

**ECONOMIC DEVELOPMENT COMMISSION OF THE  
VILLAGE OF OLYMPIA FIELDS**

Minutes of the Meeting of the Economic Development Commission held on Wednesday, April 25, 2018

**CALL TO ORDER:**

Chairperson Michael W. Lewis called the Meeting to order at 5:08 p. m.

**ROLL CALL:**

**Members Present:**

Commissioner Trinette Britt-Johnson, Commissioner George Chandler, Chair Michael W. Lewis, Village President Sterling M. Burke, Hilde Betts Economic Development Liason/Planning Zoning Commissioner, Commissioner Phillip Paige, Commissioner Richard Gibb, Gladys Foster Administrative Assistant Village President/Village Administrator-Economic Development Coordinator

**Members Absent:**

Commissioners Conn, Morris

**Guest:**

Eileen Olson and Anthony Baumer of Matrix Realty Group  
Julius Smith VOOF resident

**Approval of Agenda and Minutes from March 28, 2018**

Motion to Approve the Agenda and Minutes

Voice Vote:            All Ayes.            Motion Carried.

**Economic Development Update**

- Trinette has created a work plan that is overarching that touches all departments
- There is work for the EDC and specific tasks that Gladys as EDC Coordinator will perform from this work plan
- The President has also requested that the CRC Commission change focus and provide support to the EDC by hosting events and activities that will attract people to the Village and create a sense of community
- Trinette is invited to attend staff meetings so the Village staff is aware of what she as economic development consultant as well as what the EDC is working on. It also provides an opportunity for Village staff to provide input and ideas.

**Matrix Realty Group**

- Requested help with leasing ideas; manages 4 buildings in Governors office park and a medical office building on Lincoln Highway; Expressed 2555 Building on Lincoln Highway occupancy has plummeted because of Walmart and its proximity to Walmart
- The properties that they manage are in poor disrepair; the new management has evicted 8 businesses for lack of paying rent.
- Perception of crime & racism etc. is a possible challenge of leasing some spaces in the office park

- Racism is something we cant fight however education and knowledge we might be able to mitigate

### **Commission Member Reports**

- Desire to use interns/students for EDC website assistance
- Working on template for business testimonies for marketing purposes and collecting info so the Village and EDC can be helpful
- Focus on making EDC portion of Village website more appealing and easier for people to access information
- Discussion regarding SCORE...how to use them as a resource to new and existing businesses
- Discussion on outreach regarding taking advantage of the medical district to attract medical businesses to the office park. Commission to decide what types of businesses to go after and wanting to make sure we communicate with the hospital that we are not competing with their uses
- Make sure we compare list of sic codes against planning and zoning approved codes

### **Staff Report**

- New business/closed business process - Building department receives application for permit; Gladys forwards the notice over to TBJ who forwards to the EDC. One way of tracking is point of sale, water bill changes, business license application, certificate of occupancy
- Gladys will give EDC a report of monthly business activity i.e. new businesses coming in, businesses leaving
- Village President discussed a control book that is being created that will provide detailed information regarding each business as well as vacant property
- Business outreach- shared and consistent outreach to the business community between Gladys and the Commissioners. Gladys is the in house staff and will work and will share some activities with the EDC. A standard script will be created and division of outreach efforts between the EDC and Gladys will be created and assigned.
- New Business Welcome packet draft a combination of the process of becoming a new business in the community as well as resources for new business after becoming a new business

### **Marketing Discussion**

- Marketing outreach plan is not in place as of yet; EDC is working in that direction
- EDC to begin an outbound marketing campaign to medical related users for the office park taking advantage of the medical district
- EDC to coordinate with Franciscan marketing department re: messaging ideas for outreach
- EDC needs to work on a positive brand and image that needs to be not only on website but how to get the narrative out
- EDC will create a Buy local campaign and B to B campaign; CRC Commission will help execute

### **President's Update**

- Letter going out to the community to inform them of activities of the first year; Sterling and Trinette goes on various road trips for business attraction efforts and ideas for new developments and visuals for the office park. They are meeting with developers, brokers and potential businesses
- Cook County Land Bank says that the Village is in good shape; able to work with the CCLB to hopefully obtain more property that can developed

### **ADJOURNMENT:**

Chair Michael W. Lewis adjourned the meeting at 7:15p.m.