Attendees:

Committee Members: C. Burrus, J. Fiske, S. Freeman, J. Grover, D. Holmes, M. Tendam, R. Zenkich

Committee Members Absent: D. Mennemeyer, L. Summers, M. Wynne, A. Rainey

Staff: W. Bobkiewicz, S. Griffin, J. Nyden, N. Radzevich, P. Zalmezak

Presiding Member: M. Tendam

I. Commencement of Meeting
A quorum was not present, Chair Tendam advised the committee to begin discussion of items not requiring action at 7:33p.

II. Staff Report
A. Update on Recent Economic Development Activities
Nancy Radzevich, Manager of the Economic Development Division, provided an update the following items: 1) internal coordination of economic development items; 2) groundbreaking of AMLI; 3) anticipated opening of GFS Marketplace in June 2012; 4) first issue of the economic development newsletter; 5) spring construction associated with the CTA viaducts; 6) introduction of coLab Evanston founders; 7) report on the Joint Economic Development Committee meetings.

B. Announcements/Updates from EDC Members
Ald. Grover and Ald. Tendam provided announced the upcoming open house at Curt’s Café 2922 Central Street
Ald. Burrus announced that the space formally occupied by Merle’s BBQ at 1727 Benson had been completely gutted and would require significant rehabilitation and work for any future tenant.

Committee members also discussed potential opportunities for the Youth Job Center in Evanston to play in supporting City of Evanston economic development activities.

C. Location of Future Economic Development Committee Meetings.
Steve Griffin, Director of Community & Economic Development, requested that the Economic Development Committee relocate to the Room 2200 at the Lorraine H. Morton Civic Center (2100 Ridge Avenue) for all future meetings. There was agreement among the Committee members that all future meetings would be held in the aforementioned room.
III. Call to Order
   A quorum being present, Chair Tendam called the meeting to order at 7:45 p.m.

IV. APPROVAL OF THE MEETING MINUTES OF JANUARY 25, 2012
   Ald. Grover moved approval of the minutes, seconded by Ald. Burrus
   The minutes of the January 25, 2012 meeting were approved unanimously, 7-0.

V. OLD BUSINESS
   A. Consideration of Proposed Façade Improvement Program Revisions
      Ms. Radzevich explained to the Committee that this was a continuation of the
      discussion from the last meeting and that staff had placed all documents relating to
      the façade in a final form for consideration of a recommendation to the City Council.
      There was agreement among the members of Committee to move this to City
      Council.

VI. NEW BUSINESS
   A. Discussion of the City’s Economic Development Plan
      Wally Bobkiewicz, City Manager, and Ms. Radzevich provided a presentation on the
      2012 Draft Economic Development Plan to the Committee. The presentation
      contained the following elements:
      1. An overview of areas of Evanston that contain business and commercial areas
      2. Overview of previous economic development planning efforts and vision
         statement
      3. Outlined Key Economic Development Principles:
         a. Retain, expand, and attract businesses Citywide, emphasizing innovation
         b. Nurture entrepreneurship in Evanston
         c. Create jobs and workforce training opportunities for Evanston residents in
            diversified business sectors; and
         d. Promote Evanston – locally, regionally, nationally, and globally as an
            innovative and progressive place by reinforcing the strengths of our
            diverse residential, educational, cultural, and business communities.
      4. Highlighted five targeted industries:
         a. Technology-based businesses
         b. Health Care and Wellness
         c. Baby Boomer Markets
         d. Arts & Entertainment
         e. Water
      5. Overview of Next Steps
         a. Creation of a work program with measurable outcomes
         b. Ongoing evaluation

      During the presentation the following were noted: Ald. Burrus pointed out that there
      appeared to be an overlap between health and wellness and the baby boomer
      market; Ald. Fiske suggested that the plan address how people will be able to age in
      place in existing homes; Ald. Holmes noted that attention should be applied to all
      ranges of senior housing options; Member Zencich asked how return-on-investment
would be calculated for water industries and how these items would be managed with ideas generated by Evanston 150 concepts; Ald. Grover wanted more information about the tools needed for implementation of the plan.

In response, Mr. Bobkiewicz stated that the return-on-investment for water industries is increased revenue for the City of Evanston and that there is anticipation that the Evanston 150 ideas will be in-line with the ideas generated in the plan. Mr. Bobkiewicz also highlighted that many of the tools associated with economic development are relationship building with businesses and ongoing monitoring of projects.

Ald. Burrus moved to recommend to City Council to consider adoption of the draft economic development plan at the City Council, seconded by Ald. Holmes.

The Committee voted 7-0 to recommend adoption to City Council.

B. Consideration of Request for Loan from Tom Fischl (Ofischl Sports)
Mr. Tom Fischl requested that the item be withdrawn as he was under the impression that the item would receive an unfavorable recommendation from the Committee and he no longer wished to be considered for a loan.

Ms. Radzevich explained to the Committee that no one on staff had communicated that this item would receive an unfavorable recommendation by the Committee and that staff and Mr. Fischl had coordinated materials for consideration by the Committee.

Ald. Tendam also stated that as chair he had consulted the previous week with staff on the Economic Development Committee’s agenda and had also directed staff to include this item on the agenda. There was general agreement among the Committee members that they wanted to hear Mr. Fischl’s request for a loan.

Mr. Fischl stated that he was not prepared to give his presentation at that time. Subsequently, Ald. Holmes suggested that he return to the Committee in March and give the full presentation at that time.

Ald. Holmes moved to consider the loan to Tom Fischl to the March 28, 2012 meeting of the Economic Development Committee, second by Ald. Burrus.

The Committee voted 7-0 unanimously to consider this item at the March 28, 2012 meeting of the Economic Development Committee.

C. Façade Improvement Program
Ald. Grove pointed out that the Committee had not taken an action on the façade improvement item, although it was discussed earlier in the meeting.

Ald. Grover moved to recommend to City Council consideration of the revised façade improvement program, seconded by Ald. Burrus.
The Committee voted 7-0 unanimously to move the façade improvement program for consideration of approval at City Council.

VII. COMMUNICATIONS
   A. Real Estate Transfer Tax Report
      The Committee acknowledged receipt of the real estate transfer tax report.

   B. Monthly Economic Development Communication

VIII. Adjournment

   Ald. Grover moved to adjourn the meeting, seconded by Ald. Burrus.

   The Committee voted 7-0 unanimously to adjourn the meeting.

   The meeting was adjourned at 9:25 p.m.

Respectfully submitted,
Johanna Nyden