

**CITY OF PALOS HEIGHTS**  
Business/ Economic Advisory Committee  
Meeting Minutes  
June 18, 2018

**Call to Order**

Chairman Grossart called the meeting of the Business/Economic Advisory Committee to order at 12:00 Noon at the Palos Heights City Hall. Present were: Bob Grossart, Rick Powell, Chuck Polcaster, Paul Muehlnickel, Barb Bergamo, Alderman Jeff Key, and Ken Busse. Also present was Abby Wieggers (summer intern from Trinity College).

**Approval of Minutes**

Chairman Grossart requested a motion to approve the minutes of the May 21, 2018 meeting. So moved by Chuck Polcastor, seconded by Rick Powell. On a unanimous voice vote, the motion carried.

**OLD BUSINESS**

**Update on Resolutions:**

Resolution No. 1: Parking. Based on pending litigation, this resolution was deferred.

Resolution No. 2: Holidays in the Heights. Chairman Grossart said the committee requested financial assistance from the City in the amount of \$7,000.00 to help fund the marketing of the event. He reported the request was approved and Barcelona Creative Group was the vendor of choice (they did the marketing last year). Chairman Grossart had attended the Beautification Committee meeting on May 24 to request finance assistance in the amount of \$5,000.00 and that request was approved as well.

Resolution No. 3: City (Municipal) Parking Lot. The committee had recommended that the City consider expanding the development project to include 1.) Improved lighting, 2.) A connecting sidewalk to 123<sup>rd</sup> and Harlem; and 3.) Purchase an electronic sign to promote City events. It was suggested funding for these improvements could be from grants and a donation from the Beautification Committee. Chairman Grossart reported the project was underway. A water feature was being installed at the front of the parking lot and improved lighting was being installed. He noted there was an old utility pole in the middle of the parking lot which was going to be removed. The sidewalk and electronic sign still needed to be addressed.

Chuck Polcastor inquired if there was any funding available for sidewalks. Ken Busse said he would have to talk to the City Administrator about that.

Resolution No. 4: Business Occupancy Report. The committee recommended the City consider completion of the Occupancy Report as of 12/31/18 and the results/findings shared with the City Council. Ken Busse reported that the intern, Abby Wieggers, had been working on the report and Ken needed to review it. He was confident they would be able to share the report with the committee next month

Resolution No. 5: Business Occupancy Goals. Chairman Grossart said after the Occupancy Report is completed and reviewed, the next step would be to recommend that the City consider setting up either appropriate numeric goals with appropriate action steps or set activity goals.

Resolution No. 6: Summer Intern: The committee had recommended the City consider the use of intern and Abby Wiegers, a student at Trinity Christian College, was hired for the summer. Chairman Grossart commended the work Abby was doing thus far.

Rick Powell thought the recommendations to the City in the form of Resolutions appeared to be working well and asked if the committee thought it was a good process to continue. Ken Busse agreed the process seemed to be getting better response. Pat Sheppard voiced an opinion that the use of the word "Resolution" conflicted with the official Resolutions the City Council adopts as permanent records. Alderman Key agreed and it was suggested the word "Recommendation" be used instead. Rick Powell asked the chairman how he intended to archive the recommendations. Chairman Grossart said he would keep a record/history of all the recommendations.

## **NEW BUSINESS**

### **Comprehensive Plan Update**

There was a survey online for the Parks & Recreation Plan, and a survey would be posted within the next couple of weeks for the Comp Plan at [www.plan4palosheights.com](http://www.plan4palosheights.com).

### **Holidays in the Heights**

Chairman Grossart referred to the proposed budget for the 2018 event. He reiterated the contributions from the City and the Beautification Committee. The total funding needed was \$20,175.00, broken down as follows: 13% from the Merchant Program, 33% from the Kris Kringle Market, 20% from the Beautification Committee, and 34% from the City. The total projected costs were \$20,577.00

There were 24 volunteer committee members planning this year's event which will include: activities for children such as face painting, gingerbread houses, etc.; musicians from Moraine Valley CC will perform on Saturday, December 1; a food drive fundraiser; the Merchant Program; and the Kris Kringle Market. To date, \$300 had been collected for the Merchant Program and \$525 for the Kris Kringle Market. A promotional banner was designed and ordered to be used in the 4<sup>th</sup> of July Parade and at the Classic Car Show. Other signage was also being designed.

Chuck Polcastor asked if there were measurable goals for the event and how they plan to market the event? In regards to marketing, Chairman Grossart said they plan to: 1.) Market all the holiday events happening in Palos Heights and to start much earlier than last year. They recently had a meeting with Tom Barcelona to discuss and start this year's marketing plan. Their goals are: 1.) to help the businesses through the Merchant Program by offering them three (3) specific ads by signing up for the program that could be begin as early as July or August, 2.) improve the relationship with the Chamber of Commerce. Chamber members would be offered five (5) ads in the Merchant Program. Non-chamber members would be offered an incentive to join the Chamber; and 3.) to have 89 vendors at the Kris Kringle Market, to have 600 plus people attend the Kris Kringle Market, and have at least 30 businesses participate in the Merchant program. Chairman Grossart said their long-term goal was to increase attendance and become more self-sufficient. He hoped attendance would increase to at least 1,000 by 2020 and the

number of vendors would increase to 150. There was discussion on how to estimate how many people attend the event and how to bring more exposure to the major sponsors of the event, such as Trinity Christian College and Palos Health. Rick Powell suggested contacting Spectrum Senior Living as a potential sponsor, possibly for an ice sculpture. He also suggested broadening the marketing area for the event and to utilize the Tribune. Lastly, Chairman Grossart reviewed the map/layout for the Kris Kringle Market in the municipal parking lot.

### **New Resolution**

Chairman Grossart stated there had previously been some discussion on how the municipal parking lot could be used for various events all year long, such as concerts, an art fair, and a Taste of Palos. He suggested making a new recommendation to the City. Paul Muehlnickle wondered where people would park then. Chairman Grossart thought that could be resolved. Rick Powell said many communities have open-air permanent structures for such activities and/or events and thought a study could be conducted on costs and the best location. Alderman Key talked about the Palmer Park Renovation Project, ideas/suggestions the community had, and the use of grant money. He also talked about the Mater Plan for Lake Katherine. Discussion ensued on the subject.

In conclusion, Chairman Grossart said he would prepare a recommendation for next month's meeting for the committee's review.

There being no further business, the meeting was adjourned at 12:59 p.m.

Respectfully Submitted,

Patricia M. Sheppard  
Recording Secretary