

VILLAGE OF JUSTICE  
**ECONOMIC PLANNING BOARD MEETING**

7800 S. Archer Road, Justice, IL  
Thursday, August 17, 2017 @ 7:00 PM



**CALL TO ORDER:** 7:01PM

**ROLL CALL:**

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

**APPROVAL OF MINUTES:**

The Chair will entertain a Motion: To approve the minutes of the July 20, 2017 regular Economic Planning Board Meeting as submitted, or if necessary as corrected.

Motion: Joseph Chicola Moves: To approve the minutes as submitted.

Second: David Shipyor

VOTE: Orley O. Betcher Jr., David Shipyor, Joseph Chicola and Matthew Zarebczan, all ayes. John Obrochta, John Kapecki, and Fran Mills abstained. Motion passed.

**CHAIRMAN'S REPORT:**

Chairman Matthew Zarebczan reminded everyone that the Annual Auto Show will be held on Friday, August 25, 2017 from 4pm-9pm. He said if anyone was interested in volunteering to reach out to Trustee Rich Sparr. The Community Development Block Grant Project for the reconstruction of 80<sup>th</sup> Street from 87<sup>th</sup> Avenue to 86<sup>th</sup> Court and 87<sup>th</sup> Avenue from 80<sup>th</sup> Street to I294 received a final bid approval and a preconstruction meeting will be held on Wednesday, August 23, 2017. On Thursday, August 24, 2017 a meeting is scheduled at the Illinois Tollway Authority to discuss the I-294 Tollway Ramps project.

**COORDINATOR'S REPORT:**

Economic Development Coordinator Brittany Abrams stated that the available property chart has been updated online and each member was given a copy of the chart and map for reference. She also thanked John Kapecki for creating a writable pdf version of the Business Retention and Expansion survey to have available online for business use. Chairman Matthew Zarebczan showed the Economic Planning Board members where to find the pdf on the village website so they can direct the businesses who might find that option more convenient for them.

**CORRESPONDENCE:**

None

## **COMMITTEE REPORT:**

Business Retention & Expansion Committee:

Economic Development Coordinator Brittany Abrams said she reached out to the business owners on her visit list and many of them are only there part time throughout the week. She explained that a fillable pdf will soon be available for their use to complete on their own time. She mentioned that she will reach back out to them and send an email with the pdf attachment. Trustee Hank Oszakiewski said he visited the local cemeteries to inform them about the Resurrection 5K Run that will take place on Saturday, October 21, 2017. He provided them with an itinerary and shared with the Economic Planning Board the importance of communicating with our businesses.

## **OLD BUSINESS:**

Chairman Matthew Zarebczan advised that the Village of Justice has received a final contract agreement for the contract with Global Services International (GSI). They will be performing an audit of the Village for potential Smart City Concept Upgrades. He revealed the three options for the signs and described what the signs would look like. The next step is to determine twenty locations for these signs on village owned poles. He asked the Economic Planning Board to share their location ideas with him by August 29, 2017. Orley O. Betcher Jr. expressed his concern about marketing for other businesses in surrounding towns because it might take away from our local businesses. The other planning board members worked off of his concern and provided their feedback. Fran Mills mentioned that the directional signage might distract from the village and lead drivers into the next community. Others pointed out how the signs can benefit the village by having information not only pertaining to business locations but also about village special events, local information and seasonal welcome messages. The signs would transition into different advertisements and information so it will not be stagnant. John Kapecki brought up the idea of having the cost for advertising on these signs be less for local businesses in Justice. John Obrochta explained the importance of placing Justice on the map, he declared that the village needs to be better known and this might be a way to do so. It will also allow village businesses to now advertise in other towns. Joseph Chicola stressed the need for having the Village of Justice businesses advertise on a billboard located on the tollway might also be something to consider.

The creation of a Village of Justice Marketing Video was discussed further by the Economic Planning Board. Economic Development Coordinator Brittany Abrams started off the discussion by sharing some community marketing video examples. The discussion began by describing the pros and cons of the videos. The Economic Planning Board would like to create a simple outline/guideline of what the Village of Justice would like to see in a marketing video. After an outline is drafted, the village would then ask a local school to consider including this real world project in their syllabus for a semester long project.

This could be a group competition that would allow students to use their skills and provide a unique angle for marketing the village. After the videos are completed, the videos will be evaluated on criteria. The video that follows the criteria best will be awarded as an incentive. Chairman Matthew Zarebczan explained that Moraine Valley Community College contacted the village and stated that they unfortunately didn't have a class or group that would be able to assist the village with the video. John Kapecki then introduced two schools who he felt would be beneficial for the village to contact, Tribeca Flashpoint College and Columbia College. He expressed the benefits of having students work on a local project because it allows them to create a unique visual, build their portfolio and do what they are passionate about in a real world situation. John Kapecki also described how a mural was created in Skokie by a local artist and how the project turned into a village event that was marketed in their newsletter. Fran Mills then explained how a project as simple as window art in a village can bring a strong community feel to the area. Many great ideas were voiced and more details will be determined at the upcoming Marketing Video Plan Workshop. Chairman Matthew Zarebczan will send possible dates for an upcoming Marketing Workshop where the outline will be drafted for final review.

**NEW BUSINESS:**

John Kapecki spoke with a few Justice residents and the main type of business they would like to have in the village is a sit down family restaurant and also a grocery store. John Obrochta mentioned that a form of entertainment for the children such as an arcade would be a great way to bring people to Justice. He also shared his idea of having a big event that will bring people to Justice every year.

**PUBLIC COMMENTS:**

None

**ADJOURNMENT:**

The Chair will entertain a Motion to Adjourn.

MOTION: Joseph Chicola

SECOND: Fran Mills

VOICE VOTE: All ayes.

Meeting adjourned at 8:29PM

Respectfully submitted,

Brittany Abrams

Economic Development Coordinator