities.

**VIII. COMMUNICATIONS**

The communication documents contained in the packet were acknowledged.

**IX. ADJOURNMENT:**

**ACTION TAKEN:** There being no further business, Chair Rainey adjourned the meeting at approximately 10:00 P.M.
The next Economic Development Committee Meeting is scheduled for December 16, 2009 at 7:30 P.M. in Room 2404 of the Lorraine Morton Civic Center.

Respectfully submitted,

Morris E. Robinson
Morris E. Robinson
Economic Development Planner
III. ENCLOSURE: Memorandum re: Economic Development Strategy and Major Priorities
Memorandum

To: Chair and Members, Economic Development Committee

From: Dennis Marino, Assistant Director, Community Development Dept.
      Director, Planning Division

Subject: Economic Development Strategy/ Major Priorities

Date: December 11, 2009

This memorandum summarizes the major components of an economic development strategy that includes major priorities for the Economic Development Committee's consideration for approval. The priorities emphasized are a product of numerous Committee and staff discussions, including staff discussions with the City Manager since the November EDC Meeting.

This document reflects a highlighting of the most important priorities for economic development by the City in partnership with valued partners engaged in economic activity throughout Evanston. Implementation of this strategy will begin in January 2010 and will feature quarterly reporting to the EDC and opportunities to modify the strategy periodically. The City has always engaged in business retention and attraction activity, as well as substantial real estate redevelopment initiatives, but the priorities included in this document will be implemented in a more systematic and sustained manner. Implementation of this new strategy will emphasize continuous outreach and initiatives as well as reacting to needs and opportunities raised by other actors engaged in economic activity.

Business Retention and Expansion

1. Inventory and prioritize economic sectors for outreach making use of available data and reports, generating new data as necessary.

2. Develop and implement a business retention communication strategy

3. Administer economic development finance programs and support services (e.g. City services, infrastructure, regulatory)
4. In all cases, provide special focus and sensitivity for small businesses, including business start ups, and key sectors that would maximize job creation.

**Business Attraction**

1. Identify and address gaps and opportunities for business attraction.

2. Develop a medium to long range attraction plan for economic revitalization identifying sectors and individual business targets.

3. Leverage key partnerships to help attract desired businesses (e.g. Northwestern University, St. Francis Hospital and Evanston Hospital).

4. Apply economic development financing programs, monitor approved agreements to insure implementation and provide support services to achieve attraction objectives.

**Area and Commercial Revitalization and Redevelopment**

1. Implement action plans for neighborhoods and commercial areas with existing area plans including Chicago Avenue, West Evanston, Downtown and Central Street.

2. Implement the approved redevelopment plans for Tax Increment Financing Districts including Howard/Ridge, Washington National, Howard Hartrey, West Evanston and Southwest.

3. Create plans for commercial districts that do not have plans including the southwest manufacturing and commercial districts and the Dodge Avenue Corridor from Greenwood Avenue south.

4. Work closely with neighborhood business district associations and other business associations to achieve economic development priorities.

**Marketing**

1. Build a new City Economic Development Web Site that becomes a fundamental component of the City's marketing strategy and is a major interactive portal for engagement with all existing Evanston businesses, other businesses that we desire to attract and is a showcase and resource for information about economic activity and opportunities in Evanston.