

**Village of Algonquin
Economic Development Commission
Regular Meeting
September 14, 2017
7:00 p.m.**

Agenda Item 1: Roll Call/Establish Quorum

PRESENT: Members: Chairperson Jerry Pinderski, Commissioners: Kurt Moders, Bob Smith, Dave Ward, and Brian Rasek. Absent: Mike Ritter Staff: Katie Parkhurst and Guest Trustee Laura Brehmer

Agenda Item 2: Approve Minutes from the June 8, 2017 Meeting

Chairperson Pinderski entertained a motion on the minutes from the June 8, 2017 meeting. Mr. Rasek made a motion to approve the minutes and Mr. Ward seconded. A voice vote noted all ayes, motion passed.

Agenda Item 3: Public Comment

There was no one in attendance that wished to provide public comment.

Agenda Item 4: Manufacturing, Trades and Industry Career Expo

Mrs. Parkhurst shared information about the career expo that the City of McHenry, McHenry High School and McHenry County College are working on together to highlight jobs in the trades, manufacturing and industry. Kenmode was informed of the opportunity and will be participating.

Mr. Ward inquired if this was the first year for the expo. Mrs. Parkhurst explained that this will be the second year.

Chairperson Pinderski inquired if Kenmode has an apprenticeship program. Mr. Moders stated yes, they work with the community colleges to find students.

Agenda Item 5: Village of Algonquin Marketing Efforts

The Village per the direction of the EDC and VB sent out a Request For Qualifications for Economic Development Marketing. Seven firms responded to the RFQ and staff, EDC and VB members conducted interviews with four of the firms.

Chairperson Pinderski shared his highlights from the interviews. He stated he was impressed with a5 presentations and how they can market the Village.

Mr. Smith inquired what other communities that a5 has worked with. Mr. Pinderski and Mr. Ward shared that they are creative and very into digital marketing. They will help us figure out what our story is and best to share our message with the region.

Mr. Rasek shared that Bedford Park is an industrial town, their marketing campaign is paying off. Mr. Smith mentioned that is what Algonquin needs to get the name recognition.

Mr. Moders inquired what they feel we have to offer them. Mr. Ward explained that the company has some knowledge of the area and they are honest with what the Village may be prime for and what we will not

get, like Amazon's headquarters. Mr. Ward explained that the a5 team really seemed to understand on what the marketing is that we are looking for. They want to tell a story and will talk with us to get that story pieced together. They did mention that we have tremendous infrastructure in place today.

Mr. Smith highlighted that where the CEO lives and the workforce are key factors in determining where companies locate. Mr. Ward shared that the consultants interviewed stressed to think about today but to plan for the changing economy.

Mr. Smith suggested "find it in Algonquin" as a marketing slogan.

Mr. Rasek inquired if a5 was the best prepared group. Mr. Ward shared that others were just as prepared they just had different focuses. A5 will start at the beginning of the process and help us transition to the next phase. Mr. Rasek inquired if they will work on the changes in retail as well. Chairperson Pinderski explained the first step will be name recognition and branding the community. Then we can fine tune the message as we move forward with specific interests or targets in marketing. The year contract is a good time frame to get the marketing materials together and start getting the story out. Mr. Rasek inquired how Algonquin will be unique in their marketing efforts. Mr. Ward explained that a5 will build the message and then help us market versus talking to an end user now.

Mr. Smith and Mr. Rasek inquired about the budget and what is included. Chairperson Pinderski explained that each proposal included options but there will be future expenses as we move on to phase 2. Village staff will negotiate the final contract.

Mr. Moders inquired what the desire is to fill up the Algonquin Corporate Campus. Mr. Smith explained that the goal is to build up and diversify the tax base and to have a larger employment base. Having jobs available in town for our residents plus a larger day time population to support our retail and restaurants.

Mr. Ward made a motion to recommend hiring a5 for marketing the Village and specific economic areas and have staff work with them to finalize the scope of the project. Mr. Smith seconded the motion and a voice vote noted all ayes.

Agenda Item 6: Project Salmon

Mrs. Parkhurst explained that the Village receives information from the IL DCEO about companies looking for sites or buildings along with their parameters. The Village responds to these requests if Algonquin meets the needs. The most recent proposal was Project Salmon.

The EDC was very pleased with the prospect of an international company locating in Algonquin.

Agenda Item 7: Business Awards

Mrs. Parkhurst reviewed the annual Business Awards program and asked the EDC for any nominations.

Mr. Smith would like to nominate Port Edward for rehabilitation improvements inside and out. Possibly, Steinmart for Economic Impact and any businesses that helped during the flood or volunteer groups.

Mr. Moders would like to nominate Fox River Marina for improving the site.

Mr. Ward suggested the redevelopment of the Great Bank site or Meijer for all their work at refreshing the inside and outside of the building and the site.

Mr. Rasek suggested the Tile Shop or Sherman for the MRI expansion.

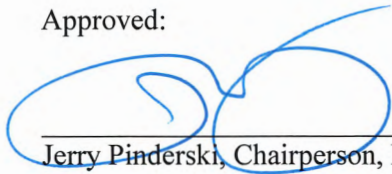
Agenda Item 8: New/Old Business

The EDC discussed various development updates throughout the Village.

Agenda Item 9: Adjournment

The meeting was adjourned at 8:15p.m.

Approved:



Jerry Pinderski, Chairperson, EDC