

City of Darien
Minutes Economic Development Committee
Wednesday, October 9, 2019

1. Call to Order

The meeting was called to order at 7:05pm by Chairwoman Tina Beilke. Other committee members present were: Louis Mallers, Bryan Gay, Matt Weberling, Robert Hahn, Angelo Imbrogno and Nick Pritzer. The meeting was held at Darien City Hall.

2. Public Comment

There were no Public comments.

3. Approval of Minutes - September 11, 2019

The minutes as submitted for September 11, 2019, were approved.

4. New Business

a. Chamber of Commerce Update

James Burke, Chairman of the Board, and April Padalik, Executive Director, offered an update on the Chamber Mission; to work proactively with all community leaders to enhance the vitality and prosperity of the Darien Businesses, citizens, schools, government services and organizations. A brochure was provided detailing the main events the Chamber sponsors. Membership and revenues are stressed. Various options to increase both were offered. They shared the willingness of the Chamber to collaborate with the EDC, City staff, Park District, Lions and other Clubs to grow impact on the Darien business community. April and James provided their questions for the survey the EDC is preparing for submission.

b. Welcome Committee Member Nick Pitzer

All committee members shared their enthusiasm to have Nick on the committee to offer input and commentary.

5. Old Business

a. Business Statistics and Data—Plan to Begin Business Outreach

Significant discussion centered on the process for and the content expected to build an effective effort to capture the attention of Darien's businesses to build the data needed for meaningful reporting to the City Council. The specific detail script was reviewed with the requested inclusions/adjustments offered by City staff and the Chamber.

The Outreach/Visitation effort was crafted to request to include an introductory letter/email from the Mayor to Darien business owners/decision makers. The letter would request, a not to exceed, 10 minute personal visit from an EDC member to learn what that business needs from the City to assist in keeping and

growing that business in Darien. Goal is to quantify contact script in 2019 and launch visitations to capture data and statistics in 2020.

b. Incentive Website Link Finalization (Vision, Mission, Application)

With additions to content included, the committee reviewed and approved the economic guidelines for incentive requests from applicants and the language used on the City's website with a request to include the link for the application at the end.

c. Incentive Matrix/Template and Application

Extended discussion addressed the City of Darien Economic Development draft application. With the inclusion of the current list of Darien City incentives and amended—"What percentage of the cost needs financing and what is the Projects financial business Plan?" And replacing the word "incurred" with "to" developer in the sixth box on the application, the committee approved the application, as amended. The goal is for this final version to be presented to the Darien City Council in November.

d. Darien Economic Development Survey Updated

The final version of the survey, with additional input and discussion, was approved for usage. The committee hopes to obtain City staff approval in the next few days before launching to Darien citizens via Darien Direct Connect.

e. Darien Marketing Material Update

This remains an ongoing effort. No City staff was present to provide further update.

6. Next Scheduled Meeting

Chairwoman Beilke asked if we could change the date of next month's meeting which would have been November 13. Committee agreed on a new meeting date of November 20, 2019.

7. Adjournment

Motion to adjourn at 9:00pm approved.