

**Minutes**  
**Regular Commission Meeting**  
December 15<sup>th</sup> 2009  
Flatlanders Market, 125 S. State St.

Chairman DeBoer called the meeting to order at 7:34 AM.

Commissioners DeBoer, Meyers, Carroccia, Carmichael, Meyer, Kitchen, Martens, Trickett and Wrostedek were present. Also in attendance were Coordinator Checolinski, City Administrator Nier, Assistant City Administrator Blakemore, Councilmember Brackmann and Bartman, Chamber President Slavin, Main Street Director Gitta, and Prairie Community Bank Torman.

Approval of Minutes

*A motion was made by Commissioner Meyers, seconded by Commissioner Kitchen, to approve the minutes of the 17 November Commission meeting as presented. Motion carried unanimously.*

*A motion was made by Commissioner Carroccia, seconded by Commissioner Carmichael, to approve the minutes of the 8 December PAM Committee meeting as presented. Motion carried unanimously.*

*A motion was made by Commissioner Martens, seconded by Commissioner Trickett, to approve the minutes of the 8 December BRRE Committee meeting as presented. Motion carried unanimously.*

Expenditure Review

Nothing Reported

Chairman's Comments

Chairman DeBoer thanked all the visitors to the meeting. DeBoer thanked Main Street Director, Pam Gitta, for her work as it would be the last time she would be at the MEDC meeting as head of Main Street. DeBoer stated that times are exciting for the city as there is some action even in the recession.

New Business

Mission Statement – A mission statement was presented by the BRRE Committee. The Committee had agreed upon a recommendation for a mission statement from Checolinski and asked him to change some language to make the sentences flow better.

Commission Trickett stated he felt a word change should be from “propagate” to “promote” in the last sentence. Martens agreed.

*A motion was made by Commissioner Meyers, seconded by Wrostedek, to accept the BRRE Committee's recommended Mission statement with Commissioner Trickett's recommended change. Motion passed unanimously.*

Joe's Place Incentive Recommendation– The BRRE Committee made a recommendation to provide a 3-year property tax abatement, 3-year sales tax rebate, and no fee waivers/reductions under BIPiM for Joe's Place.

Trickett explained a positive recommendation was given as the company met all of BIPiM requirements. Trickett also explained that there was a lengthy discussion over reading the BIPiM matrix over job creation. He stated that Joe's Place would have received a higher incentive if the part-time employees were not counted. He stated the Committee will review the Matrix at the next meeting.

Martens stated that all employee creation must be accounted for and the Commission should not award incentives based on only the top paid employees. Martens stated for that reason Joe's received the lower of incentive threshold.

*A motion was made by Commissioner Trickett, seconded by Meyers, to accept the BRRE Committee's recommendation to recommend to the City and other Taxing Entities a 3-year property tax abatement, 3-year sales tax rebate, and no fee reductions/waivers under the BIPiM program. A conversation pursued.*

Commissioner DeBoer wanted the Council members present to know why the decision was made given the controversial nature that the business took a long time to get application materials in. DeBoer stated that Joe's Place incentive application was submitted in November 2007, but only until recently has supporting documentation been provided. Trickett stated that the Commission has been working on implementing the BIPiM program and working out the kinks. Trickett stated that the BRRE Committee is not comfortable with formats now that several business and now expects full applications.

*The motion made by Trickett, seconded by Meyers passed unanimously.*

BIPiM Application Timetable – Martens explained that the Committee felt that now the “implementation” phase of BIPiM is behind us the Committee will only be reviewing applications which were complete before a building permit was issued. He stated the reason for picking this time is that the first time a business would need to approach the City is when applying for a business permit. That is the time the building department can hand out information on BIPiM to the prospective business and point them in our direction.

Tourism – Checolinski handed out a proposal finished the previous day. The proposal was signed by Slavin, Gitta, and Checolinski and laid the groundwork for beginning a tourism marketing effort under a Chamber of Commerce Division. Checolinski stated the idea for tourism began from working with a hotel developer by discovering 250,000 people visit the area annually. Checolinski stated he was looking for two motions. The first motion is to support the creation of the Division and sent a representative from the MEDC to sit on the board. The second is to provide \$500 of seed money for the Division, the same amount which will also be requested by the Chamber of Commerce and Main Street. Gitta stated the \$1,500 would do two things. The first, to pay for domain registration and hosting of a website for two years and the second is to pay for rack cards to be printed and distributed to tourism centers around the state. Gitta stated the website would cheap as it will be designed by her. Gitta stated there is a grant which could help offset some of the funds spent on marketing through the State of Illinois. Slavin stated that the reason for creating a Division is because the Chamber covers the surrounding area where much of the tourism related business are and their by-laws allow for easy creation of a group which can use the Chamber name to apply for grants.

Bartmann asked if McHenry County already has a Convention and Visitors Bureau (CVB) are efforts being duplicated. Slavin responded that this group would concentrate solely in the area and work with the CVBs to promote tourism.

Martens asked what was the downside? If it fails we only lost \$500.

***A motion was made by Commissioner Wyrostek, seconded by Meyer, to support the creation of a Chamber Division and to supply \$500 of seed money. A conversation pursued.***

Trickett wanted to comment that he would like to see the business which have the most to profit from marketing tourism contribute financially. Slavin stated that it would be up to the board of the Division, but that is what was envisioned Division.

***The motion made by Wyrostek and seconded by Meyer passed unanimously.***

2010 ICSC Booth Registration – Checolinski asked for a motion to approve \$375 to register for a booth at next years ICSC Chicago Deal Making event next October.

Carmichael stated he would like the Commission to look into working with other McHenry Communities and the County to market the area together.

Carroccia stated he felt that small communities must be collaborative to be more effective.

Checolinski stated that he agreed, but we still need to register and he does not want to miss any early registration discount while we figure out the details to work with other communities.

***A motion was made by Wyrostek, seconded by Meyers, to approve \$375 towards registering a booth in the ICSC Chicago Deal Making Event. Motion passed unanimously.***

Marketing Priorities – Checolinski stated he was asked by the PAM committee to put together a prioritized list of marketing projects which could be worked. Then that the list would be presented and approved by the Commission to work on them in order provided funds are available. Checolinski stated the list is not final, but he wanted to show it to the Commission in case they had anything to add or change. Checolinski stated he would work with the PAM committee to come back with a schedule to be passed by the Commission on a later date.

#### Old Business

I-39 Logistics Corridor– Checolinski provided a matrix of the different organizations. Checolinski stated he still favors joining the organization and that it should be a priority, but worries about his ability to attend the meetings.

Carroccia stated that if this group is made up of the development community it would be worth the money. Carroccia stated that he believed the matrix of organizations would focus on which Commissioners attend the events or are assigned to them. Trickett agreed.

Carroccia asked Checolinski if joining I-39 was time sensitive. Checolinski stated that it was not. Carroccia asked if the decision could be held off a month until the matrix was updated with which Commissioners were “assigned” to each group.

### Committee Reports

PAM – Carroccia stated the committee had a visit from Tim Madden of Co-Star. Carroccia stated the database was powerful, but the \$400 per month price tag was prohibitive. Carroccia stated that the Commission should encourage landlords to provide information to Co-Star because it increases their exposure when selling/renting the property and it helps to build the local database.

Checolinski stated that the Committee to approve funds for a newsletter to be sent to the parties met at all the trade shows the Commission attended.

BRRE – No Report Given

### Special Reports

Slavin stated that Chamber Mixer was that night at Merryhill Farm. She also stated the “Bubble Wonder Show” for children would be at the Chamber Expo. In addition the Chamber’s state of the community breakfast, guest speaker from IDES, and information on social network programs were coming up in January.

Gitta stated that the new director previously held the position in Woodstock and believes she will do well in Marengo.

Checolinski stated that there was a seminar put on by CMAP and IDC on Market Analysis in Oak Brook. He stated that unless there were any objections he was going to attend as there is a budget for training. There were no objections.

Wyrostek asked Checolinski about the problems with the “indemnity clause” indicated in his written report. Checolinski stated the Council also talked about the clause at the previous council meeting. Trickett stated that he would add language that states the business has the right to choose their own attorney to defend the contract.

DeBoer asked if the Commission could move into an executive session.

Blakemore stated that it must be on the agenda. Trickett recommended to add it to the bottom of every agenda just in case something needed to be talked about.

### Agenda Items for Next Meeting

None

***A motion was made by Carmichael, seconded by Carroccia, to adjourn. Motion passed unanimously.***

The meeting adjourned at 8:45 AM.