

MINUTES OF COMMISSION MEETING
Thursday, November 19, 2015
Elmhurst City Hall – Conference Room #2
CITY OF ELMHURST AND ELMHURST COLLEGE COMMISSION

1. Call to Order

Chairman Reichert called the meeting to order at 4:05 p.m.

Present: Christina Hamilton, Diana Riekse, Peter Griffin, Kathleen Gusloff, Sarah Diamond, Richard W. Reichert, Thomas D. Marcucci (left meeting at 5:00 p.m.)

Absent: Andy Joseph (arrived at 4:15 p.m.)

Also in attendance: City Manager Grabowski, Lee Daniels, Peggy Tschetter, Tara Palandri

2. Public Comment

None

3. General Update

Motion to accept draft minutes from October 15, 2015 meeting was made by Tom Marcucci. Seconded by Diana Riekse.

Discussion about how to bring items to the table without violating the Open Meetings Act.

A contact list for the committee members will be assembled and sent out. Committee members will have the option of having a city email address for commission business.

Kassondra Schref (City Communications Manager) and Desiree Chen (Elmhurst College Communications Manager) will be invited to the next commission meeting.

4. Short Term and Long Term Discussion Topics from City/College Staff

a. Dedicated Website for Community Communication (College)

Discussion regarding calendar(s) of events with links to both City and College websites, type of events to be posted, who is the webmaster and what controls will be put in place to ensure postings relate to the mission of the commission. The commission will request Kassondra and Desiree to work on a layout that is user friendly with a limited number of buttons.

b. College Consulting for Business Community (College)

combined with

c. Promotion of Internships to Business/Public Community (College)

There is an Elmhurst College business class that is currently providing marketing strategies for Brewpoint Coffee. Students are available to work with Elmhurst businesses to promote the business. In the past, a class worked with a local preschool—who saw a 17% increase in enrollment with student(s) assistance.

Possible connection to Elmhurst businesses through the Chamber of Commerce, the College internship website: ecconnect.com. (Holly Kaufman and Dr. Larry Carroll would be the contacts), and through the College's Center for Professional Excellence.

Action item: Christina Hamilton to meet with Holly Kaufman and ask her to attend the next commission meeting.

d. Potential Bookstore Relocation in Business District (City).

Beck's, the current campus bookstore has a 10-year contract with the College. They are about one year into the contract. Due to downsizing, their space requirements are 1,500 sq. ft. The College is in need of the space the bookstore currently uses. Discussion included a new location south of the Metra tracks, a combination store with York, IC and the College, making it more attractive to the community.

Action items: Rich Reichert will discuss with the Economic Development Commission and Andy Joseph will follow up with the College bookstore.

e. Discount Coupons Printed on EC Performance/Athletic Tickets (City).

Attendees at York or College athletic events or performances can receive discounts at businesses in town. Coupons could be digital or use a URC code printed on the event ticket. There seems to be a large business interest in supporting college students through discounts at various businesses.

The City Centre has \$5 certificates for students who participate in these events/performances. The participating businesses are identified by a sticker placed in the business's window or students can bring in the game day ticket for a discount.

City Manager Grabowski stated that each business district (Central Business District, York & Vallette, and Spring Road) has their own promotions. Can these promotions be standardized?

Can College meal plans be used off campus?

Action items: Check the contract with the food service company at the College, open discussion between the Chamber of Commerce and the commission, can codes be added to tickets, and recruit businesses to accept the discounts.

f. Public Library/Buehler Library Synergies (City)

Discussion on how the two libraries can help each other:

- 3D printers
- Lunch & Learns
- Incubator area (to bring in people with home offices)

Start conversation between two libraries to identify what needs are not being met.

Action item: Rich Reichert to call Marybeth Campe (Elmhurst Public Library) to see if they have any similar programs.

g. College Involvement in Evaluation of City/EPD Recreation Center (College)

On November 18th, the Elmhurst Park District issued an RFP for a needs assessment study to be done for a potential recreation facility for sports and performing arts events. All proposals in response to the RFP are due by December 18. The YMCA and Elmhurst/Edward Hospital will be invited to participate in the RFP. It is anticipated that this facility will bring in traveling teams and their families, who will spend money in town. When a firm has been selected, Elmhurst College will provide information on the needs of the College and offer assistance from the College.

Chairman Reichert saw in the College website that Elmhurst College held a Customer Service Training workshop for City staff on October 12th. Kelly Cunningham (Elmhurst College) will be used to survey businesses outside of Elmhurst to find out why they didn't locate their businesses in Elmhurst. City Manager Grabowski will forward the results of the survey to the commission when he receives them.

5. Next Meeting Date January 21, 2016

Forward any ideas for the College to Peter Griffin and any City ideas to Rich Reichert.

After the January meeting, all future meetings will be held quarterly with minimal agendas.

Sarah Diamond moved to adjourn the meeting. Chairman Reichert seconded. Voice vote. Motion carried. Meeting adjourned at 5:10 p.m.

Submitted by City Manager Grabowski