

Economic Development Meeting

February 6, 2019

Attending: Dave Behrens, Christi Tyler, Brian Caldwell, Angie Hibben, Terry Anderson, Corinna Cole

Absent: Brenda Van Wyhe, Lisa Wentzel, Diane Nyhammer

Call to order: 6:02 pm by Dave Behrens

Minutes: Terry motioned to approve the minutes, Brian 2nd. Motion carried

Scaleup 2019 – Corinna reported that they had to cancel due to the extreme cold weather. Tuesday, March 5th is the new date for the event. They are working on getting confirmation from people so more businesses may be added. Brian said this will be a great opportunity for businesses who may be moving or upscaling their business. Building & Zoning is very interested in these kind of interactions. Brian has been working with the Fire district to also be involved. Library and Village partnership will also be coming and showcasing SCORE at this event.

BRE & Business Registration integration – it being worked on right. A survey was sent out and got a 30% response rate with words and not just slashes or NA. Corinna has been learning how to program Sales Force and taking the excel data and working on the integration with Salesforce. Once integrated it will give her the ability to do sector/cluster analysis and integrate with Federal data so we can target businesses better to the area based on the clusters we already have. She has gotten a lot of good feedback from people. The #1 complaint is in signage regulations so she has started conversations with B & Z. There are ways we can better explain things up front and ways to make changes in the future. Dave asked what the main issue is? Corinna said people want to put up more signs and for longer. B & Z talking about doing a comprehensive rewrite of code. Corinna wants to try to do the upload in March and add additional functionality over the summer. In the meantime she will start doing business outreach in April, with a slow down in the summer and then scale up in the fall. This maybe will/maybe won't fix the online business directory – we probably need a new website. Dave asked do we have or should we have a practice to reach out to the businesses that are leaving and find out why they left? Corinna said we can but what is the right mix of time and effort. She would focus more on the bigger job creators than the individual smaller businesses. What are we looking for the community and what are we trying to build out? Brian asked what is the industry looking toward the future? Car industry is a huge tax money to a village where big box people aren't right now. Trend is to experience type commercial real estate but that doesn't bring in the type of sales tax like a big box so that leads to a possible entertainment tax. Ulta is experiential as they have people asking have you tried this or that and they have a salon in their store. TJMAX, Sierra Trading, Home Goods are picking up where Kohls are declining.

New Business

Updates on Downtown Development – today we celebrating the demolition of some houses and marking the beginning what is going on in downtown. Things are looking good. Shodeen and every developer waits to the last final meeting to close on financing until they are ready to mobilize. They will

close on a Friday and start mobilizing on a Monday. The bond issue won't be issued until after construction starts on the building. We should view the bond issue as bridge financing - the village is issuing the debt and Shodeen is paying back on their property taxes. The first few years they will have to pay as they won't be able to generate enough in property taxes to pay the debt so they will write a check. Dave asked when they hope to start moving dirt? Corinna noted it will be late spring (there are some things to do).

Brokers event for Fall 2019 is on Corinna's list to hold in the fall. Bring in brokers and showcase vacant property. They will start working on in early summer.

ED Director report - Corinna brought a brochure is for businesses on Economic Development and what we offer. "Resources for your Oswego Business" We can take these and hand them out. She will send the chamber a pdf for village and chamber website. This brochure will also be at Chamber, WCC, some to Aurora CVB, and with commercial real estate also. She is working on materials to explain the tiff and downtown incentives. She showed a map of downtown developments – looking for "Potters" construction kick off this well also and they are close to bringing 113 Main to a Village vote. Brian asked what's going with Firehouse. Corinna has no update but is in conversation with them. How will we protect our downtown businesses during construction so we don't lose as many businesses as Plainfield did during construction? A survey was sent to the downtown businesses and they were invited to 2 open houses so they can have the correct info and see/talk with what is going on. The open houses are Monday 5 – 8 pm or Tuesday from 8 – 11 am at Village Hall. This will be an open house type of atmosphere. Traffic signals & railway quiet zones are being worked on also. There is a chance we will get 2 stoplights (Harrison/Washington & Main/Washington). They will be doing more outwork communication. It is not the village's job to advertise people's businesses but they will advertise the downtown as a whole.

Public forum was opened and closed at 7:24 do to no one wishing to speak.

A motion to adjourn was made by Terry and 2nd by Brian.

Adjourned: 7:25 pm