

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

3
4 Minutes of the Meeting of the Economic Development Commission held on Wednesday,
5 June 28th, 2017.
6

7 **CALL TO ORDER:**

8
9 Chairperson Britt-Johnson called the Meeting to order at 7:04 P.M.
10

11 **ROLL CALL:**

12
13 **Members Present:**

14 Chairperson Trinette Britt Johnson, Commissioner George Chandler, Commissioner Michael
15 Lewis, Commissioner Johnny Morris, Village President Sterling Burke, and Village
16 Administrator David A. Mekarski.
17

18 **Members Absent:**

19 Richard Gibb.
20

21 **Guests:**

22 Rick Edwards.
23

24 Chairperson Britt-Johnson stated that Commissioner Gibb sent her a message that he would not
25 be able to attend today's Meeting.
26

27 **APPROVAL OF THE AGENDA:**

28
29 **Voice Vote: All Ayes.**
30

31 Village President Burke stated that he spoke with Victor Blackwell from the Planning
32 Commission. Mr. Blackwell said that they were going to have a person attend. They just may not
33 have one for today. Chairperson Britt-Johnson stated that she sent him a text too, but she didn't
34 get a response.
35

36 **APPROVAL OF MINUTES:**

37
38 **Motion by Commissioner Lewis, second by Commissioner Chandler to Approve the**
39 **Minutes of the Economic Development Commission Meeting of May 31st, 2017, as**
40 **Amended.**

41 **Voice Vote: All Ayes. Motion Carried.**
42
43
44
45
46
47

1 **RFP:**

2
3 Chairperson Britt Johnson stated that you received an e-mail of a Draft Marketing RFP. She
4 initially started a Draft. Administrator Mekarski made some more suggestions. She would like
5 Commissioner Morris to lead us through this RFP.
6

7 Commissioner Morris stated that he made some suggestions. He stated to start off the discussion,
8 he just had one question. If you were considering this Proposal, what do you think would be the
9 most important piece of information that you would want to know?
10

11 Commissioner Lewis stated what is it that you are asking me to do. Commissioner Morris stated
12 that he said the same thing. If we keep that at the forefront as we build this, think about are we
13 answering that question.
14

15 Chairperson Britt-Johnson asked Mr. Edwards to introduce himself to the group. Village
16 President Burke stated that he asked Mr. Edwards to be here because Rick is in the marketing
17 business. He has worked with him in the past. He spoke with him about having someone in the
18 marketing area to potentially work for the Village of Olympia Fields. He helped Village
19 President Burke do some things in the past. He knows Web Design. He is very good at
20 marketing, helping with branding. Those were some of the things that we were looking to have
21 someone do. Village President Burke stated that he invited him for that purpose. He can make a
22 lot of contributions on what we are going to be doing. That's why he asked him here. It would be
23 a great opportunity for everyone to meet him. That's why he is here.
24

25 Mr. Edwards stated that he hasn't read this. He has a lot he could say about RFP's. He has been
26 in the business of advertising and marketing for 27-years. He went to school for it. He has a
27 Degree in it. He has a Minor in Advertising and a Double Major in Journalism. He has a Minor
28 in Graphic Design. He has 15-years of traditional advertising experience working for people like
29 Burnett. He worked in Pharmaceutical Advertising for nine-years on some of the largest brands
30 you can imagine. The number one brand in the world, Camaro. He launched it. It was his brand.
31 He stated \$12,000,000.00 in revenue today. Wal-Mart, he worked on their National Account. His
32 company primarily focused on PDB. He started out in earnest full-time in 2009 with a virtual
33 company. He thought he would go out and do advertising, but at the end of the day he had an
34 opportunity to do more marketing, more branding. He started up with some medium size
35 businesses and also project work with corporations. He worked on Dyson. He was the person in
36 charge of their new products under the Dy Super Brand. He was the brand gatekeeper for Dyson
37 for the U.S. He worked on their go to market strategy in launching their products under the
38 Dyson Brand for the U.S. Recently, he had a little time working on the financial side. He worked
39 with BMO Harris as a Consultant.
40

41 Mr. Edwards stated that as it relates to branding, as it relates to Municipality work, he did a little
42 bit of work in the past with Evanston on some things that they were trying to do as it relates to
43 generating healthcare awareness through their Municipality. He did the rebranding for City
44 Colleges of Chicago. He was the person who was the writer on that. His expertise, he is on the
45 art side. Anything that you need tactically done, he works across every channel of
46 communication from digital to print. They use video a lot. He has done Broadcast Commercials,
47 26 National Broadcast Commercials. He was either the Art Director, the Senior Art Director, or

1 the Creative Director. As it relates to what does Olympia Fields need in terms of creating a
2 brand, first the strategy has to be strong. First you have to know what you are trying to
3 accomplish. First you have to know who we are talking to. Then we have to figure out how do
4 we get there. And who are they? As it relates to an RFP, this RFP could be all around. We need
5 someone to come in and help us do a Marketing Plan. It may not have anything to do with
6 tactics, because the tactics depends upon what the Marketing Plan is saying that we can do. It
7 also depends on the Budget. There is a vision. He has talked to Village President Burke about his
8 vision. He has not talked to the Village President about what the Economic Development
9 Commission's vision was. Those two things have to work hand-in-hand as you guys do know.
10 Whatever comes out of that is what the Plan will be. Then we talk about realistic timetables. An
11 RFP to him is layered. It can be several things, but Budget is everything. Timing is everything.
12 He stated that being realistic is very important. What are we trying to do first? What are we
13 going to do second? What is the end goal? That's who he is in a nutshell. He is the owner of
14 Edwards Consulting. It is a pleasure to meet you all.

15

16 Commissioner Morris stated that he feels at home a little bit. He is a marketing guy but not to the
17 extent of all those facets. He didn't get involved in art and any of that other stuff. As we begin to
18 unveil the layers of this onion, he thinks it is important that we understand exactly what the
19 needs of the Village are. We really need to understand that. Any Consultant is going to want to
20 know that piece of it. Understanding the needs, and understanding the Consultant's skills is
21 going to make an outstanding marriage.

22

23 Commissioner Morris stated that Chairperson Britt-Johnson has put five components together as
24 a Draft. There are five core components and a Village background statement. When he looked at
25 the "General Information," he didn't see anything that would create a pain point for us. He
26 doesn't have the red line copy. Commissioner Morris stated that he didn't get a chance to take a
27 look at all of this. Part 1 dealt with the cover letter and the introduction. Part 2 was the "General
28 Firm Qualifications." Part 3 dealt with the "Reference Projects." Part 4 was the "References"
29 themselves. Part 5 was the "Project Estimation." He stated that in Part 5 dealing with the Project
30 Estimation, a couple of things popped out. This is a, "Description of typical project
31 implementation processes that may be applicable to the Village Community Market Analysis and
32 Needs Project. Includes an estimated Project Timeline and an Estimated Cost Structure." He
33 underlined the Estimated Cost Structure. Are we talking about a salaried employee, or is it to go
34 project by project?

35

36 Chairperson Britt-Johnson stated that she clarified it the last time. This is not an employee. This
37 is a Consultant Company that we will contract out to give us a Market Analysis, Community
38 Assessment, Needs Assessment of what the Village will support, what the Village needs. This is
39 a company. This is not a body. The purpose or the goal, the product of whoever we select,
40 whatever product they produce, will be like the roadmap for Staff or a Consultant to go after. It
41 will tell us what to do. That's the purpose of what this is. We are contracting with a firm that will
42 do the work so that we will know what to do. Instead of us blowing in the wind, picking
43 whatever we are picking, we will be more strategic in what we are targeting.

44

45 Commissioner Morris thanked her for that clarity. The next sentence also talks about "Estimates
46 shall be based on similar projects done in the past and should include a timeline." He doesn't
47 know at this stage in the game if we want to address how we would proceed in the event that

1 timelines are not met. He is on the “Background” Page. He wanted to talk about the second
2 paragraph. Then he wants to get into the components of what is listed here. The second
3 paragraph on the “Background,” says: “The Village of Olympia Fields is seeking research and
4 consulting services to perform a highest and best use analysis to redevelop and enhance the
5 community. The Village is seeking a comprehensive understanding of the highest and best usage,
6 the future market potential, and the feasibility for office, residential, hospitality, retail, and
7 specialty development for an area.” Further down in here it talks about the Components of the
8 Report is to include: There’s a list of things that are listed here. What he thought was missing in
9 this document was highlighting what our Mission Statement was and what our vision is. He
10 stated that President Burke mentioned a couple of times that his vision would be that this area of
11 Olympia Fields would be a destination. He didn’t see anything as it relates to Mission and Vision
12 Statement. When you look at the Components that are listed here, all of this for the most part is
13 data mining. The question becomes are we looking to increase our social media presence? If we
14 are looking to do that, should we be hiring a Social Media Consultant? What is it that we want to
15 do?

16

17 Chairperson Britt-Johnson stated that this isn’t social media. This is the meat that she would like
18 for us to have a discussion and unpack a little bit. This is a question she would like for us to
19 discuss. Would we like to give specific guidance when we let the RFP? If we say we want you to
20 color this one box and this is how we want you to color this box, in her mind it might deter the
21 creativity of what the Consultant may be able to produce, versus here’s a universe, you come
22 back and tell us what we can be when we want to grow up, versus we think we can be this and I
23 want you to shape it to make it fit that box. She inquired of the Commissioners whether or not
24 they understand what she is trying to articulate. The Commissioners stated yes.

25

26 Commissioner Morris stated that is why he asked the opening question. He thinks that any
27 Consultant is going to want to know what is it that you want, and what is your vision looking
28 like, and then perhaps offer up some things that we could potentially consider.

29

30 Administrator Mekarski stated that he sees exactly where Chairperson Britt-Johnson is going. He
31 believes that a Mission and Vision Statement by the Chief Elected Official is appropriate. He is
32 the spokesman of Policy. That sets the stage. He doesn’t think that the Mission or Vision really
33 confines too much the Market Analysis. He thinks that it helps.

34

35 Commissioner Lewis stated that he thinks this is out of order. The background piece to him is the
36 first piece. As it relates to the EDC, the Village President’s vision for the Village is a macro
37 vision. What we are asked to do as the Economic Development Commission is a little narrower.
38 It is part of a subset of that. They should complement one another. His vision is going to be
39 broader than what we are charged to do, as the Economic Development Commission is a little
40 narrower. Therefore, our vision should reflect that. We ought to tell them what it is that we want
41 them to do. Do we ask for qualifications, costs, capabilities, and references so we can then
42 evaluate it? The order is really important. When he read it, he was thinking that maybe we
43 should think about putting the background first so that they know what we are asking them to do.
44 Then they can go through the other parts.

45

46 Mr. Edwards stated that one of the things that concerns him about most RFP’s is the point. The
47 background is the point. You need to understand what is it that people are trying to get you to do.

1 One of the biggest concerns is, throwing the kitchen sink into an RFP. This has a lot of content in
2 it. This has things that one specific company won't have the capability of doing. One Consultant
3 won't have that background. You talk about research. If you want to get real research then you
4 deal with a Research Firm. They have Consultants and that's what they do. They don't do
5 anything else. Then you have Consultants in Marketing that do other things. That's the part that
6 kind of jumps out at him about this. That being said, he hasn't read everything. He doesn't have
7 an opinion about everything thus far. He just wanted to make that point. There are certain aspects
8 that you guys have to concern yourselves with. He gets that. He just wanted to make that point.
9

10 Chairperson Britt-Johnson stated that she is not debating him, but she is debating him. She
11 inquired of Mr. Edwards the word "research," what bothers you about "research?" In her mind
12 research is, there is existing data that has already been done. She would expect that firm to at
13 least read or review existing data that has already been done. She is tagging that to research a
14 little bit.
15

16 Mr. Edwards stated that is fine. He is glad that she clarified that. When he looked at that, he did
17 not think pulling anything existing. The question will be asked, is there anything existing? Where
18 does it live? How old is it? Has it been vetted?
19

20 Village President Burke stated that he understands where both of you are coming from. The thing
21 about an RFP is, when you write an RFP and it's too broad, someone is going to try covering
22 answering the RFP especially when you start talking about pricing. If it is not specific enough
23 about what you want, then what could happen is they will come back and give you a price, or
24 give you some ideas about something that is so broad that you missed the point altogether.
25 Depending on how you are looking at it and what you really want. The other side is, if it is too
26 narrow, then you didn't give people an opportunity to be creative to think outside of the box and
27 what else might go down. If we have an idea about what we kind of want somebody to really do,
28 and say. "Here is the first part of what we want you to do and be very specific about it. Then take
29 liberties and you tell me what you think would be your one or two outside of the box ideas about
30 how we can do something." Then you get a mixture of both, without restricting it so much that
31 we already knew, which we may already know, or not know, versus having it so broad that
32 people could try to snow you about all of their experiences about what they have done in the
33 past. The more you narrow it down to get what you really want, but you can also have a section
34 in it that says this is what you basically want but here's also what you think the other parameters
35 are. You are really looking to see how creative they are with coming up with something that we
36 may have not thought about. The research part exists to a certain extent. It's like what had people
37 already done. What do we already know about Olympia Fields? An example, we know we have
38 talked about having a Strategic Plan and a Tactical Plan. We could say our Strategic Plan is to be
39 this, but our Tactical Plan is to do these things while we get to the Strategic Plan. That's another
40 way of saying the same thing. We could say that we need some specific help working on this
41 while we are on our way. Strategically, this is our long-term vision of the whole thing. That's his
42 comment on that. He kind of has an idea on some of the things that he is thinking about. He
43 knows the Commission has this concept about strategic and tactical. There are two layers to the
44 RFP. One is to give us some tactical ideas. The other is we know what direction we want to go in
45 and here is the strategic part of it.
46

1 Administrator Mekarski stated that one of the questions that he was thinking about when he was
2 going through the edits, and it can only be decided by your office. We have a very limited
3 Budget to take on even a portion of this scope. The question is: Do we not worry about the
4 Budget and get from the Consultants essentially the right approach and the right scope of
5 services to accomplish our needs and Marketing Analysis, and then go back to look at the
6 Budget? Our Budget was set arbitrarily. It was sort of done backwards. It was done in May. It's
7 based on one Marketing Plan that we had. This has grown beyond that one. If we are limited to
8 that Budget, which was identified as \$30,000.00, then we really have to narrow down the whole
9 section in here about what they are analyzing. That is also why he crossed out "Residential."
10 "We are largely built on a Residential Community." We only have five strategic areas. Rather
11 than the Consultant focusing on the entire Village, focus on the developable land, the land that
12 has opportunity for constructive change. He doesn't believe that we are marketing for
13 Residential. We are marketing to move the compass to Retail, Commerce, Entertainment, or
14 Hotel. He needs advice and counsel from the Village President on the Budget. Is it open-ended or
15 not?

16
17 Village President Burke stated that Chairperson Britt-Johnson was the primary author of this.
18 What were your ideas about the Residential piece of it?

19
20 Chairperson Britt-Johnson stated that she had two ideas regarding Residential. One was related
21 to high-end condos in the Town Center area. She believes if you have the right mix of
22 Mixed-Use Commercial and higher end condominiums, she thinks that is an area that will help
23 with the destination. We wanted to tap into that. That was one idea. The other idea was the same
24 concept on the Hospital land. But thinking about what Administrator Mekarski just said, if we
25 are thinking about narrowing the scope, then maybe the 79-acres of the Hospital is not something
26 that should be considered. The Hospital has their own planning firm, their own architectural
27 firm. They are considering their own medical uses. Maybe we are not thinking about their
28 property. Maybe we are just thinking about what he just said. Originally, she was thinking about
29 Western and Vollmer. She stated our hot spots. The CVS, there is land right behind the CVS.
30 The Town Center, and the area on Vollmer Road that we were thinking about. She was thinking
31 about those areas that we wanted to identify and bring in businesses, and trying to figure out
32 what kind of businesses to target. That is what she really was after.

33
34 Village President Burke stated that he and Administrator Mekarski had a long conversation about
35 this today. The Residential aspect of it is not his highest priority. The reason he says that is he
36 doesn't want to open this up for it to be rentals of any kind, anything that is going to depress
37 peoples existing property values. He stated that from the economic development standpoint, to
38 him it is generating revenue to help balance property taxes.

39
40 Chairperson Britt-Johnson stated that she is sorry. She was not talking about rental. She is
41 talking "for sale." Village President Burke believes that the Residential piece will just come
42 along on its own if we are able to improve the property values of people. This is a place that
43 people want to come to in Olympia Fields. We have a lot of houses that are available already.
44 You can get a place for \$80,000.00, \$90,000.00 around here up to \$4,000,000.00. There is a lot
45 of lower potential income properties that we can fill up. In talking to the zoning guys, they are
46 really concerned about that. That is opening up the door to any new building of houses will, and
47 could potentially depress the existing housing market we have. The more houses you put on the

1 market, the more that people have got to pick from that's going to affect the overall property
2 values that exist today. If we get to the point where there are fewer houses on the market, then
3 that is when we can go and start doing something to try to market that piece of it. He is looking
4 at this from the other side of the equation. How do you go after Commercial, and Retail
5 Businesses, not Residential?
6

7 Administrator Mekarski stated that from a Fiscal Impact Analysis, it's generally understood that
8 it is probably even higher. This was from almost a decade ago. He stated to maintain one, single-
9 family home, or a condominium unit, is approximately \$5,500.00 to \$6,000.00 a year. That's
10 police services. That's doing the streets. That's maintaining water lines, sewer lines, parkways,
11 everything that this Village provides. That's economic development. And yet, if you look at our
12 property tax structure, yes, we have high taxes. It is only 10% to 11% of the Tax Bill. Even if
13 you got a Tax Bill of \$20,000.00, you are collecting \$2,000.00 annually when it is pretty much
14 understood that the cost of services is \$5,500.00 to \$6,000.00 a year. Any Residential is
15 essentially a losing venture. If our goal is to take some of the property tax burden off of the
16 residents, we have to move the compass on the bigger things that can really put the tax burden on
17 Commerce, Retail, Hotel, Entertainment, big ticket items. If more of our tax base comes from the
18 Commercial, our tax rate for everybody goes down. That's the only thing that is going to help
19 our Residential Tax Base.
20

21 Commissioner Lewis stated that it sounds like we are in agreement between what Rick said, and
22 what the Village President said. We need to narrow the RFP and make sure it is more narrowly
23 focused on Commercial and related activity. He stated not only does that help in terms of the
24 focus, but also in terms of the cost. Maybe we even end up prioritizing what is the first thing, the
25 second thing, and the third thing we want them to accomplish. We have to make some economic
26 decisions so at least we can prioritize it of the things that we want out of this related to
27 Commercial, related to helping us build a strategy and a Plan. That is what he is hearing.
28

29 Chairperson Britt-Johnson stated so first of all, are we in agreement or not in agreement of the
30 five Commercial areas. Administrator Mekarski pointed them out on the map. (Administrator
31 Mekarski was speaking without a microphone). Administrator Mekarski stated that the Metra
32 Facility is 260-cars. This has gone through wetland permitting with the Army Corps of
33 Engineers. It is really constrained because of wetland resources. There is a Planned Unit
34 Development Agreement that approves the conceptual Site Plan. You have CVS which is already
35 built. You have a 12,000-square foot ancillary Retail which is all combined, like a Starbucks and
36 some other kind of store. You have two, 6,000-square foot restaurant pads and a 5,000-square
37 foot service facility. It is only in concept. Anything can change over here that would be
38 desirable. That's area Number 2. Area Number 3 is about a 12-acre site. It is currently occupied
39 with a derelict office building. It use to be the IRS. It is flooded, contaminated. It probably has
40 to be demolished. Then there is another office building adjacent to Governors Drive that is about
41 35% occupancy. It is thought that the highest and best use for this area would be Retail to take
42 advantage of the Meijer's. This is called the "Meijer's Shadow Site." The unique thing about this
43 site is you could have some kind of strip Retail or Hotel. Park Drive is another arterial road
44 going into the Medical District and the Office Park. You could create a pedestrian type of small
45 businesses. That is area Number 3. Area Number 4 is obviously the Town Center Site, which is
46 this entire tract. We have a new Comprehensive Master Plan for this and we have a Financial
47 Analysis. This has The Coves Site which is about 10.3-acres. It is zoned in the Master Plan for

1 Mixed-Use Residential. We have a Commercial tract, a Retail tract. It is right on the corner of
2 Kedzie Avenue and Vollmer. Interior to the site, there was a site for 80 high-end condominiums.
3 It is in the Master Plan. It is engineered. It was ready to turn ground. The units were proposed to
4 sell at \$350,000.00, at 16,000-square feet. We put Covenants and Restrictions to make sure that
5 any one building can't have at any given time more than one or two rentals and it is only on a
6 temporary basis. Those Plans are all done, including engineering. That PUD has not sunset. It is
7 part and parcel to the Olympia Club Subdivision. There is some in-fill along Vollmer Road in
8 front of Butterfield Plaza and by Bizios.

9
10 Village President Burke stated that he thought we just said that we would take the Residential
11 stuff off the table. Did we agree to that? Administrator Mekarski stated yes. Village President
12 Burke stated so the Residential stuff is off the table. He stated from his perspective, what he is
13 looking at, especially when we said "Strategic and Tactical," there are two areas in town. There's
14 the area at Western Avenue and Lincoln Highway, and then there is Vollmer Road. He stated
15 how much we want to include on Vollmer Road is going to be the high-end area. The median
16 income is like \$125,000.00. What we want to do up there is one thing. What we do down on
17 Lincoln Highway is something else. At Lincoln Highway at the lower end, the median income is
18 around \$90,000.00. We can just say from a marketing standpoint we want to market the north
19 side of town for high-end stuff. We want to market the south end of the town for lower-end, or
20 median income type stuff.

21
22 Chairperson Britt-Johnson stated that you want to focus on two areas. Village President Burke
23 stated yes. He spoke with Mike Hoffman about the Town Center. Unless, it is something specific
24 that is going to be driven by the whistle on the train, people getting off and on that train at the
25 south end of the Town Center, in his opinion, and this is something that we can discuss, the
26 Town Center Plan was all built around where this building was going to be. The Village's
27 Municipal headquarters was going to be over in that Town Center. Once we moved it from the
28 Post Office to over here, that changed the whole nature of the Town Center Plan to him. The
29 Town Center was built around our Municipal Center. When you moved the Municipal Center
30 over here, that changed the nature of it. We haven't talked about that. He hasn't talked to
31 Administrator Mekarski about this. When he went and looked at the Plan, he discussed it with
32 Mike Hoffman. He discussed it with some of our other Engineers that we had in the past and got
33 the history behind it. The history told him and made him think about this. If you took this
34 building, the police department, and all this stuff away from over there where the Town Center
35 was and you put it over here, the nature of that changes. There's a piece of that Town Center that
36 is on Vollmer Road. It has been excited by what is going on with Meijer's. We should take
37 advantage of that corridor north. The other major thing is we have to do something down here at
38 the south end. That's why he is a little bit concerned about trying to have too many things
39 happening at one time. We should just focus to the north and to the south. If we can make that
40 happen, we can have a strategy for the long-term. From a tactical standpoint, if we can make
41 something happen on Vollmer Road and something happen on Lincoln Highway, we don't want
42 to water the desert. We want to be as specific as possible for those areas.

43
44 Commissioner Lewis stated that he agrees. The only thing that he wants to make sure that we
45 didn't do is prohibit them from giving us any good ideas. He agrees that we have two main
46 corridors, that north and that south corridor. We have talked about that. They have great
47 potential. We also have a potential partnership. He just wanted to make sure that we left the door

1 open if they happen to see something, if they are going to be in here, they give us a good idea
2 about something we didn't think about. These are our two primary areas of focus, and we want
3 you to look at those. But if you have any other recommendations, give them to us as well.
4

5 Village President Burke stated that two is better than five. That's his point. That's his main point.
6 We want to focus on those two areas, north and south. The demographics are a little bit different.
7 The Olympia Fields demographics are still the same. You have a lot of traffic on Lincoln
8 Highway. The people who are running up and down Lincoln Highway, are not necessarily the
9 people who live in the core part of Olympia Fields. On the north end, you have Flossmoor and
10 you have Olympia Fields. You have an opportunity that is a little bit different. You are in
11 between I-57. You are relatively close to the Hospital. You are close to the train. You are close
12 to the things that are going east. If you go down Joe Orr Road, or if you go down Vollmer Road
13 going east, there is not too much happening in that direction. We have the potential to make that
14 strip from Brookdale to Kedzie as our "New Town Center." We could build a bunch of stuff in
15 that area up there from The Lakes of Olympia on the north side that borders Vollmer Road all the
16 way to just east of Brookdale. If we take the Residential piece out of the mix, and we are strictly
17 going after Commercial stuff, those are the two main Commercial areas. If something else
18 happens someplace else fine.
19

20 Administrator Mekarski stated that he was mentioning the condo site in the Town Center not
21 being interested in Residential. That becomes an ideal site to focus either destination
22 entertainment use and/or some kind of niche Hotel that would service the members of the
23 Olympia Fields Country Club, because you have a limited stay at the Country Club. There are
24 20-rooms and they are relatively small. There are not a lot of amenities. You have that ingress
25 and egress with the tunnel. You could support like a La Banque and have a restaurant and a niche
26 Hotel. It would serve members and others, business clients coming to the Village, but also you
27 have an instant market there. It is also a great place for a destination entertainment site. He never
28 thought the condominium idea was the highest and best use for that area. The condos itself right
29 now are relatively soft in the entire Chicago Metropolitan Area down south.
30

31 Commissioner Morris stated that taking what we just discussed, we have some meat on the
32 bones. We have some geographical specificity. We know exactly what we've done. We've
33 already got into the narrowing down of our approach. He would like to digress back for a
34 moment. He inquired of Village President Burke that he made mention that you have high-end
35 Retail and mid to low-end Retail. Can you expound on why you are thinking high and low versus
36 high across the entire landscape of Olympia Fields, if possible?
37

38 Village President Burke stated that people who live up north on the north side, let's say we had a
39 Whole Foods, a Mariano's, that area up there is bordered on Flossmoor. They would be more
40 likely to hit those places than somebody who lives right down the street and would be going to
41 ALDI's and those other places down there, Food 4 Less. From that standpoint alone, there are
42 people that maybe buying both. When he talked to Randy Conn, Randy Conn told him a couple
43 of days ago that he is concerned with what's happening with Wal-Mart. Wal-Mart is starting to
44 drive a different kind of clientele that he use to have in his store. He is starting to see a seedier
45 group of people coming in there. He is concerned about that. He stated us getting a Mariano's
46 down by Wal-Mart, that is not going to happen. Wal-Mart has dictated what we are going to
47 have at the south end. At the north end, you have a different group of potential clientele. We're

1 not influenced by having some higher end outlets at the north end. Those potential things that
2 would go at the north end will not go down there on Lincoln Highway. In his opinion, it just isn't
3 going to happen. You are trying to make something happen in an environment that our anchor
4 store down there is not going to contribute to that.

5
6 Village President Burke stated that he was just going to throw something out there. This is just
7 for argument sake. If you had something like a Golden Corral, they fill up. People line up to get
8 in one of those. He would not want to see a Golden Corral on the north side. He would like to see
9 fine dining on the north side. The kind of people that might go to the Golden Corral are the kind
10 of people that go to Wal-Mart.

11
12 Chairperson Britt-Johnson stated that she has gone to the Golden Corral. Village President Burke
13 stated that he goes there when he is in Arizona because the food is reasonably good. It is
14 reasonably priced. It's fast. Sometimes you have to deal with the wrong type of people. If you go
15 to the Red Lobster, it has a connotation that is totally different from going to a very exclusive
16 restaurant. The north side would be a Bone Fish Grill. Down there, a Golden Corral or a Red
17 Lobster would work fine. That's the distinction that he is driving at. That's the differentiation
18 that he is trying to make that is all.

19
20 Commissioner Morris stated that he is trying to wrap his arms around the need to have a
21 distinction. He is talking about this is Olympia Fields. Yes, we have some demographic deals.
22 He is looking at Olympia Fields as a whole, the brand. He is sitting here saying that he doesn't
23 want to go to the Golden Corral period if it is not lining up with the brand of Olympia Fields.

24
25 Chairperson Britt-Johnson stated that reality is part of what the community is going to have to
26 experience and hopefully, with this process one of the things that she thinks needs to happen is
27 there is a survey of the community, however that is conducted. There needs to be input. We need
28 to educate the community. The reality of it is as a business, the business is not only looking at
29 Olympia Fields, the business is looking at what is next to Olympia Fields. Unfortunately, for us
30 that corner is considered a low-income corner. You have Wal-Mart which is considered what it is
31 considered. Across the street from Wal-Mart we have Chicago Heights, with a Food 4 Less. You
32 have a White Castle. You have a vacant Ultra now. You have a vacant Walgreens. Then we have
33 our own vacant Plaza. We have Chicago Heights, Ford Heights, and Park Forest. That is
34 considered a low-income corner to a business. He or she, that business is not only looking at
35 Olympia Fields. It is looking at what is going on next to Olympia Fields. That's the issue. We
36 would love to have higher income businesses. The reality of it is, and the community is going to
37 have to be educated that is not going to happen at that location.

38
39 Commissioner Morris stated that he was looking at traffic patterns. He stated that 30 is a major
40 artery. His selling point, that is where it will begin. Do you realize how much traffic goes
41 through there going to 57, et cetera, et cetera? How do we begin to erase that connotation right in
42 that area, if possible? It's gold there. There is a ton of traffic. We are getting probably twice as
43 much traffic on 30 than we may get on Vollmer.

44
45 Mr. Edwards stated that when you drive down 30, people may know of Olympia Fields. They
46 don't know where it begins and ends, not when it comes to Route 30. Wal-Mart is a big-box
47 store in whatever community you put it in. In some communities, it may be off to the side like a

1 Lowe's. Lowe's is Home Depo. Wal-Mart is Wal-Mart. Does a high-end community even have a
2 Wal-Mart? Would they even want a Wal-Mart in the first place? So, to that point, that area over
3 there that has the McDonald's and it's empty, he didn't even know that was Olympia Fields. He
4 lives next to Olympia Fields. He comes to Olympia Fields every day. When you talk about
5 branding, it's easy to sell the north end of Olympia Fields. It is very easy to sell it. Vollmer is a
6 main thoroughfare as well. If he was putting together a pitch deck, if he was putting together a
7 media kit, what is his messaging for 30 and Western? What is he saying? If he is trying to get
8 businesses to come there, what is he telling them? He has to talk about the traffic. He has to talk
9 about the demographics as well. It depends upon who you are trying to have there. That may fit
10 your vision as an Economic Development Commission. But did it fit his? He doesn't know all of
11 the Village President's thoughts. He hasn't had a conversation with him about the south end of
12 Lincoln and Western because his vision for a destination does not equate to where Wal-Mart is.
13 There is nothing about a destination for that for somebody that is coming from the City and
14 wants to visit and say, "Do I want to live in one of these 15-subdivisions in the Village of
15 Olympia Fields?" They aren't going to go down there and say, "Oh, I really like the fact it has a
16 Wal-Mart." Whatever that pitch deck is, whatever that media kit is, whatever the message is, it
17 has to speak to the higher.

18
19 Village President Burke stated that there are two pieces to this that we are going to pitch. People
20 coming to Olympia Fields, what we want to pitch is the high-end part of it not where the Wal-
21 Mart is. The people going up and down Lincoln Highway, they are either going to South Chicago
22 Heights, or Ford Heights. They are going that way. They are trying to get to the expressway.
23 Those cars, what kind of stuff are they looking for? They are trying to get on the highway to go
24 to work. The people that are coming from the east are not the kind of people that live in Olympia
25 Fields.

26
27 Commissioner Lewis stated that our job as a Commission is to optimize our Commercial
28 capabilities. The point that has been made is we have to take all of this into account. We want the
29 Outside Consultant to come and help us maximize the value. Given what we are, and given what
30 we have, how can we get the maximum value out of this resource and still fit in with the
31 Mission, the Vision, and the Plan for our community?

32
33 Administrator Mekarski stated but why precast any area. Let's take the approach that
34 Chairperson Britt-Johnson first gave out of the highest and best use. Get someone who is
35 knowledgeable about the Market Analysis to see what the highest and best use is. He stated that
36 Cicero is not a very attractive corridor. The old Plaza where Oak Forest is use to be a rundown
37 Shopping Center. Look at that today. They put a Cooper's Hawk. They put a Mariano's. All of
38 that has spawn all kinds of new higher end development. Totally radical on north and south of
39 what was on Cicero. You know what Cicero is like in that area from modular homes to closed
40 down shops, to old shops from the '50s. Let the market person say it is marginal. Let's shoot for
41 the sky. Maybe he is an idealist.

42
43 Village President Burke stated that he is going to violently disagree. You are leaving one piece
44 out. Cicero has got Midway Airport. Midway Airport has a whole bunch of people trying to get
45 to that airport. They are either going or coming back getting off a plane. He can't tell you how
46 many times he has got on a plane and he is coming back from someplace and he is starving. He
47 will stop at a restaurant to get something. On the way to the airport he will grab something. He

1 will eat in one of those places, whether it is Portillo's, he doesn't care who it is that is there. His
2 big issue with the south side of Olympia Fields is that the traffic that is running up and down in
3 that area are not the kind of people who live in Olympia Fields. Back to what Commissioner
4 Morris stated, the people in Olympia Fields have been led to believe, and believe on their own
5 because those of us who have lived here for a long time, they remember when you go down on
6 Lincoln Highway and you drive down the street you could find anything you ever wanted. That
7 doesn't exist anymore. All of that has been taken away. Now that it is gone and we have been
8 struggling for 15, 20-years to kind of get this back, he doesn't mean to be a pessimist about it,
9 but spending a lot of energy trying to say that is going to be our high-end corridor that's spinning
10 our wheels.

11
12 Administrator Mekarski stated that he isn't saying our high-end corridor. Village President
13 Burke stated if you start talking about the demographics on the north side of town, and the
14 people who live in the Village of Olympia Fields, anybody coming from Chicago, do they get off
15 at Lincoln Highway, or do they get off at Vollmer Road? They get off at Vollmer Road first.
16 They are going to go down Vollmer Road for the most part, and turn and go where they have to
17 go either on the east side or the west side of the tracks. He inquired of Chairperson Britt-Johnson
18 since she lives on the south end, whether or not she gets off at Lincoln Highway or Vollmer
19 Road.

20
21 Chairperson Britt-Johnson stated that she gets off at Vollmer only because she doesn't want to
22 go through the lights. Village President Burke stated that he thinks that there is more Olympia
23 Fields traffic that gets off at Vollmer Road. He is amazed since he has been Mayor coming over
24 here. He is here sometimes from 9 o'clock until 5 o'clock. Around 3:30, 4 o'clock, you cannot
25 get down Vollmer Road. Sometimes he has to drive up to Kedzie and take Kedzie all the way
26 back to Flossmoor Road, and then go over and then come back. Chairperson Britt-Johnson stated
27 that she likes it because she doesn't have to stop. Village President Burke stated that you don't
28 have to stop when it is not rush hour. When it is rush hour time, you can't get up and down
29 Vollmer Road.

30
31 Administrator Mekarski stated that traffic counts do speak to the market though. On Vollmer
32 Road, you have 20,000 to 22,000 average daily trips a day. On Lincoln and Western you have
33 42,000 to 60,000 trips a day. Village President Burke stated that the people in that traffic aren't
34 the people who have any money to buy anything. Commissioner Lewis stated that it is also
35 Commercial traffic because trucks can't go on Vollmer. All the Commercial traffic will be on
36 Route 30 and up the count.

37
38 Chairperson Britt-Johnson stated that she doesn't want to stay here until 11 o'clock tonight. She
39 wants us to make some decisions moving forward on this one.

40
41 Commissioner Morris stated that he likes what he just heard in terms of we have identified two
42 areas. He just lost his thought, but it will come back.

43
44 Chairperson Britt-Johnson stated so we know we want to include a Mission and Vision
45 Statement somewhere in this document. We narrowed down two areas that we want to focus on.
46 She is still stuck on this page, the "Background" Page. What are we asking them to do? She

1 wants to clarify all of that. Then she would like for us to get into the Components. She wants to
2 make sure that we get into the Components of it.

3

4 Commissioner Lewis stated that he mentioned earlier that the order should be reversed. He
5 doesn't know if that is something that you want to talk about now. Commissioner Chandler
6 stated that he agrees with that. Commissioner Morris stated that normally it's a Village
7 introduction. He stated to answer your question, he thought that what might be included in the
8 Background was what was raised earlier in terms of a Vision or a Mission Statement to be
9 included in that.

10

11 Commissioner Chandler stated that he agrees with a lot of the stuff that Village President Burke
12 said about the traffic, and the north side and the south side. He always thought that the Jewel
13 Plaza should be a place that every man that wants to be in business can go to and open a shop. It
14 has been mentioned before that if somebody wants to open up a place, or they want to open a
15 construction office, they should be able to have that space there that anybody can go to. If they
16 are going to have a door or a window shop, or something like that, because that is who is going
17 to be buying there. He never thought that Mariano's would ever go there in the first place. They
18 have to fix up the parking lot and paint the buildings, bring it up to Code, and put a "For Rent"
19 sign on there and get some people in there. Those folks that are driving past there at 40-miles an
20 hour are going to stop and pull in there because they can pull in. There is a parking lot that
21 people can pull into. The stores down the street, when you pull in there, you are pulling in right
22 off of the expressway, and you have to pull right out. It's hard to pull into just the Wendy's.

23

24 Village President Burke stated up there where the Giordano's Pizza Place is, that's the hardest
25 place in the world to find a place to park, trying to get into any of those little restaurants up there.
26 He doesn't go over there just because he can't park. That's what Commissioner Chandler is
27 talking about. Commissioner Chandler stated put a sign up there, "Spaces for Rent," and give it a
28 face-lift. Look what those owners did on the Joe Orr Plaza where the other grocery store is at in
29 Chicago Heights. They gave that whole place a face-lift. Village President Burke stated Country
30 Squire. Commissioner Chandler stated that they gave it a face-lift. It looks good. They didn't
31 change it all around, and tear it down, and do all this other stuff, and they filled it up with stores.
32 They have a Chinese Restaurant. There are all kinds of stuff there. The businesses will find the
33 spot because they are going to go where the traffic is. Right now, the place looks bad and it
34 needs some upgrading. That has always been his thought about that corner. You are right with
35 going along Vollmer Road too. That's the north side. That's where all the more upscale traffic is
36 at.

37

38 Chairperson Britt-Johnson stated that, "The Village is seeking a comprehensive understanding of
39 highest and best uses, the future market potential, and feasibility for office? Hospitality?
40 Entertainment uses? Is that what we want?"

41

42 Village President Burke stated let him say something about "Office." It's a question,
43 Administrator Mekarski, "What revenue do we get out of an office?"

44

45 Administrator Mekarski stated that the only revenue you get is the proportionate amount of
46 property tax that the overall building is collecting, which is going to be 11% of whatever that

1 property tax is assessed on that building. It doesn't really yield a lot of value to move the
2 compass for a revenue perspective for the Village.

3
4 Village President Burke stated that he looks at an Office Park like that as a rental place. We are
5 not making any money off of that one. It may be better to relocate, or knock down those
6 buildings and put something that is going to drive some Commercial and Retail. Rental does not
7 add revenue and that is one of the reasons why we are doing this. Take the office off of it. He
8 stated whoever owns those places, he can't understand that. If he owned that stuff up there he
9 would have a full court press on trying to figure out, him being the one paying the taxes on the
10 building, how does he get stuff in. That's not the Village's responsibility to try to go and market
11 a rental in those places. They are going to pay us the taxes anyway. If you fill it with somebody
12 who is paying Retail Taxes, then that would make a difference. If it is just going to be some
13 office space, if you tell me that there is a way we are going to get some office space money,
14 that's part of the tactical thing. Why are you doing that? If he is going to get some money out of
15 it that is above and beyond the property tax, then yes, we need to go do something. But if it is
16 just going to be he is helping the guy who owns that place, he has to pay the taxes whether it is
17 full or not.

18
19 Administrator Mekarski stated that would be a great site for some high-tech industries, Micro
20 Breweries. We can take 144-strands of fiberoptic cable that we brought from downtown
21 Chicago. We paid \$6,000,000.00 from the Stimulus Bill. It's right at SouthCom. He stated for
22 \$350,000.00 bring it to Governors Office Park and to the Medical Campus. The Medical Campus
23 will pay for it. He stated get it to the Hospital and then extend it to the Office Park. Once you
24 have that, you could put an MRI Imaging Center that serves the Hospital that needs high,
25 broadband capacity for a Call Center, or a high-tech industry. Right now, the office market all
26 around the Chicagoland area is very soft. Prior to the recession, we had 97% occupancy. Now,
27 we have about 35% occupancy. (Somebody was speaking without a microphone). Administrator
28 Mekarski stated that he is saying to convert it from office to high-tech centers. You are going to
29 get good property tax from them. You are not going to get the kind of soft revenue that you are
30 going to get from the office market.

31
32 Village President Burke stated you asked the question about should office be there. He believes
33 in the free market. The person who owns those buildings, they should be having their own
34 Marketing Plan to try to figure out how to go do that. Our marketing, yes, he wants to have a
35 high-tech corridor. His vision of this whole thing is that the people who own those places they
36 should be driving that. We are going to get the Real Estate Taxes anyway. We are going to spend
37 our money on something which goes back to one of the original questions, spending money on
38 something that is going to drive Retail Revenue.

39
40 Chairperson Britt-Johnson stated okay. Let's get down to those Components. Village President
41 Burke stated that he thought that was one of the Components. Chairperson Britt-Johnson stated,
42 "The Components of the report to include:" Let's narrow that down since we are narrowing
43 down our scope.

44
45 Commissioner Morris stated that the first Component is "Economic & Demographic Profile."
46 Can we just take a minute to expound on what that means to the group? "Economic &
47 Demographic Profile of the Village of Olympia Fields," what exactly are we saying?

1 Administrator Mekarski stated that he would think it's your average household income in your
2 market area, your median housing price, your college attainment. You could do psychographics
3 in our clientele because of our education, our home values, and our employment dollars. There
4 are certain products that you can do from a psychographic to identify the niche markets. It's the
5 character of the market area. You can't just look at Olympia Fields. You have to look at the trade
6 area whether it's a five-mile radius, a 10-mile radius. The Hotel will probably be a 20-mile
7 radius. A small use in the Shopping Center or a food store might only be a 10-mile radius. Wal-
8 Mart is typically like a six-mile radius.

9
10 Commissioner Morris stated that he knows that Chairperson Britt-Johnson was talking about
11 trying to narrow this list down. Is that pertinent too? Chairperson Britt-Johnson stated that she
12 thinks so. Commissioner Morris stated that he just wanted to hear what you guys think. He stated
13 that buying habits would probably fall in there when you start talking about psychoanalysis on
14 that piece as well.

15
16 Administrator Mekarski stated there's like 20 different Components in the psychoanalysis of
17 your buying profile. You might be single, or a double working family. Each of those
18 Components has different shopping habits, buying habits. It's really important if you are going to
19 be marketing Mercedes Benz or VW's.

20
21 Village President Burke inquired of Mr. Edwards, you as a person who would be answering this,
22 wouldn't that be might of what you would do in order for you to figure out what you need to do
23 without spelling that out. Whoever is going to go do this, their response to him, he doesn't see
24 how they could go do any of this other stuff without doing that.

25
26 Mr. Edwards stated that you have to know who your audience is at the end of the day. That's one
27 of the most primary things that you could put in this list. Village President Burke stated so you
28 think that it needs to be spelled out. Mr. Edwards stated that even if this wasn't on here and he
29 was presenting a pitch deck, that would be the first thing on one of his first pages when he got
30 into it is, who is the audience? If you are talking about economic development and we are talking
31 about branding, he has to know who he is talking to. He has to know what the economic area is
32 in terms of what the business opportunities are, and what peoples' financial situations are in
33 terms of the community. That being said, since he knows this is Olympia Fields and he knows
34 Chicago Heights is next door to it, he has to include that too. He stated that as we may be seeing
35 a negative of Chicago Heights, we have to acknowledge that there is a positive of Flossmoor
36 being next to it as well. That would not have to be spelled out to your point, not to him.

37
38 Village President Burke stated that his only point, if we are trying to reduce this list, that item
39 right there, he doesn't see how anybody could go and do this without doing that.

40
41 Chairperson Britt-Johnson stated that we are reducing the list as to what we are asking them to
42 do, but she doesn't understand the issue of that. Village President Burke stated the only issue is
43 going back to something that Administrator Mekarski stated earlier, "How big is the scope?"
44 Village President Burke stated that he did a lot of RFP's in 40-years. He is going to say, "How
45 much am I going to spend on trying to answer all of these issues?" If he has to spend a certain
46 amount of time putting down the obvious, he is going to charge you for it. That's all. There's no
47 way you can do this without doing that item. That's why you put it first. You want to make sure

1 that they zero in on that. He is okay with it. He was just trying to react to it. He thought we were
2 trying to reduce this. Some stuff is intuitively obvious to the most casual observer. He stated to
3 him you have to do that. We can leave it.
4

5 Commissioner Morris stated that the next one is “Restaurant and Retail Market Analysis.” He
6 believes that we have a consensus that that has to stay there and we have to dig deep into that.
7 “Office Market Analysis,” we’ve had an extensive discussion on that as it relates to removing
8 that off of this list. Administrator Mekarski stated for now. Commissioner Morris stated that he
9 likes this “Hotel Market Analysis.” He would be curious to find out what that data returns
10 because he made the comment earlier about social media. This is specific. This is what he is
11 asking a Consultant to do. Our vision is to have a five-star, or high-end Hotel in the Village. He
12 thinks that those are clear, specific, and something that a Consultant can chew on.
13

14 Commissioner Lewis stated that the only thing that he would say is, if we are forcing an outcome
15 before we get the Analysis, then we are basically spending money unwisely. If we say we want a
16 40-story Hotel in the Village of Olympia Fields before we get the Analysis done, and the
17 Analysis says you can’t even justify it, that’s the trade-off. We have to make sure that we are
18 very clear not to force an outcome. As the Village President said, the Consultant can come back
19 and say whatever he wants. We want the benefit of their thinking and their Analysis so we can
20 then make the right choices. He doesn’t want to presuppose an outcome.
21

22 Commissioner Morris stated that by no means was his intent. A Consultant is going to ask you,
23 “What is it that you are looking for?” That’s part of the vision. He would expect that Consultant
24 to come back and reel him into reality. He just defines what he thinks is a need. They could have
25 some additional Analysis. He is thinking that is the desire. That is what he would like. He
26 expects that a Consultant would reel him in and say, “Yes, this is doable data. The Analysis
27 supports it,” or, “You know what, I would not suggest it because A, B, C, D, E, and F, all the
28 data goes against the grain.” When we start looking at Olympia Fields, we have those three
29 pillars. We talked about the golf course. He doesn’t know why we have the golf course here and
30 we have visitors staying somewhere else. That’s a big opportunity. Granted we don’t have the
31 accommodations. He thinks that’s gold. We talked about our vision for the Hospital. He just
32 thinks that’s a marriage. That’s why he is saying that he thinks a Hotel will be great. Let the
33 Consultant come back and say, “Bring me in.” Does that make sense? Does Administrator
34 Mekarski support it?
35

36 Mr. Edwards wanted to ask Commissioner Morris a question as it relates to the channel of social
37 media. Mr. Edwards stated that this is the second time that you mentioned social media. In what
38 regard are you trying to utilize that particular channel of communication? Commissioner Morris
39 stated that he is not so much pushing it, but social media was a topic that popped up in one of our
40 discussions at some point. He is just using that as an example of specificity. He is saying, “a
41 Hotel.” He can’t get any more specific than that. Will a Hotel based on data, be warranted here in
42 Olympia Fields? He would be willing to pay someone to give him some good data on that.
43

44 Mr. Edwards stated that being in the Meeting with you guys he understands some background
45 now. Now that we narrowed down north and south, and you are talking about a Hotel. You are
46 talking about a great golf course, a great, beautiful community. Now, where’s the value? Right?
47 So, if you came back with an Analysis saying, “What’s missing?” If he hadn’t been in this

1 Meeting, he would say, we have a great golf course. We have a great Hospital. But what's
2 missing? There's beautiful homes in Olympia Fields. He would say in his Analysis where do the
3 people who are just getting out of grad school, the younger people who are in their early 30s,
4 who cannot afford a \$300,000.00 home. What if there were no homes even available in Olympia
5 Fields? Well, not everybody can afford a \$400,000.00 house. So, you are telling him, Olympia
6 Fields Economic Development Team, that people who make \$150,000.00 a year shouldn't live in
7 Olympia Fields? I'm a first-year Intern. I work at the Hospital. I don't make \$200,000.00 a year.
8 Can I not live in Olympia Fields? Is that what you are telling me? Mr. Edwards stated that he
9 would come back to you in his Analysis and say, "Here's the deal. We do need a Town Center,
10 but we do need a place for people to live who are going to be working in Olympia Fields who
11 cannot afford a \$300,000.00 home. What are you going to do about that because you are ignoring
12 it? You are ignoring an opportunity."

13
14 Commissioner Lewis stated that he wants to make sure that we narrow the focus to Commercial
15 activity. If you start broadening the scope, the questions that you asked and the outcome you
16 desire is why he would like for the Consultant to come back from a Commercial perspective,
17 given the fact that you have this, and this, and this. These are kind of sustainable to support
18 businesses that should be located in this community to sustain our Commercial Revenue growth.
19 Then we can go back into the other piece. We are the Economic Development Commission. Let
20 us stay focused on economic development as it relates to Commercial opportunities. (Somebody
21 was speaking without a microphone).

22
23 Chairperson Britt-Johnson stated that she thinks it is a mistake, but she understands we are
24 narrowing what we are doing. Hopefully, part of the results that we will get back we'll be able to
25 identify targets that will attract that market. We ultimately want to attract that market. If the
26 entertainment comes, and whatever those destination opportunities are, hopefully we will attract
27 that particular market that we need to attract as we continue to age. One point she wants to make
28 because we keep dancing around this is Commissioner Morris keeps going there. She just wants
29 to make sure, and she will tell you as a Consultant or as an Entrepreneur, if you tell her
30 specifically this is what you want, guess what she is going to do? She is going to create her
31 Proposal and she is going to give you her specific results because that's what you told me you
32 wanted, versus her expanding. If you give a General Contractor a Budget, you tell that person
33 that you only have so much to spend, they are going to narrow that number to fit that Budget so
34 they can get that job, and answer, and respond specifically to what you want.

35
36 Commissioner Morris stated that he agrees somewhat with that. He has to have a vision. That's
37 what he is trying to tell this Consultant. He has to get into creativity. Let's use the Hotel for
38 example. We are sitting here saying that we think a Hotel may complement the community.
39 Based on what we think is going to happen with this Hospital, and based on what we already
40 have here, we think that would be a fantastic marriage. That's what we think. What he is paying
41 a Consultant to do is to validate my thinking. Does that really make sense? He doesn't want to
42 force it. He is just sharing what we think may add value to the community. He stated to follow
43 your suggestion, he doesn't know how professional that Consultant is. A good Consultant should
44 tell you the real facts and not just tell you what you want to hear.

45
46 Commissioner Lewis inquired whether or not a vision would take care of that. If you gave a
47 Consultant your vision as to what you want to accomplish, a Hotel should shake out of that

1 Analysis. His own personal advice is like Chairperson Britt-Johnson had stated, if you say, “I
2 really think we should have a Hotel,” which he actually does think we should have a Hotel, but
3 he doesn’t want to tell him that. He wants him to come back and say, “Our Analysis says, that
4 what you need based on your Demographic Profile to sustain Commercial activity is, this
5 including a Hotel.” But he doesn’t want to tell him in advance.

6

7 Commissioner Morris stated that he doesn’t know that a Consultant will come back and
8 recommend a Hotel.

9

10 Village President Burke stated a couple of things: 1. He talked to Hilton, Marriott, and Best
11 Western. They have a certain box that a Hotel fits in. It is anywhere from \$65.00 to \$95.00 a
12 room. You multiply that times the number of rooms. Say 100-rooms, this is what you are going
13 to get. So, you know what the price is. They already have a model that they will crank through.
14 They will tell you where a good fit is. If we say the vision is this, he believes what you are
15 saying will happen. On the other hand, there are some other pieces that they have to understand.
16 That is: Do I want to be in competition with Matteson, Chicago Heights, Park Forest, and some
17 of these other places for the kinds of businesses that they are going after? And because they
18 don’t have the other things that we have as anchors, they aren’t going to be thinking about doing
19 this Hotel because they are going to do the traditional stuff. From his perspective, he is looking
20 at and saying that he doesn’t want to fight for those crumbs over there. He doesn’t want to give
21 away his TIF money to get something like that. He wants to go and do something that is a little
22 bit different. And oh, by the way, think outside of the box. The guys who are going to do this, his
23 gut feeling if you don’t give them a little bit of a nudge in a certain way, it may be just a vision,
24 they won’t even come back with a Hotel because that’s not something that they typically will
25 come back with. They are going to say, “Why would you want to put a Hotel in a town?” There
26 are some other reasons. If you go to Vernon Hills and a whole bunch of other places where they
27 have Cancer Centers of America, there are two or three Hotels. They are full all the time because
28 people come in there to get treatments and they fill them up with their families. Once they fill
29 them up with their families, they are there. They go out and buy stuff at the Outlet Malls that are
30 around. The go out and eat at the restaurants. So, you create a whole new market altogether that
31 may not exist. The Vision Statement about where we think we want to go is fine. The people
32 who do the Hotel Industry, they already have a model of what they expect. There are people who
33 are entrepreneurs who look for something that is different that is going to give them a disruptive
34 opportunity. He can see both sides of this. He thinks that one of the ways that you fix it is by
35 telling them what your vision is and what we think we have that would create something. A
36 Hotel is potentially something that we can do.

37

38 Village President Burke stated that the other good thing about the Hotel, the taxes on that kind of
39 service is greater than the taxes when you go buy something. You can also get rental cars. If
40 somebody comes down here on the train or something like that, and they want to go, you have a
41 Hospitality Tax which is going to be 2% or 3% higher. While they are here, there are other things
42 that they may be able to go and do. He is okay with kind of pushing them in a certain direction
43 by a vision maybe. He would agree with you that they ought to tell us. Once they understand
44 what we are thinking about, they will do it. If you go to Marriott they tell you exactly how much
45 they need to have that happen.

46

1 Commissioner Lewis stated that he would be shocked if we had a Consultant worth his beans and
2 you gave him a demographic and you tell him we have Franciscan Healthcare Systems, which is
3 consolidating in our Village with overnight stays. You shouldn't have to say, "Hotel." It should
4 come out of their work.

5
6 Village President Burke stated who would ever think that they would put that Hotel where it is
7 right now in Homewood. But this is outside of the box. If we bring to the table some outside of
8 the box thinking then we are not competing with these other people to get the crumbs that they
9 are fighting. Everybody is getting pimped by these people trying to get our tax money. If we
10 have something that nobody has thought about, all you have to do is look at Tesla Stock. It is
11 \$380.00 and they have not sold anything.

12
13 Administrator Mekarski stated that a typical Market Analysis may not really understand the full
14 potential of the venues, the amount of people going in and out for Tournaments and golf outings,
15 and corporate weekends going out of the country a lot. He met a woman in Bizios. She was here
16 for an out-of-state wedding being held at a big event at the Country Club. She said, "It's a
17 beautiful club. It's really weird being there after 10 o'clock. It's like a Ghost Town because the
18 whole Country Club closes down. There's no place to go. You can walk outside but that is it."
19 She stated that you really need a high-end Hotel. If they get an understanding of the literally
20 thousands of people and opportunities coming out of the Country Club, they will see that an
21 Executive Suites or something right in the Town Center is ideal. You have an instant market.
22 You don't have to worry about the traffic on Vollmer Road or Lincoln Highway. (Somebody was
23 speaking without a microphone). Administrator Mekarski stated that you made a point that he
24 thought was really good. If we continue to limit the scope since we have a limited Budget, and
25 limited time, but you made a really good point, if we force the Consultants to add a Component
26 to identify missed opportunities, recommendations for future Analysis, next step. We are going
27 to push the Consultant to think outside of the box and go beyond their Scope of Services, and
28 say, "Hey, you guys didn't think about A, B, and C. We are recommending you do that for Phase
29 2." They may spend their own capital on that because what is it going to do? Maybe open the
30 door to get another contract. He likes what you said, "Missed Opportunities." We might not like
31 to hear anything about Residential. It might be some kind of market opportunity and we might be
32 able to work it. We have been hearing the same thing from the Hospital in terms of where are the
33 Medical Residents staying.

34
35 Village President Burke stated someone who makes \$100,000.00 to buy a \$300,000.00 house in
36 this Village and they are everywhere. Mr. Edwards stated that he must disagree with that. It isn't
37 to say that he doesn't understand your point. A savvy home buyer would do the research just like
38 a Consultant would do the research on this. They could say, "Yeah, I like a house. I can put some
39 money into it. But can I afford the taxes?" He stated taxes don't change. At the end of the day,
40 you are right. You can have a surplus and have a block full of empty houses. But if that new
41 couple has their life savings and they want to live in this beautiful community called "Olympia
42 Fields," if they run into a water problem bill you've just ruined their perception of Olympia
43 Fields forever. If you run into a tax bill, they won't recommend anybody who has a really great
44 salary and looking to come to a really beautiful community. You need their experience because
45 we are building a brand. You only have one opportunity to create it. As much as he does agree
46 with you, he disagrees with you.

47

1 Village President Burke inquired whether or not Teska has already done some Market Research
2 for the Village. Administrator Mekarski stated that the Retail Assessment Study was done by
3 UIC, Teska, BDI, and a Regional Market Firm. They did an overall Marketing Analysis of the
4 Village. They keyed on the Town Center area. A lot of that was recently done. It's beyond the
5 actual Report. There are numerous two or three-inch Appendixes.

6
7 Commissioner Morris inquired of Administrator Mekarski whether or not Teska was on payroll,
8 or contract. Administrator Mekarski stated no. They were identified by previous Boards as the
9 Consultant/Professional Planner. All of that is being evaluated right now. Commissioner Morris
10 inquired of Administrator Mekarski whether or not it is project by project, or is there an existing
11 contract as things are being revised.

12
13 Village President Burke stated that there is no contract with anybody. Commissioner Morris
14 stated that he was saying that if we still had some life on whatever we've done prior, why
15 couldn't we get them to begin that Hotel Market Research for us to find out what the data is
16 suggesting? That's why he raised that. We are going in a different direction here. But if we still
17 have some time with anything left, why not have them work on the Feasibility Study? Village
18 President Burke stated that he wasn't going to make any comment on that right now.

19
20 Chairperson Britt-Johnson stated that it is 8:45. We are not getting to the Website today. Are we
21 keeping Hotel Analysis as a Component? Yes or no? Commissioner Morris stated yes. (The
22 consensus of the group is yes). Chairperson Britt-Johnson stated "Entertainment Group
23 Analysis." (The consensus of the group is yes). Chairperson Britt-Johnson stated "Commerce,
24 Call Centers and Tech Industries." She inquired no? Administrator Mekarski stated that he thinks
25 about the conversion of the Office Park and our Medical Campus. There are high-tech ancillary
26 uses that the Hospital would need, like the MRI Processing. They need cheaper, inexpensive,
27 high broadband. A lot of times redundant broadband. We can bring them the entire 144-strands.
28 We can dedicate one or two-strands and have redundant strands. If they are doing knee surgery
29 and they are consulting with a doctor in South Africa, they don't have to worry about
30 interruption. Chairperson Britt-Johnson stated but those aren't the two corridors that we are
31 talking about. That's not Lincoln Highway and it is not necessarily Vollmer. Administrator
32 Mekarski stated that it is dipping into Vollmer. A part of Vollmer is taking down two of the
33 Office Buildings. It's all part of Governors Office Park. It is obviously tied to that economic
34 engine where \$132,000,000.00 is going on. Chairperson Britt-Johnson stated that she thinks we
35 are focusing strictly on Commercial Use, not Office Use. Administrator Mekarski stated that it
36 could be a future Study. Chairperson Britt-Johnson stated maybe.

37
38 Chairperson Britt-Johnson stated that we need to rework this a little bit. She wants to talk about
39 timelines. The timelines are important. Administrator Mekarski inquired whether or not we are
40 killing the Medical and Ancillary Uses? Chairperson Britt-Johnson stated yes. She stated that we
41 need to talk about realistic timelines.

42
43 Mr. Edwards inquired getting RFP's back in hand, is that what you are talking about?
44 Chairperson Britt-Johnson stated yes. Administrator Mekarski inquired how much time will the
45 Analysis take? How much time will it take to get the RFP back? What kind of process do we
46 need to evaluate it in terms of this group doing interviews?

47

1 Mr. Edwards stated that he can't speak on getting the Analysis back because you have to dig into
2 that. It's not apples to apples. You've got some stuff in here that really could take some work. A
3 Hotel, that's work. In terms of the process itself, if you are doing an RFP for a request for
4 information that is pretty quick. An RFP, you can give it literally 60-days. That's long frankly.
5 He has seen some that require 30-days. It depends upon how robust they are. He stated no
6 disrespect, but he has seen some where things were written a little clearer than this. He has seen
7 them a lot longer than this too. The cause of action in terms of what you want them to give you
8 back, it could be formatted a little more clearly, and even a little bit more linearly. He would say
9 60-days, a couple of months in terms of getting RFP replies back. He doesn't know if that fits
10 any kind of prior timetable that you guys may have in mind.

11
12 Commissioner Lewis stated that his concern is that he doesn't want to get junk. He stated that if
13 30-days will give us quality, then we start with 30. If you think it needs to be 45 or 60 in order to
14 get something that is going to be meaningful. Mr. Edwards stated that his concern is the Analysis
15 part. He stated that Administrator Mekarski was talking about psychographics and things like
16 that. He comes from the whole notion of less is more. He doesn't need to see a dissertation on
17 things. Get him what he wants, and either you hit it or you didn't hit it. He has to ask himself, did
18 we actually communicate it properly so they can give us what we want back? He stated that more
19 words don't mean better. That being said, 45-days. As an RFP person to fill one out, he would
20 know what all the work is. He either qualifies or he doesn't. You are going to have to give them
21 the points for it. How many points for this? How many points for that? RFP's are judged upon
22 points. Each particular aspect you want back from them has a certain weight. That's how you
23 determine who wins the RFP. Village President Burke stated that he doesn't know about that.
24 Mr. Edwards stated that he is only giving you his background on it. He is not saying that his
25 background is all RFP's. He has had people send him RFP's working for other companies. And
26 he has had to reply to RFP's. A Marketing RFP, or a creative RFP, always told you what you are
27 being judged on based upon what they are asking you for. He has not seen it done any different
28 than that. That's his two-cents.

29
30 Administrator Mekarski inquired how long would the Analysis actually take? Should we
31 eliminate this whole paragraph and let them give us a recommendation? We are saying that we
32 need preliminary data by X month. He's not sure if that is reasonable because this could take a
33 number of months to crank it out. plus, public participation. That's going to be a key component.
34 (Somebody was speaking without a microphone).

35
36 Commissioner Morris stated that he would say 60-days and that would be for the whole shebang
37 in terms of what we have here. Administrator Mekarski inquired whether or not that would be
38 with or without surveys, or key stakeholder involvement, or public participation.

39
40 Chairperson Britt-Johnson stated that in her mind, she was thinking that it depends on how
41 aggressive the group is, and how busy whoever it is that is responding is. They can look at their
42 own workload and determine if they can meet an aggressive timeline. Yes, she is thinking about
43 surveys. Yes, she is thinking about stakeholder involvement. They are doing things
44 simultaneously in her mind. It just depends on how aggressive that particular team is, and if they
45 have the timeline and the workload capacity to move it quicker than a four-month kind of
46 process.

47

1 Administrator Mekarski stated that the minute we integrate Commission review, key stakeholder
2 review, public surveys, public involvement, Workshops, that's going to add 60 to 180-days just
3 because of the way the public process is.

4
5 Village President Burke stated that he is impatient. And him being impatient about this, he has
6 this thing about doing a whole bunch of Studies that just become a Study and we don't get
7 results. Without him saying to get it done in 30-days, he would like to have something that we
8 can operate on in 60-days. Anything out further than 60-days to do some of this just seems like
9 this is more important than what the real objective is. The real objective is to get started doing
10 something. (Somebody was speaking without a microphone). Village President Burke stated to
11 let him put it another way. He stated that \$30,000.00 is not six-months' worth of work. If you say
12 that you are going to give somebody six-months to do something, you are going to get some
13 garbage back for \$30,000.00.

14
15 Administrator Mekarski stated that the scope might be too big for \$30,000.00. Village President
16 Burke stated that his point is we want to go and get something done. A \$30,000.00 Budget when
17 you start talking about doing a whole lot of stuff, and telling somebody they have six-months,
18 nobody in the world is going to do that. That's just like working for the minimum wage that we
19 talked about \$8.25. Consultants that are worth their salt are not going to go through a six-month
20 project for \$30,000.00. That's just not going to happen. He is just saying that if you came to him,
21 and he has done consulting stuff all of his life, and he went through and answered this Proposal,
22 and you kind of told him that you want him to do all of these things and give him six-months, he
23 would say, "What's the Budget?" We don't say anything about money in here. How much would
24 it be? If you tell them six-months, somebody is going to come back and this is going to be
25 \$250,000.00.

26
27 Administrator Mekarski stated that the reason he brought that up is because we need to identify
28 for the Consultant because he is going to do an RFP, what public involvement we want. He
29 stated because public involvement takes both time and money. Village President Burke inquired
30 what do you mean by public? Do you mean the people who live here? Administrator Mekarski
31 stated that it could be key stakeholders. It could be a survey of the residents. It could be
32 Commission involvement. It could be involvement of the Board of Trustees. Is this just going to
33 be a pure Analysis between the Consultant and a small community? That's not going to be time
34 consuming. It's not going to be costly. If you start doing resident-wide surveys, or focus groups
35 with key stakeholders it will be really costly. Village President Burke stated that it will never get
36 done. Administrator Mekarski stated that all he is trying to get on the table is, what kind of
37 public involvement do we want?

38
39 Commissioner Lewis stated that his view is it is always going to be the former not the latter. We
40 are the Economic Development Commission charged by the Village President to come back to
41 the Board of Trustees with recommendations and suggestions because we can't execute
42 independently. He never envisioned in his mind, a whole bunch of outside conversation. That
43 just slows the process down.

44
45 Administrator Mekarski stated that Chairperson Britt-Johnson stated in the Needs Analysis we
46 are going to survey the residents to identify what their needs and expectations for these two areas
47 are.

1 Commissioner Lewis stated that he thinks that those are important elements to have. First, we
2 need to make sure that we get the basic fundamental plan put together that works, and then we
3 can make sure that we backfill some of the other stuff as we go forward.
4

5 Administrator Mekarski stated that he is with you. All he is saying is we should identify that in
6 the RFP. Otherwise, it's going to balloon both in time and money.
7

8 Commissioner Morris stated that funding was a Component that he put in in what he is going to
9 hand out to you guys. He is thinking that Consultants will get anywhere from \$100.00 to \$175.00
10 an hour on average. Mr. Edwards stated absolutely \$100.00. Commissioner Morris stated that if
11 we look at this list of Components, what's your thought? Does it make sense? This is how he
12 spends money in some regards. So, he knows if he has a bigger project going on, he is going to
13 put this RFP out there to try to get a feel for what's out there and who can help him. He is just
14 using the Hotel as an example. He doesn't know what priority we want. If we put out an RFP for
15 the Hotel Analysis, it would be a project-based RFP. It gives him an opportunity to evaluate the
16 Consultant before he gives him another slice of the pie. What's your thought on why do we want
17 to give this Consultant the whole pie? Let's test him. He is going to come. They are going to give
18 us some stuff on paper. We aren't going to know how they are going to perform. Let's give them
19 a slice of pie and see how they perform on that. He doesn't know the pros and cons in terms of
20 dollars. He is sitting here saying that he is just not going to give you the whole pie. He will give
21 you a slice and see how you perform. Let me see what your timelines look like. Let me see what
22 the quality of your work looks like. And then let's develop a relationship and based on all of that,
23 he will give you some other stuff.
24

25 Mr. Edwards stated here is the interesting aspect of that. Let's just say if the \$30,000.00 was the
26 whole pie, let's just say for conversation, and you are saying a Hotel Analysis. The problem that
27 you run into is when you give a Consultant part of a job, you are evaluating them and they are
28 evaluating you. So now you run down the road and you may find somebody that you like and
29 that you may have chemistry with or not. They may like your process or not. You may be a
30 micro manager or not. You won't allow them to do what they do. At the end of the day, if you
31 are trusting them, they are the subject matter expert. You are not. It's a relationship that you are
32 building. You may be a client that doesn't communicate your ideas well. So, he needs to keep
33 digging and spending time with you, and get down to what is it exactly that you are saying you
34 want. Because he has given you everything that he surmised based upon what you asked him to
35 do, and it's a little off. So, he needs to have a discussion with you now. He stated that to him he
36 is telling you what he read and what he did. He told you the process. He is giving you his ideas
37 and we still are not there yet. He wants the business. He wants you to like him. He wants you to
38 know that he is coachable as a relationship goes. He also wants to know that you hear him from
39 you being a client and him being a Consultant. Him being the expert and you being somebody
40 with a need. He stated that if you give him part of a pie as a test, he is a Consultant. He knows
41 that you are testing him. At the end of the day, he is not going to step up and accept the business
42 if he thinks that you are playing games with his time. As a Consultant, you want the whole
43 business. He doesn't know about any other part.
44

45 Commissioner Morris stated that he has to be savvy just like him. He knows that you want it all.
46 But you are going to earn his dollars. He has to be clear in his vision. That's all he is saying. We
47 have a small number. We pulled that number out of the sky. We didn't validate it. We have

1 \$30,000.00. He stated that somebody can do really, really well in selling you their product, but
2 can they actually produce results?
3

4 Mr. Edwards stated that he looks at there are people that are good talkers but they can't
5 implement and execute anything. He stated great education, but it is all theoretical. That's how
6 he judges people on whether or not he thinks they got the juice or not. There's a bunch of smart
7 people at that table. Can they do anything though?
8

9 Commissioner Lewis stated that's why we ask for references. It's like going to a Hotel. He is
10 getting ready to plan a trip. He has been reading the references from people who actually stayed
11 at these Hotels to determine if that is where he wants to go to. He stated given the money, we
12 don't have the luxury of doling it out. It is our desire to do something quickly. If we start doing it
13 piecemeal it's going to take a long time. He would say, "References," and the need to be
14 expedient. He stated one-stop shopping.
15

16 Mr. Edwards stated to your point guys, whatever this RFP says, if there's an implement and a
17 delivery tactically, make sure it is in here. He stated right now it's a bunch of talk. He gets that
18 and he respects it. But to the Village President's point, then what's next? He stated to
19 Administrator Mekarski's point, what's the next steps beyond this paper? You need something
20 in-hand, tactical to come out of this. Can they do that too? Many cannot. You have to be able to
21 get those references. Show me. Show me Case Studies. Show me tactical in my hand, what you
22 did. You talked to me about it. You walked me through your process. He agrees with it. Show
23 me the end resolve. That's what he would say that this has to have in it.
24

25 Village President Burke stated to let him talk about it from the financial standpoint. \$30,000.00
26 at \$100.00 an hour, which may be at the low-end, is 300-hours' worth of work. If you divide that
27 by seven-hours a day, we are talking about 43-days of work. That's all you've got. So, in 43-
28 days somebody can do this at \$100.00 an hour. (Somebody was speaking without a microphone).
29 Village President Burke stated keep it really simple. \$30,000.00 divided by \$100.00 an hour is
30 300-hours' worth of work. He stated divide seven-hours into that you get 42.85714 work days if
31 you just work seven hours a day. You have 42 or 43-days' worth of work. He wasn't here when
32 you came up with the \$30,000.00.
33

34 Chairperson Britt-Johnson stated that was the Proposal from the other group. Village President
35 Burke inquired what's the purpose? Are we doing a branding? Are we doing some suggestions
36 about what we should go do for economic development? Let's go back to the very first question
37 we talked about. What is the purpose of this for? When you back into it from the other direction,
38 what is the outcome? That's something we haven't talked about here. What is it that we want
39 them to give us back? They are going to give us something. And once we get it, what are we
40 going to do with it? Are we going to put a blueprint like that up on the wall? (Somebody was
41 speaking without a microphone). Village President Burke inquired and once we get that
42 information what are we going to do with it? What's the strategy? What's the tactical?
43 Somebody has to go off and do something.
44

45 Commissioner Lewis stated that the original concept we had was if we have the marketing
46 person, there would be a guide for the marketing person and the part-time Economic

1 Development Officer that we talked about earlier at a couple Meetings before. So, then we use
2 this as a guide for their actions and activities. That's what we talked about.

3
4 Village President Burke stated that if the rate goes up, the number of the hours in the day go
5 down. They are directly connected. He stated that \$100.00 is at the low-end. If it is \$150.00, then
6 you have to take a third off of this to get to what it is. Then you get back to saying what do you
7 really want this person to do. He stated him personally, he is taking off heading west trying to get
8 to California. His last course correction is the one whether or not he is going to land in Long
9 Beach Airport. His last course correction is when he is landing on the runway. In this particular
10 case, he is just submitting to the group here, what do we really want to do? He stated that
11 Chairperson Britt-Johnson is on the clock here. She wants to get home and he does too. He
12 would respectfully submit to Madam Chairperson that maybe we need to think about this and
13 come back and talk about it in a couple of weeks. He feels a little bit uncomfortable with it on
14 where we are going with this. He listened to Rick and he knows how he thinks to a certain
15 extent. He knows what he is interested in to a certain extent.

16
17 Village President Burke stated that he knows what he is interested in. Let him put this in
18 perspective. The Village is \$15,500,000.00 in debt. There's a \$24,000,000.00 Pension Fund
19 Liability. We have a \$40,000,000.00 hole. That's where we are right now in the Village of
20 Olympia Fields. He doesn't know where he is going to come up with the money for the
21 \$40,000,000.00. He knows how he can fix the \$15,000,000.00 over time. He stated that
22 \$40,000,000.00 is a big bucket that we have to fill. We have to raise the economic development
23 engine where it is generating some taxes because the people in the homes cannot continue to pay
24 it at the same rate. The worst case we could continue to pay it at the same rate. But because of all
25 the other things that keep rising, especially this Pension Fund responsibility, we have to find
26 some things like tomorrow to go get this fixed. So, we spend \$30,000.00 to get 43-days' worth of
27 work to do something, we have to make sure that moves. We can't wait to get this and then we
28 do something else, and we do something else, and then it is next year and we lost this whole
29 year. This is not personal with anybody, but with or without the Economic Development
30 Commission he is going out talking to people to try to do something that falls into these
31 categories. We've got to take some action. (Somebody was speaking without a microphone).

32
33 Village President Burke stated let me try to put this another way. We had a Meeting with Teska.
34 We were talking about the Town Center Plan. What came out of that Meeting was there's a
35 bunch of people who own parcels of land and we may be able to do some things over there. They
36 were talking about this could be a \$60,000,000.00 Project. The land to do it on costs
37 \$3,000,000.00. He said, "Why would we give away a \$60,000,000.00 Project to somebody when
38 we could go and buy the land ourselves and go do it?" That seemed like a better move than to
39 turn it over to this guy down the street to go make a bunch of money off of it. You are asking
40 that question from the standpoint of how much do we need. He told Mike Hoffman of Teska,
41 "You told us where we can get \$20,000,000.00 worth of TIF money." Anybody that comes into
42 this Village, they are going to have to put into a spreadsheet or model that says, "If I have this
43 kind of business and you give me this much money, here's what I am almost going to guarantee
44 you I will give you back in taxes." So, when we are asking somebody to come here, and we are
45 talking about coming here, before he will give them any money, he wants to know what their
46 Business Plan is to tell him how he is going to get his tax money back. If he doesn't pass the
47 muster, he doesn't have to have him. He will go find somebody else. That's an approach. Oh, by

1 the way, they need to pass a certain criterion. Is it something that is consistent with the Village,
2 on what our image of what a Village business should look like? Is it something that the residents
3 are going to like? Is it something that is going to be impervious to the Internet? Is it something
4 that isn't going to be damaged by the ups and downs of the market? He really believes that
5 overall anybody who is in business that is worth their salt, they have figured out exactly what the
6 parameters are that they are going to make money. If they can't do that, then we don't have to
7 waste our time with them. He is serious about that. Because they may be here today and gone
8 tomorrow. We've gone and given them some money, or given them a tax break or something like
9 that, and they are out of business in a couple of months or a year. There's a revolving door. Look
10 at Matteson today. They had X amount of money that they got from that big Shopping Mall.
11 They are getting ready to level that puppy. They are already in trouble financially. Once they
12 level that, they are going to start getting into a deeper, deeper hole. Our strategic and tactical
13 approach to this has got to include what's the longevity of this particular type of business coming
14 in? He is sorry if he is wasting your time on this. He is thinking about this on a bigger level.

15

16 Village President Burke stated back to this thing right here, we are talking about 42-days of
17 work. Whatever, this is, it is 42-days of work for somebody like Rick or somebody else. The one
18 Component that is missing here is, what are they giving us when they get through? From his
19 perspective of doing RFP's for 40-years, what is they want at the back-end?

20

21 Mr. Edwards stated that although the number is low, to your point, any Consultant worth their
22 salt would look at this strategically, and if they feel there is a strong opportunity to get this
23 business, they have already looked at it, reading through it, trying to bucket the time they are
24 going to spend in certain areas. At the end, they may show you a PowerPoint Deck. Even when
25 they show you the PowerPoint Deck, they are going to show you this is what this looks like, and
26 here it is in your hands. It's a draft. It may need finessing, but when you go and talk to new
27 businesses you are going to have something to give them because that is what came out of this
28 Plan. When you send something to somebody that you haven't met, whatever that tactic is, you
29 are going to have that too. Whatever the brand is, whatever the message is, you are going to have
30 that. It's all going to come out of this particular RFP based upon what is said literally. Now, it
31 can grow because that's the second and the third phase. What are you doing next year and the
32 year after that? It's also going to build upon this phase. Like he said before, everybody needs a
33 pitch deck. You had a pitch deck when you went to Las Vegas. He inquired who created it?

34

35 Village President Burke stated that it doesn't matter who created it. The strategy from his
36 perspective was not consistent with what we are talking about here. Mr. Edwards stated that it
37 didn't have a brand. Village President Burke stated yes, you are right. Mr. Edwards stated so
38 therefore it was just a deck that a salesperson would do. Salespeople aren't suppose to do decks
39 but they do because they get the stuff done that they need to get done. That's the point he is
40 making to you. A Consultant when they do this RFP, if they know anything about branding and
41 they must, the aesthetic, the message, everything will be the vision for Olympia Fields. It will be
42 consistent with everything that you give people.

43

44 Village President Burke stated right there what you just said, "the brand, the vision, the
45 message," he thinks that is what you are going to get out of this \$30,000.00. Mr. Edwards stated
46 that he thinks so too. Village President Burke stated that's all you are going to get. How you go
47 and execute on that, that's not coming out of this. It's going to be the brand, the vision, and you

1 have to come up with an Execution Plan on how to go do that. Mr. Edwards stated that they can
2 have recommendations if they have the skill sets. He stated that if he got it, he would absolutely
3 have recommendations. Village President Burke stated from his perspective, if that's all we get
4 and we use that to go forward to start doing things that we've got to do, that's okay. As long as
5 everybody understands that what we are going to get out of this for \$30,000.00 is some branding,
6 those three things that he just went through. If that's the three things, then we ought to put those
7 three things in our RFP, and understand that is what we are going to get back. And then now you
8 have something that you can go run with.

9
10 Commissioner Lewis stated as a reminder, that's what we said a couple of Meetings ago, that we
11 were going to deliver this. It was going to get executed through the Marketing Officer and
12 through the Economic Development Officer. He stated that is consistent.

13
14 Commissioner Chandler stated that Teska already did a sketch for the property along Vollmer
15 Road with the furniture center and stuff like that. There's the one by the Train Station on Lincoln
16 Highway and Kedzie. That Owner, or that Developer, they have a sketch around the CVS. Don't
17 we give it to those Owners and say, "Get your ass in gear and get it done. We spent the money to
18 get it done. Here's the Plan. We are going to support you and back you." Put it up to their
19 Brokers, Agents, and Owners to start doing what they got to do.

20
21 Village President Burke stated what you just said he agrees to a certain extent. We are telling
22 them what we want them to do. There's one other piece. They have a certain amount of time to
23 get it done. They have to come back with a Plan. He would say to have four or five-people
24 focused on the same thing and whoever gets their first.

25
26 Commissioner Chandler stated that you have to get to the Owner of the property. He wants
27 something done with it. Village President Burke stated that he understands partially what the
28 holdup is. If he owns some property, you either have to get rid of it because it is killing you
29 paying the taxes. They are just holding it and sitting on it. What are they doing? We met with
30 Mike Rourke. He owns one of these pieces of property. He came out and said, "You know, I am
31 about at the end of my rope. I got to sell this. I got to get rid of it." There were people at that
32 convention that said, "Hey, I'll buy it. The price is right, I'll buy it." So, then they are going to
33 step up and say that they will give you 10-cents on the dollar. They will suck it up and buy it.
34 And then they are going to go after something that they think they can put in there. If we don't
35 give them some guidelines, then they may put anything in there. Maybe what this is. We are
36 giving them some guidelines. We are letting them know that we are serious. He hates to put it
37 like this. The absolute worst case is knock everything down over there where the Jewel is and
38 turn it into a park. It may be easier to sell it as a piece of blank, open land as a park. He doesn't
39 know. He is just throwing stuff out. Somehow something is missing here. Maybe it's the brand,
40 how we are selling it, or people are playing games. What he learned at that session is there is a
41 group of people who buy distressed properties. Their main goal is to pick up something for a deal
42 and then flip it. He doesn't know if people are playing that game with us or not. Right now, we
43 need something happening. He is a little bit nervous about we can't just let it keep going. We
44 have to give somebody direction and hold them by the throat and say, "You are going to have to
45 go do this or we got to get somebody else to go do it for us."

46

1 Commissioner Chandler stated that the Hotel and stuff was a great idea. He knows that you
2 talked to some people about it. If there was a spot that would work for that, doesn't the Hotel do
3 their own Analysis and see if it is going to work in that area? Village President Burke stated yes.
4 Commissioner Chandler inquired do we have to hire somebody to do that? We give them the
5 basic parameters. Don't they do the Study before they make their final commitment? Village
6 President Burke stated of course. The Hotel guys who own the Hotel, they will do that Study. He
7 already talked to a number of people who are looking to buy a Franchise to do a Hotel. They are
8 going to do their due diligence before they spend the money. The Hotel is going to do their due
9 diligence before they go and build it. Somebody has to put some money up. Somebody has to go
10 through that. You have to sell these people that this may be a good opportunity for them. He is
11 trying his best to go do that. He has already talked to people who live here. He is going over the
12 time that you wanted him to talk. He is pulling together a group of people that are going to meet
13 and discuss this, who live here and who have the money that might want to do this. Hopefully,
14 they may even partner. Some guy may say that he wants to do this himself and they will go off
15 and try to figure out a way to go do it.

16

17 Commissioner Chandler stated so we pay for the branding and marketing. Then we go out to the
18 principles on the property and help them promote their stuff. Village President Burke stated
19 giving them some direction. Commissioner Chandler stated along with your progressive moves
20 to get something done, and have these guys and gals that are going to invest in the community.
21 You can go down the highway to Frankfort, Hazel Crest, and all these other places, there's a
22 whole bunch of areas throughout the United States that are empty. How do you get Country
23 Suites or whatever it is going to be to come here? Village President Burke stated that we have to
24 create a demand for it. That's what the branding does. Commissioner Chandler stated that it has
25 to be a good deal and make sense. The Hospital is the big ticket for that that will help. The PGA
26 is once every two or five-years or something like that. It is not an everyday thing. It's not
27 happening all the time. (Somebody was speaking without a microphone).

28

29 Chairperson Britt-Johnson stated that she has a concern. She is asking a question. We started out
30 saying that we were going to do a Needs Assessment. The conversation has changed. It doesn't
31 look like we are doing a Needs Assessment. It looks like we are doing a branding and visioning
32 package. Is that what we are doing now? Is that where we moved to?

33

34 Administrator Mekarski stated that he thinks the Needs Assessment, and correct him if he is
35 wrong, has to be done first before you think about the brand. You have to identify the
36 opportunities, and the constraints in the market. You have to have a good understanding and then
37 the brand is going to go ahead and create the demand. You have to be realistic to know what is
38 going to work and what is not going to work. We're not downtown Chicago. We're not
39 downtown Homewood. We're a different niche. We've got some opportunities that Chicago and
40 Homewood doesn't have. The Needs Assessment has to come first. The next step might be the
41 brand and the visioning. He will defer to Rick.

42

43 Commissioner Lewis inquired whether or not a Needs Assessment is a misnomer. We aren't
44 trying to determine what we need as much as what we are and what we have to offer. The Needs
45 Assessment is what does this community need. He would only think about that in terms of
46 sustainable, Commercial Revenue generating businesses. That's the question about needs. That
47 makes sense. As far as what the "community" needs, he is less concerned about that and more

1 concerned about what do we need to have a successful Commercial strategy that supports a
2 brand, and a vision, and a marketing pitch. He thinks that we have been reactive rather than
3 proactive. We need to proactively go after the kinds of entities that we know are going to be
4 consistent with that footprint. So, he just asked the question about the Needs Assessment.
5
6 Commissioner Morris stated that he thinks that the Needs Assessment in the most simplistic
7 term, would be the gap between the current condition and the desired condition. In its most
8 simplistic that is what the Needs Assessment is going to be. He thinks that it is a prerequisite to
9 getting into any type of branding or any activity after that.
10
11 Village President Burke stated that something is not working. What is it that is causing this not to
12 work? We are stuck in the mud and we are not going anywhere. We don't have anything to show
13 for it.
14
15 Chairperson Britt-Johnson inquired of Village President Burke whether or not he was talking in
16 terms of the Meeting. Village President Burke stated no, not the Meeting. He is not talking about
17 the Meeting. He is talking about we've got to create something that is going to generate revenue
18 to sustain the Village's expenses. That's what he is saying. Something is missing.
19
20 Administrator Mekarski stated let's take one example. He thinks that Chairperson Britt-Johnson
21 is right on the mark in doing a Needs Assessment and a Market Analysis. We have a big need in
22 this community for casual, sit-down restaurants. We have to travel to Tinley Park, Orland, and
23 beyond to have a dining experience. We know that in the 50,000-population trade area for
24 restaurants is basically the four towns surrounding us. Not counting Chicago Heights, 87% of our
25 population, our residents, are leaving the boundaries of Olympia Fields and Matteson, and
26 Richton Park, and Park Forest, and they are leaving to go dine to Tinley Park and Orland
27 primarily. That's a need. It's a Leakage Analysis. It's also a huge opportunity. You've got
28 essentially 87% of 50,000 that is a potential profit if a casual sit-down restaurant was located on
29 Vollmer Road. It's matching need with the market. That's where the premise of what
30 Chairperson Britt-Johnson was doing from the beginning, we need to match that up. They can
31 answer the question that the Mayor has of why is it not happening. Markets will respond if
32 constraints are eliminated. He has his own perspective on what the constraints are. He doesn't
33 want to bias the Study. In his 11-years here, it has been two factors. It's redlining which is
34 unconscious racism. There's a lot of white folks that are uncomfortable in coming to a black
35 community. It's just the reality that affects retail and restaurants. It is also greenlining. He stated
36 that what he and the Mayor heard in Vegas from every Broker, from every Qwner, from every
37 Developer, "Mayor, how can we make our bottom line if the market rents are \$12.00 to \$14.00 a
38 square foot and I am paying \$22.00 a square foot in taxes?" Yes, that formula could work in the
39 northwestern suburbs. Primarily, because you have a dense city with a population center, and the
40 economic wealth in the trade area is cohesive. We do have some holes in our trade area because
41 we've got Park Forest and Chicago Heights. We have this north and south dilemma. He believes
42 that we have to go back to where Chairperson Britt-Johnson was going in the beginning. It is
43 identifying what the needs are, and evaluating whether the market is responding to the need. If
44 not, why isn't it? The Consultant will identify constraints. And then recommendations to
45 eliminate those constraints, or opportunities to capture and attract the market here. He stated to
46 attract a market it might be a marketing campaign to specific restaurateurs with the right brand.
47 (Somebody was speaking without a microphone).

1 Administrator Mekarski inquired just with restaurants, where do you go to dine with your wife?
2 You don't count the Country Club. How many places do we have sit-down and dine just in our
3 immediate 10 to 15-minute radius?
4

5 Commissioner Lewis stated Homewood or Flossmoor. So, you are right. The question we are
6 trying to solve at the Commission level though is Commercial. That's the only reason he is
7 debating. You might change his behavior to be satisfied that there is a restaurant he can go to.
8 But it still hasn't changed the fundamental characteristic of how much Commercial Revenue we
9 are bringing into the community so that we take pressure off of the taxpayers.
10

11 Administrator Mekarski stated that if we get a Class "A" Restaurant it's going to produce
12 property tax. It is going to produce Sales Tax. Sales Tax is going to help the bottom line.
13 Property tax is going to bring down everybody's rate.
14

15 Commissioner Lewis stated that it won't solve our problem on Route 30. We might get a
16 restaurant that satisfies the needs. Route 30 is still fallow. Administrator Mekarski stated that he
17 is using restaurants because it's the simplest example. The same thing applies for Retail and
18 some of the other Uses that Chairperson Britt-Johnson identified in the Component area. You
19 can do the same Analysis with Hotels. The Mayor demonstrated that people going to the
20 Tournament, where are they staying? The closest Hotel is Alsip. There's obviously a hole in the
21 supply of quality Hotels for the kind of entertainment and venues that are going on at the
22 Country Club. Commissioner Lewis stated that we have the Holiday Inn. What he wants to solve
23 is, what is sustainable? What can we make sure comes in year, after year, after year, to make sure
24 that we are not doing a one and done? If we kind of build our house on a PGA Tournament,
25 which comes once every so many years, and he is not minimizing what you are saying, that's the
26 kind of solutions he would like to see, a Consultant come back to guide our actions and guide our
27 steps.
28

29 Administrator Mekarski stated that he is only answering the question that Chairperson Britt-
30 Johnson was asking, "Are we going to a branding and a vision, or are we going to a Needs
31 Assessment and Market Analysis?" He was making an argument that we were on the right
32 approach with her initial direction.
33

34 Mr. Edwards stated that the Needs Analysis is absolutely necessary. It could be a very lengthy
35 process. It could be out of scope. You could have a Needs Analysis and just focus on that. And
36 only focus on the Commercial aspect that you are talking about. Even on the Corridor that you
37 guys are talking about on the southern end, that space behind where the Jewel's was, there may
38 not be car dealerships, but why aren't their high-end auto repair places. Where is that place? If he
39 has a Porsche does he have to go to the Porsche Dealer to get his car fixed? Most likely, the
40 people in Chicago Heights and Ford Heights won't be coming to the high-end whatever that
41 fixes Tesla over in that area if there was a need for a Tesla Repair Shop. Depending upon
42 whether it is a restaurant and it is high-end "A" level, or whether it's a Commercial Business "A"
43 level, whatever it may be, if it is "A" level that will determine who comes over there as a
44 customer.
45

46 Chairperson Britt-Johnson stated that he just made an excellent point which she has been holding
47 onto all day. It's to think outside of the box. Where we are so focused at Western and Route 30,

1 what kind of Retailers we can get because we assume that the Retailers would be low-end
2 Retailers. If there was another type Use that could be a destination to that location to that corner,
3 that's a potential outside of the box thinking for that particular Jewel Plaza Corner. It doesn't
4 have to be that particular Use. (Somebody was speaking without a microphone). Chairperson
5 Britt-Johnson stated that she is not talking about a restaurant. She is talking about something
6 different than regular Retail that we would be thinking. She stated not fast-food. It could be an
7 Art Gallery. It could be a Call Center or something educational and techie at that corner that
8 could draw people to that side of the Village versus on this side. She was agreeing to his thought
9 of some other outside of the box thinking for that corner where we have been traditionally stuck
10 on because of the Wal-Mart we might not be able to get A, B, or C type of Use. Maybe if we are
11 doing something different, we might be able to.

12

13 Village President Burke stated what you just said is what germinated with him about this Hotel.
14 What do we do that no one else is doing that would be a beneficial opportunity for the Village of
15 Olympia Fields? It just so happens that he looked at the corner businesses that we have, the
16 Hospital and some sports stuff around here that would create a destination. He really, deep inside
17 of him thinks that one of our problems is we keep trying to do what everybody else does.
18 Everybody is trying to go get the same piece of cheese. We need to go get something that is
19 totally different. That's what we just got through talking about. Maybe we want somebody to
20 help us find multiple things that are different. What was remarkable to him out in Las Vegas was
21 that it was all the usual suspects, all going after the usual suspects. No one had said, "Why do I
22 want to do everything that everybody else is? Me, Me, Me, I want that." The Hotel thing was
23 something totally different. Nobody was chasing a Hotel around here. He believes the more
24 things that we have like that that is in our bag of tricks, and we keep it and we manage it
25 properly, then we are not competing with somebody. We don't have to give away our hard-
26 earned taxes. We have something that is unique. A Needs Analysis is not so much what Olympia
27 Field's needs. It's what is needed for the whole marketplace. He stated that IKEA applies to
28 people that are at the low-end, and people who are starting out. If somebody needs something
29 that they can put in a certain part of their room or their house, they can go do that. It's a totally
30 different thing that does not exist anywhere around here. The Hotel was something different.
31 Only two or three of us have Tesla's around here. We are not going to have a Tesla Service
32 Center. At the same time, if you are talking about a Needs Assessment, maybe we should change
33 the word from a "Needs Assessment" to what is different that could come here that would trump
34 everybody else. That's what we do.

35

36 Chairperson Britt-Johnson stated that we want people to take a look at what our unique assets
37 are. We have a Country Club. We have the Hospital. We're a boutique community. We want
38 people to take a look at what our unique assets are. Her question is, "Who is going to help edit
39 this puppy so we can get it done?" She took the first stab at it. Administrator Mekarski stated that
40 he and Chairperson Britt-Johnson are going to sit in the Conference Room.

41

42 Village President Burke stated let him throw something out. We just got through discussing this
43 and it kind of moved around as to what we want. Do we need to have an RFP? We got somebody
44 that knows something about marketing. He sat here and listened to some of the stuff. He knows
45 about branding and stuff like this. He is pretty good at doing this kind of stuff. Maybe we should
46 hire somebody that can come up with what's different that will sell here that we can go after.
47 That becomes part of our Strategic and Tactical Plan that we have several approaches to go after.

1 We can always go and ask for a Mariano's in concert with doing whatever this uniqueness is to
2 put up on the north side. We can still do that. What unique industry? Let me give you an
3 example. Bonita Parker is our Representative from Commonwealth Edison. He met with her last
4 week. He inquired what she does for Commonwealth Edison. What's the real objective here? She
5 told him, and Administrator Mekarski told him, and he still can't completely figure it out. She
6 talked about some things and he asked her some questions. He asked her what Commonwealth
7 Edison is doing with clean energy. She stated that there are a lot of things that they are doing. He
8 stated that we would like to volunteer for a Clean Energy Site where some new technology that
9 they want to experiment with they could be in Olympia Fields. He is just using that as an
10 example. Nobody else is doing that. Maybe we can be the type of Village that would do that. It
11 would be consistent with what we have around here. We have to keep things nice and clean. He
12 is just throwing it out on the table. He stated that he would like to know anything that they are
13 working on and you are looking for a place to do something special he volunteers for it. There's
14 a number of businesses that may be doing things like that. He stated that IBM is bringing all of
15 their employees back inside to do something. They are going to have Support Centers in certain
16 locations that's not working from home. He called the Vice President of IBM. He inquired what
17 is coming up at IBM that they are going to do here in Chicago. He stated that he has an Office
18 Park full of empty spaces over here. It would be nice to get IBM to come and do something like
19 that here. What's the new thing that is coming that nobody else has figured out? Having a Chick-
20 Fil-A or Taco Bell, that isn't it. That's not it. But something that is totally disruptive and totally
21 different, that's something that we could do. If we had been out ahead of it, the new center that
22 Amazon has for distributing stuff over at Joliet, that might have worked in the Office Park. He is
23 not interested in bringing jobs here. Then you have to have housing for people. But for
24 something that is totally different, that's clean, that's all right. That would work. Maybe what we
25 want here is to come up with something that's different.

26

27 Mr. Edwards stated that you just said it. The Town Center that you continue to talk about, he has
28 seen things on television, where this whole town got knocked down by tornadoes, and some
29 corporation will come in and rebuild the town, and the whole thing will be green. This Town
30 Center, couldn't it all be built upon green energy? Has it ever been done? Has it been done in
31 Illinois anywhere? If it is done in Illinois, it's more than likely not where we are. If there is an
32 opportunity where Commonwealth Edison would love to do something new and different, and
33 have an opportunity for a new innovation, wouldn't it be great for the whole Town Center to be
34 based upon solar, or whatever it is that they have working on coming down the pike line?

35

36 Commissioner Lewis stated that the banker makes him be more pragmatic. He is just going to
37 forewarn you and say that he heard two things. 1. Is our brand and our image. The other thing he
38 heard is we have a \$40,000,000.00 deficit we need to clear by getting Commercial Tax Revenue.
39 He wants to make sure that we are consistent with a Plan. We talked about a Hotel brings in a lot
40 more revenue than a residence. That's why he is keen on having some kind of a roadmap as
41 opposed to only focus on a brand to make sure we are generating the revenue that we need from
42 Sales Tax Revenue or other Commercial Revenue and the businesses that generate the highest
43 amount of that have also got to be a priority. (Somebody was speaking without a microphone).

44

45 Administrator Mekarski stated there is a Proposal that we received that was an excellent
46 engineering idea about green technologies and it would help our bottom line. The problem was
47 the Business Model they were trying to push on the Village was bogus and was putting all the

1 risk on the Village. The idea was sound. The idea was taking the 40-acres, you know the 79-
2 acres for the Hospital. Right now, they are working on the first 40 on 203rd Street. He stated
3 taking the back 40, and we had a layout where they were designing not solar rays, but solar
4 dishes which looks pretty much like a radar dish. It would follow the sun pattern so it captures
5 the maximum sun angle to get the maximum amount of solar energy into the batteries. It didn't
6 have the typical turbines with the large propellers that would be somewhat obtrusive to the
7 residents towards the back. It was just a round cylinder and the turbines were inside. He stated
8 from an engineering standpoint, they had a good engineer working on it. It produced enough
9 kilowatts that would run the entire Hospital at a much-reduced price, stimulating their success.
10 And have sufficient surplus that the Village could sell on the grid, which means we could do one
11 or two things: Make a profit out of an entrepreneurial profit to put into the Municipal Fund, or
12 use the energy that we dumped into the grid to lower everybody's electrical rate down. The
13 engineering feasibility of it was fantastic. Where it was bad was, they were trying to put all the
14 risk and the burden on this venture on the Village with debt service and there was a tie-in
15 contract. We never went forward with it. He can dust it off. It's worth exploring.

16

17 Village President Burke stated that is one of the things that he talked with Bonita about without
18 knowing anything about that. He asked her if she thought about instead of having a water tower,
19 we got an electric tower that collected electricity that is full of batteries, and we charge these
20 batteries up and then we sell electricity to the people who live here. The point is, what can we do
21 that's different, that nobody else is doing that gives us an edge because nothing stays the same. If
22 we give people money to come here, what we are doing is being pimped just like everybody else
23 is. He stated who can steal money the quickest. He stated that Olympia Fields is a target because
24 we have the highest assessed evaluation along with Flossmoor in the area. People are going to
25 want to use us to help fund things. They are going to come with these crazy ideas. And they want
26 to come and get our tax money to put a business here maybe temporarily and then they are gone.
27 He doesn't have all the answers. The objective was not to change this whole thing around. As we
28 sit here and talked, he hopes this conversation is good from the standpoint of what is it that we
29 are really, really trying to do. The RFP was something that you put together that was going to ask
30 for something. If we only have \$30,000.00 and we want to get something done really quick, what
31 is it that we want to do with the \$30,000.00?

32

33 Chairperson Britt-Johnson stated that we need to have another quick conversation. First of all,
34 traditionally there would not be a Meeting in the month of July. It looks like we need to have a
35 Meeting in the month of July. Agreed? It was the consensus of the Commission to have a
36 Meeting in July. So, there will be a Meeting next month. Hopefully, we will talk about the
37 Website at the next Meeting. She would like to adjourn this Meeting. She needs to excuse Rick.
38 She stated an Executive Session, she thinks.

39

40 Administrator Mekarski stated that we can't do an Executive Session. It doesn't trigger
41 Executive Session. Chairperson Britt-Johnson stated that we need to adjourn this Meeting.
42 Administrator Mekarski stated that you can ask the Consultant to leave and still do this on the
43 record. Chairperson Britt-Johnson stated that she doesn't want to do it on the record. She wants
44 to adjourn the Meeting.

45

46

47

1 **ADJOURNMENT:**

2

3 **Chairman Britt-Johnson adjourned the meeting at 9:50 P.M.**

4

5 Respectfully submitted by Faith Stine.

6