VILLAGE OF JUSTICE
ECONOMIC PLANNING BOARD MEETING
7256 Skyline Drive, Justice, IL
Thursday, February 16, 2017 at 7:00 PM

CALL TO ORDER: The meeting was called to order at 7:00PM

ROLL CALL:
Economic Development Coordinator Brittany Abrams called the roll. Present are Chairman Matthew Zarebczan and Board Members: Orley O. Betcher Jr., Karen Warner, John Kapecki, Fran Mills, David Shipyor and Joseph Chicola.

APPROVAL OF MINUTES:
The Chair will entertain a Motion: To approve the minutes of the January 19, 2017 regular Economic Planning Board Meeting as submitted, or if necessary as corrected.
Motion: Joseph Chicola Moves: To approve the minutes as submitted.
Second: Fran Mills
VOTE: Karen Warner, John Kapecki , Fran Mills, David Shipyor and Joseph Chicola. All ayes. Orley O. Betcher Jr. Abstained. Motion passed.

CHAIRMAN'S REPORT:
Chairman Matthew Zarebczan announced the I&M Canal Bike Path Extension Meeting has been rescheduled to February 20, 2017. He will bring information to the next Economic Planning Board meeting in regard to the Bike Path Meeting. The village received notice of the Community Development Block Grant project and engineering is currently in progress. This project consists of the reconstruction of 80th Street from 87th Avenue to 86th Court, and 87th Avenue from 80th Street to the tollway. In addition, the village received notice from Illinois Department of Commerce & Economic Opportunity (DCEO) to move forward with the project, they reserved $82,000 for the LED Street Light Project. The Village sent out Request for Proposals (RFP's) and this project should be completed by the 8th of May.

X5 Cuts located at 8403 Roberts Road doing business as a barber shop has been approved. 8049 W. 79th Street was purchased and the new owner is interested in developing the property. The Village met with the new owner who is currently doing reconstruction and a demo to see what can be done with the building. Updates will be provided once development moves forward. Another development opportunity is the vacant lot behind 7901 87th Court. The owner would like to develop the vacant property. The village is working with the owner in regards to zoning and ideas for the space.

COORDINATOR'S REPORT:
None

CORRESPONDENCE:
None

COMMITTEE REPORT:
Business Retention & Expansion Committee:
Karen Warner advised the board that she, Hank and John completed four business visits this month. The first business visit will be rescheduled because the owner was not available at that time. Another business was closed on the Saturday that visits were conducted. One business was present and very receptive to ideas. The owner was aware of the coupon program but explained that it was a cycle for slow time. The final business that was visited was interested in marketing. He introduced using flyers door to door for marketing purposes. This business owner also brought up the idea of having an informative workshop for local businesses. He currently attends classes at the community college and said they may be of assistance when planning a seminar workshop. Karen Warner added that business visits were a success thanks to Trustee Hank Oszakiewski who she feels can color a lot when it comes to village information. Trustee Oszakiewski was able to explain the projects and updates within the village in great detail.

John Kapecki introduced the concept of generational marketing. This type of marketing would help provide an array of marketing tactics to inform each generation about upcoming meetings and events that would be held within the village. By providing an alert message via email, text, web or social media, updates can be introduced numerous times as a reminder before the actual event or meeting takes place. David Shipyor announced he and Brittany Abrams conducted a visit. While on the visit, the owner was appreciative of the improved accessibility and repair of Roberts Road. This road was a flooding issue in the past and now the issue has been resolved with the reconstruction of Roberts Road. The owner was aware and participates in the coupon program. The owner also explained how businesses in the area have to travel out of town for products. He thinks a restaurant supply store would benefit the village. Brittany Abrams included that it was interesting hearing the different point of view that was presented by the business owner. His idea to have a restaurant supply store shows the need that is more common within his particular business sector.

Chairman Matthew Zarebczan quickly reminded the Economic Planning Board to keep their personal phone contact information strictly for board use only. These contacts should not be given to businesses or anyone else unless that specific member provides their own number to a business. From this point forward those handouts will state for internal use only.

OLD BUSINESS:
The 2017 Business Appreciation Dinner will be held on a Wednesday March 15, 2017 from 5PM to 7PM. Invitations were sent out and RSVPs are due by March 3, 2017. Trustee Sue Small will be the guest speaker and will introduce the topic of marketing. Food will be catered from Szarotka's this year, we will rotate each year. Sweet House Bakery will make the cake. Chairman Matthew Zarebczan announced the decorating will be done in house by him, Brittany Abrams and Shirley Shilka. Karen Warner shared her idea about having an ice breaker available on the tables. She said this would help businesses open up with each other, business to business. Brittany Abrams listed the items that will be provided in the gift bags. Chairman Matthew Zarebczan brought up the idea of having a coffee mug for a party favor rather than a gift bag. The Economic Planning Board thought it would be nice to have a mug for the businesses. The Justice Chamber of Commerce will split the cost of the dinner with the village. Chairman Matthew Zarebczan confirmed we will stick to the normal Business Appreciation itinerary. In addition, a milestone presentation will be playing as the Economic Planning Board announces the businesses who

attend and will present them with a certificate. On April 10, 2017 the Village Board will recognize those businesses that are celebrating their 25th and 50th Milestone Anniversaries at a Board Meeting. The Economic Planning Board members are encouraged to attend this meeting.

Trustee Kuban also mentioned it would be a good idea to have the Economic Planning Board members scattered at the tables and not to sit all at one table. Interact with the businesses. Trustee Rusch asked if the newsletter and coupon information will be available for the businesses. The information will be listed on the resource list.

NEW BUSINESS:
The 2016-2020 Strategic Plan has been updated. Brittany Abrams presented the changes that were made to the plan and stated she sent the email with the changes to everyone. The email would be easier to view because changes were made in red. She asked the Economic Planning Board to review those changes and share with her any concerns or changes to be made. Chairman Matthew Zarebczan reminded the Economic Planning Board that this plan is a good resource to use when visiting businesses. Share what projects are currently in the works and explain how the Village of Justice is moving forward.

Karen Warner introduced her idea of a local business workshop. If a workshop or seminar was hosted by the Village of Justice, it would show our businesses that the Village of Justice is here to help. Pertinent types of topics that relate to our local businesses is key. Chairman Matthew Zarebczan said we can try this and have one to two speakers and see what the turnout is here in Village Hall. Trustee Small suggested talking with the businesses at the Appreciation Dinner about what topics would interest them for this workshop. Gather feedback to assist with future ideas. John Kapecki said we can even use businesses located here in Justice who are willing to share their knowledge with other businesses in town. Fran Mills exclaimed this could be a question we ask while on our business visits. She would like to see an icebreaker for business to business interaction but also general questions for the Economic Planning Board to gather feedback from businesses. Trustee Small agreed the dinner should be workshop driven to encourage participation and feedback from the audience. Karen explained Boomers, Millennials and Gen X's target different channels. We need to help each generation understand different forms of marketing. Trustee Hank Oszakiewski said that a workshop would be great especially for those who are a one man shop and cannot attend the business dinner.

Chairman Matthew Zarebczan related that along with marketing, the Economic Planning Board should start creating a marketing plan for future. The tollway will be key to development in Justice and a marketing plan will feed information to the public and possible opportunities. A workshop will be scheduled to begin this marketing strategy plan. Chairman Matthew Zarebczan also mentioned Arbor Day is on April 28, 2017 and we would like to create another volunteer group for beautification this year. Brittany Abrams is looking into various trees that can be planted along Frontage Road.

PUBLIC COMMENTS:
Trustee Rusch asked if the village had received any feedback about the new signs for Industrial Park and Building/Public Works Department. Orley O. Betcher Jr. responded that he had provided the businesses in the park with the newspaper article about the signs but he didn't receive response. Only a few businesses noticed but they were appreciative. Trustee Small said the Finance Office explained the signs help them when giving directions from Village Hall to

Building Department. On a side note, Trustee Small also mentioned to make sure when questions are created for the Appreciation Dinner to keep the questions open ended. Open ended questions will get the businesses talking. Fran Mills ended with the importance of making this Appreciation Dinner a fun, engaging and energetic event.

ADJOURNMENT:
The Chair will entertain a Motion to Adjourn.
MOTION: Karen Warner
SECOND: Orley O. Betcher Jr.
VOICE VOTE: All ayes.
Meeting adjourned at 7:53PM

Respectfully submitted,

Brittany Abrams
Economic Development Coordinator