

**MINUTES OF COMMISSION MEETING**  
**Thursday, April 21, 2016**  
**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 4:01 p.m.

Present: Richard W. Reichert, Peter Griffin, Sarah Diamond, Kathleen Gusloff

Absent: Tom Marcucci, Andy Joseph, Diana Riekse

Also in attendance: Mayor Steven Morley (Left at 5:06), City Manager James Grabowski, Alderman Kevin York (Left at 5:20), City Centre Executive Director, Tom Paravola; Desiree Chen, Managing Director of Public Affairs at Elmhurst College; Tara Palandri (Arrived at 4:04 p.m.)

**2. Public Comment**

None

**3. Approval of Minutes**

Motion to accept draft minutes from January 21, 2016 meeting was made by Chairman Reichert. Seconded by Sarah Diamond. Voice vote. Motion carried.

**4. Resignation of Christina Hamilton**

Commissioner Christina Hamilton accepted a position with another Institution. Desiree Chen, is applying to replace and continue the term for the commissioner position that was held by Christina Hamilton.

**5. Commission Successes**

Mayor Morley shared his appreciation to the Commission for taking the time to meet and explained the purpose of the meetings and why they are important to the Commission success.

**The following are a few successes shared:**

- New City Website launch, April 25, 2016 - ([www.elmhurst.org](http://www.elmhurst.org))
- New Explore Elmhurst Website ([www.exploreelmhurst.org](http://www.exploreelmhurst.org))

**6. Introduction of City Centre Executive Director, Tom Paravola**

The Commission welcomed Tom Paravola to the meeting. Discussion ensued on the use of incentives to attract College students to local businesses in the City's downtown area (City Centre), possibly expanding to Spring Road.

Discussion continued on involving business owners. Chairman Reichert questioned if this would be something of interest to the City Centre. Executive Director Paravola discussed how some merchants use incentives to attract college students to their businesses.

Executive Director Paravola discussed how the City Centre currently works with the College on the “over the track” initiative during student week by including \$5 gift certificates in the “new student” bags which has positive returns.

The City Centre is a sponsor of the Elmhurst College Jazz festival and the District #1 Illinois Music Education Association (IMEA) Festival.

Discussion continued concerning the City Centre and the benefit of issuing gift certificates, the unsuccessful return rate by advertising within the College newspaper and suggestion of developing a survey for the students inquiring their motivation for coming across and not coming across the tracks.

## **7. Old Business**

### **a. Potential Bookstore Relocation to Downtown – Tabled for Now**

Vice Chairman Griffin stated due to existing contract and where we want to go, the potential store relocation to downtown is tabled.

Discussion ensued.

### **b. College Involvement in Evaluation of Potential Recreation Center**

Mayor Morley stated that we will keep the commission posted. City Manager Grabowski continued discussion.

### **c. Web Calendar/Explore Elmhurst Update**

City Manager Grabowski stated the rollout is set for early June and discussed Communications Manager Kassondra Schref was looking into collect giveaways.

## **8. New Business**

### **a. Potential Elmhurst College Event on Top Floor of Addison Parking Deck**

Vice Chairman Griffin discussed the beginning stages of having an event “Dancing Under the Stars” atop the Addison parking deck and working on logistics to bring the event together. City Manager Grabowski discussed internal issues such as safety concerns, restroom facilities, food and beverage. Mayor Morley stated the event would bring familiarity to the new deck but is still an issue of safety.

b. Discussion of off-campus Housing Options for EC Students

Vice Chairman Griffin discussed affordable off-campus housing for students and other available options currently being offered. Vice Chairman Griffin also discussed the possibility of retaining students as residents after graduation.

Vice Chairman Griffin will review student housing with the Housing Department at Elmhurst College.

c. American Legion Military Ball

Chairman Reichert and Vice Chairman Griffin are on the committee and will attend this event to be held on September 10, 2016.

The Military Ball is a large fundraiser Black Tie event, to bring in an unlimited amount of people. There is a Medal of Honor recipient and they typically follow the rules of an official military ball.

There will be involvement by Elmhurst College Jazz Combo, Elmhurst College Jazz Band and the String Quartet.

**9. Proposed Next Meeting – July 21, 2016, 4:00 p.m.**

Chairman Reichert suggested holding next meeting offsite at the Elmhurst Public Library and inviting Director MaryBeth Campe.

Chairman Reichert moved to adjourn the meeting. Sarah Diamond seconded. Voice vote. Motion carried. Meeting adjourned at 5:28 p.m.

Submitted as a draft by City Manager James Grabowski