

CITY OF PALOS HEIGHTS
Business/ Economic Advisory Committee
Meeting Minutes
July 16, 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, Lori Mazeika, Dr. Chuck Polcaster, Paul Muehlnickel, 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 June 18, 2018 meeting. So moved by Lori Mazeika, seconded by Paul Muehlnickel. On a unanimous voice vote, the motion carried.

OLD BUSINESS

Update on Recommendations: Chairman Grossart reported that of the seven (7) recommendations, one (1) was new, one (1) was delayed, two (2) were pending, one (1) was partially resolved, and two (2) were resolved.

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

Recommendation No. 2: Holidays in the Heights. Resolved

Recommendation No. 3: City (Municipal) Parking Lot. Chairman Grossart reported the decorative water feature had been installed and new lighting was in the process of being installed. The City had agreed to remove an old telephone pole/light fixture in the lot. Ken Busse reported that he was working on getting the cement parking blocks removed in the parking lot except along the sides of the existing businesses (Noral and the cleaners). Sidewalks and an electronic sign were still pending a response. There was some discussion on funding resources for sidewalks. Ken Busse mentioned a public arts project on Harlem Avenue, such as benches, lighthouses, etc, as other towns have done, was a good way to attract visitors and/or promote foot traffic. The committee thought it was a good idea and it would not hurt to look into it. Chairman Grossart said he would bring the idea to the Beautification Committee to consider funding such a project.

Recommendation No. 4: Business Occupancy Report. Deferred to next month

Recommendation No. 5: Business Occupancy Goals. Deferred to next month.

Recommendation No. 6: Resolved

NEW BUSINESS

1. Recommendation No. 7. Open Air Pavilion. Chairman Grossart stated discussion had started on this subject at the last meeting. Since that time, he had done some research and referred to a handout he had distributed. The first article entitled “Tuneful Tinley Park Plans Outdoor Music Plaza”, was about the plans that were recently approved by the Tinley Park Village Board and the estimated cost of this venue was approximately \$8 million and much more elaborate than needed in Palos Heights. The next article entitled “Guide to Concerts in the Southland” was a detailed list of all the concerts being held in the Chicago Southland Suburbs which included a brief description of the concert venue. Chairman Grossart felt it needed to be determined what type of venue would be right for Palos Heights, noting concerts have been and are currently held at the Gazebo in Memorial Park.

Chairman Grossart introduced the new recommendation for the City to consider as follows: “The design and use of an open air pavilion in Palos Heights; the concept should be included in the updated Comprehensive Plan; and start the concept by utilizing the City parking lot for concerts, art fairs, etc. It is recognized that a volunteer group would have to be identified to arrange these types of events”.

Alderman Key said Rick Powell had mentioned having a research study done through the Business Department at Trinity Christian College and he felt that would be a good place to start and be of no cost to the City. Paul Muehlnickel said in reviewing the list of concert venues in the Southland, they all are able to provide adequate parking, so where would people park if there was a concert or event in the City’s parking lot? Other suitable venue locations were discussed such as Palmer Park and Lake Katherine.

Alderman Key pointed out a study would show where the best place would be to have such a venue and then the City could move on from there. Dr. Polcastor agreed and felt a research study made sense. Discussion ensued on the subject. Chairman Grossart said he would contact Rick Powell and arrange to meet with Trinity’s Business Department Head in regards to having students conduct a research study.

2. Comprehensive Plan Update. Chairman Grossart referred to the handout entitled “Ideas Shared” which he had pulled from the Consultant’s website www.plan4palosheights.com where residents were able comments and share ideas for Palos Heights. He encouraged the committee members to take the survey and make suggestions. He asked Ken Busses if there were any public meetings scheduled in the near future, and Ken said there was a Steering Committee meeting scheduled for July 23 which was not an open public forum. Ken was not sure when a public meeting was going to be scheduled. The consultant was still on schedule to complete the comp plan update by the end of the year.
3. Branding Project Update. Chairman Grossart inquired how the “Come Alive” project was doing. Ken Busse said it was coming along nicely. The new theme was being incorporated in the E-Newsletter/E-Blasts, Facebook, and anything City-related or sponsored. Barcelona Creative Group was working on marketing the new theme.
4. Holidays in the Heights. Chairman Grossart referred to the handout he had distributed (which was in an email format). The Chairman said he emailed an update to the committee every week on Friday. He reported the following:
 - To date the committee was on schedule with the planning.
 - The next meeting date was August 8.

- There were currently 4 businesses signed up for the Merchant Program (\$400), the committee's goal was 30. There were 13 businesses/vendors signed up for the Kris Kringle Market (\$950), 118 vendors had been contacted.
 - The committee was going to have a tent and table at the Classic Car Show to promote Holidays in the Heights and pass out Save the Date cards.
 - Sponsors: Providence Bank was going to sponsor the Ice Sculpture with a donation of \$700. Seeking a donation from Spectrum was deferred to next year since the development was still under construction. The committee was still actively seeking sponsors.
 - There were now 25 people (volunteers) on the committee.
 - Reviewed the budget.
 - Showed the banner and save the date cards designed by Abby Wieggers.
 - The details of the Merchant Program were finalized.
 - Reviewed sponsorship letter of request.
 - Discussion of tent layout and number of vendors.
5. Welcome Back 2018. Chairman Grossart reported everything was on track for the program. As of July 13, there were 30 confirmed businesses offering discounts and 22 pending.

COMMENTS

Dr. Polcastor congratulated Alderman Key on the nice article/letter that was recently in the Regional News about the quality of life in Palos Heights and supporting our local businesses.

Alderman Key re-visited the "Come Alive" branding and felt there needed to be some publicity. He suggested Chairman Grossart talk to Tom Barcelona at their upcoming meeting and find out what the plans were. Dr. Polcastor stated there was a difference between a branding and a tag line, and he thought this was a tag line. Abby said there were guidelines for using the "Come Alive" logo which included the theme's purpose and definition.

Ken Busse inquired if there was an update on John Hanley's idea of turning the Beautification Committee trailer into a "holiday house" for the Kris Kringle Market. Chairman Grossart was not aware of the idea, but said that Maria DeCaprio-Sunta had volunteered to work on decorations. Alderman Key said he would be willing to help with it.

Dr. Polcastor inquired if there were plans to have choirs or other such musical groups at Holidays in the Heights which would attract people to the event. Chairman Grossart confirmed there was a choir from Moraine Valley Community College that will perform.

There being no further business, the meeting was adjourned at 12:57 p.m.

Respectfully Submitted,

Patricia M. Sheppard
Recording Secretary