



## **ECONOMIC DEVELOPMENT COMMITTEE**

Wednesday, April 25, 2018 – 7:30 p.m.

Lorraine Morton Civic Center, 2100 Ridge Avenue, City Council Chambers

**Members Present** Ald. Wynne, Ald. Wilson, Ald. Simmons, A. Pigozzi, Ald. Rainey, Ald. Braithwaite

**Members Absent** J. Sierant, H. Powell, M. Berns

**Staff Present** P. Zalmezak, C. Plante, P. Martínez, J. Leonard

### **1. CALL TO ORDER / DECLARATION OF QUORUM**

**Ald. Wilson Called the meeting to order at 7:36 pm**

### **2. APPROVAL OF MEETING MINUTES OF April 25, 2018**

**Ald Simmons moved approval of the minutes**

**Ald Wynne Seconded**

**Approved 6-0**

### **3. ITEMS FOR CONSIDERATION**

- A. Entrepreneurship Grants
  - a. iKandi Hair Studio
  - b. Total Transformation Solutions

Ms. Cindy Plante introduced Tiffany Holmes and Kandi Corbin, who are applied for \$2,500 through the entrepreneurship support program.

Ms. Corbin explained she is seeking funding to obtain a hair braiding instructor license with the State of Illinois, which would allow her to conduct classes for individuals seeking state licensure and continuing education classes for other stylists and racially blended families.

Ald. Braithwaite expressed support.

Ald. Rainey expressed support.

Tiffany Holmes introduced her business, which is a personal and wellness coaching business. Ms. Holmes asked \$2,500 to rebrand her business and become certified as a corporate wellness professional.

Ald. Braithwaite inquired about how she developed her sales forecast. Ms. Holmes explained she was aided by her friend, and it is mainly based on individuals, rather than just corporate clients.

Ald. Wynne moved to recommend

Ald. Simmons second

Approved 6-0

B. Storefront Modernization Projects

a. Booked at 506 Main St.

Chelsea Elward explained hse plans to open a children's book store. She is applying for funds to install a custom door that includes a small door for children within the door, as well as custom signage. The door will come from Wicked Door and will be ADA accessible. The sign will be a blade sign.

Ald. Wynne expressed support.

Ald. Simmons moved to recommend  
6-0

b. Prairie Moon at 1635 Chicago Ave.

Robert Strom, owner of Prairie Moon applied for funding for a new sign, an ADA compliant door, do cosmetic improvements to the façade, and install energy efficient windows.

Ald. Wynne asked if they would move back to Albion building, Mr. Strom said no. the Albion project will house a new restaurant concept.

Ald. Wynne moved to recommend  
Ald. Braithwaite second  
6-0

c. ORT Resale at 915 Chicago Ave.

The applicant was not present, but Ms. Plante explained this is a high priority item given the poor state of the current awning.

Committee member, Andrew Pegguzzi expressed concern about shape of the awning, if it will be replaced in-kind.

Ald. Simmons asked if the item can held until applicant comes to the next Economic Development Committee meeting.

Mr. Paul Zalmezak agreed to wait for next meeting

Ald. Wynne moved to hold  
Ald. Braithwaite second  
6-0

C. Evanston Great Merchant Grant – West Village

Ms. Paulina Martínez introduced West Village Business Association's proposal to build a garden on a public parkway. She explained West Village had money left over through the Great Merchant Grant. Ald. Wilson asked to make sure neighbors in the surrounding area are notified.

Ald. Wynne moved to recommend  
Ald. Braithwaite second  
6-0

#### **4. ITEMS FOR DISCUSSION**

##### **A. Downtown Evanston Summer Update**

Annie Coakley presented a run through of the events Downtown Evanston held last year, introduced her new board members, and provided a preview of new events to come.

Ms. Coakley also provided a breakdown of the agencies Downtown Evanston advertises with and provided number of social media followers, and explained the organization's marketing strategies. A report of business closings and opening was also provided.

##### **B. West Evanston TIF Discussion**

Ms. Betty Esther expressed concern over inclusion of the community of in the planning process of the TIF. She also expressed concern over eminent domain.

Ald. Rainey explained that no one will be taking community members' homes.

Mr. Paul Zalmezak explained that there was a \$25 million investment projected in the West Evanston TIF when it was first created, but only \$2 million have been raised, given to the housing market crash. He also explained that the West Evanston Plan was not implemented because the TIF never produced revenue.

Ald. Rainey pointed out that there are almost no residential areas included in the TIF as it currently exists.

Mr. Zalmezak explained that the strategy of the new TIF he proposes is to make sure an economic engine is included to secure investment goes into the west side of Evanston.

Ald. Simmons asked what the next steps are and what the barriers are to move this project along.

Mr. Zalmezak explained there is interest in development of the west side, but the form based code is cost prohibitive to developers, because it asks that roads, sewers lines, and other utilities are taken on by the developer. Mr. Zalmezak suggested the most efficient way to address the issue to engage a consultant to analyze the de-TIF and re-TIF strategy, which could take 3 to 4 months.

Ald. Rainey pointed out that there are currently a lot of non-tax generating properties in the West Evanston TIF.

Ms. Johanna Leonard explained her staff has been working on figuring out the best course of action. Based on that work, the TIF should be the first piece to be moved to start moving along.

Ald. Braithwaite said he will need more information about re-TIFing process, and asked how much money is currently in the TIF, what would happen to the funds if it is decommissioned, and how much this would cost.

Ms. Leonard explained the money would be disbursed to the taxing body. She also mentioned that there is a current balance of \$390,000, and that consultant fees are an eligible expense. Ms. Leonard calculated that consultant fees would be less than \$60,000.

Ald. Rainey asked staff and aldermen involved taking a look at the area and analyze what is the potential development.

Ald. Braithwaite asked for a projection of cost to be done internally.

## **5. COMMUNICATIONS**

- A. Monthly Economic Development Communication
- B. Announcements/Updates from EDC Members

## **5. ADJOURNMENT**

**Ald Wynne moved to adjourn**

**Ald Simmons second**

**Approved 6-0**

**Adjourned at 9:18 p.m.**