

ECONOMIC/BUSINESS DEVELOPMENT COMMITTEE  
MINUTES FROM TUESDAY, JUNE 25

1. Present: Chuck Currie, Len Digate, Bill Zyrkowski, Betty Cloud, Dianna Ehrenfried and Mayor Nick Helmer  
Absent: Sharon Beyda and Matt Domanico
2. Meeting called to order: 6:31pm
3. Approval of Minutes from June 06; motion made by Betty Cloud and seconded by Len Digate
4. Report from Steve Skiber.
  - 2 Chicago Blackhawk concession stands were given approval for 30 day to sell souvenirs
  - New businesses that opened are Union Ale House, Save-a-Lot Food Store, Ace Sound and La Michoana Ice Cream Parlor
5. Comments by Mayor Helmer
  - The land owner of Denny's, Gus from Pabcor, is considering tearing down the old Denny's building and erecting an "L" shape strip mall.
  - Penny's Place is going into Prospect Crossing. It will have 5 video poker machines and will serve food, beer and wine. This will give PH 3 locations with video poker and will net approx. \$80,000 in yearly revenue. (5 machines is max per location)
  - Ultra Foods will be opening approx. Oct. 01, 2013.
  - H.O.M.E. is doing well but the city has had complaints from local residents on the noise. They are looking into insulating the floor and stage area but it appears that the noise is traveling along the ground. They are a good producer and we are working with them. The owners of Ultra Foods has put \$15,000 in escrow in case it will be necessary to erect a new fence to protect the neighbors from the noise of delivery trucks.

- Currently, there are 31 store fronts that are vacant
- The business forum that the EBDC has used in the past as not been effective. Mayor Helmer talked about “Save the Date” cards and transmitting through the E-News to residents and businesses. Nothing is better than phone calls and personal invitations. Approx. 2% is all that’s achieved with the rate of return. Our goal is to network with residents and businesses.
- There will be a new Police Sub Station in the Public Works building on Piper Lane.
- Tourism District—When the PHCVB was closed 18 months ago, it was with the understanding that our 6 hotels would then join the North Shore CVB. There was 1M in the bank from tax dollars that couldn’t be used unless it went toward developing tourism. This money has now been used for beautification, city signage, and other ways. Even though our hotels belong to the North Shore CVB, their tax dollars still are earned by PH.
- Mayor Helmer talked about the establishing of the tax incentive program in PH. It’s been in existence and needs to be extended as it expired last November. This helps brings businesses here to PH.
- A Peapod pick up store will be opening in strip mall across from Prospect Crossing
- Mayor Helmer would like us to create a ‘give away’ or ‘leave behind item’ for attendees of business after hours. Betty will look into.
- Mayor Helmer has also asked that we purchase a pair of large ceremonial scissors for ribbon cutting ceremonies.

Mayor Helmer was excused at 7:30pm

6. Dianna Ehrenfried suggested that we do a drawing for the attendees of the July 10<sup>th</sup> Pool Party at Players OTB. Also, we can give a coupon on our web site for anyone that attends the Sept. 04 and Dec. 04 event. We can also start selling companies on the item of advertising on our web site.

7. A flyer needs to be created for the Sept. 04 and Dec. 04 events so that they can be advertised on July 10. Len Digate has a 3 sided display that is eliminated that we can set up at Players entry way.
8. Another marketing idea that Dianna had was to advertise a "Business of the Week" on our web site.
9. Chuck will be writing a letter of introduction from the EBDC when calling difference businesses in our area.
10. Betty will continue on the master list of PH businesses and send it over to Chuck when completed. He's asked that any updates to our spread sheet be given to Betty for constant updating for our records.
11. Chuck has asked Betty and Dianna to give a presentation on July 30<sup>th</sup> on the suggested direction for our committee. Also, different ways that we can help promote and retain businesses. Our efforts should not be confused with the Chamber of Commerce.
12. Again, next meeting is Tuesday, July 30 at 6:30pm.

Meeting adjourned at 8:03pm.

Submitted by Betty Cloud

\_\_\_\_Betty Cloud\_\_\_\_

  
Chairman EBDC