



Village of Westchester

10300 ROOSEVELT ROAD, WESTCHESTER, IL 60154

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Summit Leadership Meeting Minutes Monday, February 4, 2013

Village President
SAM D. PULIA

Village Clerk
SHERBY J. MILLER

Trustees
ANGELO A. CALCAGNO
PAUL GATTUSO
FRANK PERRY
CELESTINE REDA
NICK STEKER
TOM YURKOVICH

Village Manager
JANET M. MATTHYS

Village Attorney
MICHAEL K. DURKIN

Meeting called to order at 7:10 p.m. by Chairman Ron Brown.

Pledge of Allegiance

Roll Call:

Committee members present: Lori-Jo Fergle, Allison Muzal, Kandice Jacobs, Reverend Joe Mills and Ron Brown

Members not present: Darlene Barber, Bruce Horek

Village Board & Elected Officials present: Village President Sam Pulia, Trustee Frank Perry, Village Clerk Cathy Booth

Staff Members present: Janet Matthys, Village Manager; Melissa Headley, Director of Community Development; Molly Keane, Public Information & Management Assistant

Others in attendance: Mike Gobber, Real Living Gobber Realty; Dave McCreery, St Josephs High School; Kari Christiansen, School District 92 ½; Barbara Stanger, School District 92 ½; Fidencio Marbella, Westchester Public Library; Timothy Hinsdale, Westchester Public Library; Phyllis Kastle, Westchester Public Library;

Opening Public Participation and Comments: None

Old Business

- 1) Discussion of first set of actions to begin work on from last session on November 19, 2012 related to 3 of the Village Strategic Plan Initiatives (Community Pride, Business Retention/Expansion and Strengthening Relationships with Community Leaders), actions are:

Chairman Ron Brown gave a brief overview of the summits that have been held and action items that have been identified during the summits.

Community Pride:

- **Community calendar of events:** Discussion related to how we could institute a community wide calendar of events that would allow any community organization to post information on their events. Suggestions were made to coordinate with the Park District because they offered to host the community calendar at a previous summit. There was also discussion as to how to get the information consolidated to one calendar, who will review the information, who will be responsible for submitting information, who will be responsible for publishing information. There was discussion on how to enter the events listed in the Village newsletter's calendar into the online calendar. The group discussed making sure to keep the big picture in mind and what are we trying to accomplish. How does creating this calendar help us accomplish the goal of business growth and development? This should be considered the first step in the approach to developing a visitor's guide/informational guide to help market the Village. Informational guide to Westchester, first step is to have all the members of the summit start adding links to their website calendars, second step is that all the organizations start adding information to the same calendar in order to create one unified calendar, the third step is the informational guide. One participant

noted that the Citizen's Advisory Board has been working to create a new resident packet and maybe the new resident packet could be used a starting point for developing the informational guide. Information on a contact person for each organization should be provided to Melissa Headley in order to find a way to all share our events information on one site.

Strengthening Relationships:

- Chairman Ron Brown asked if the regular meetings of the community leaders are still occurring. Village President Pulia indicated that one such meeting occurred before the holidays. Talked about all the items that the different organizations are doing. There was discussion about having the managers of the organizations meet to discuss management topics of relevance to the various organizations. This meeting has not occurred yet.
- How to get other organizations involved? Invite some other organizations like the Kiwanis or the Lions to these summits. Chairman Brown suggested encouraging community organizations to submit their events to the shared calendar and also running an article in the newsletter asking organizations to submit their contact information so that they could be included in the calendar once it is up and running. The Park District is working on developing a list of all the organizations that are active in the community. Pastor Joe Mills offered to reach out to the Park District to see if we could get a copy of the list of organizations. The group was asked to send a list of any community organizations that they know of to Chairman Brown at edc@westchester-il.org

Business Retention:

- *Business Retention Survey:* Chairman Brown updated the group on the draft of the Business Retention Survey that the EDC is preparing to circulate. The Chamber of Commerce agreed to help participate in marketing the survey through email and mailing the survey. He went over the objectives of the surveys and next steps for the survey.
- Village President Pulia suggested sharing a list of all the businesses with the Chamber of Commerce and also develop a list of all the email addresses for businesses in the community to facilitate communication from the Village to the businesses and also to let residents be able to search for businesses in the Village. There was discussion on who should be responsible for maintaining the list, the Village or the Chamber. It was noted that the Chamber of Commerce is a membership based organization and if the businesses are not members, the Chamber would likely not maintain a list of non-member businesses.
- How to promote local businesses? Get the list of business licenses on the Village's website. Add a statement to the survey cover letter to encourage business owners to fill out the survey in order to be included on the Village's website.
- Chairman Brown mentioned that it was good to see the village encouraging residents to shop local in the newsletter with the 3/50 project. There was a discussion on how we can spotlight businesses in the Village newsletter.
- Village President Pulia mentioned that when the Committee was created they initially talked about wayfinding signage. If the Committee is still interested in that topic, this may be an item that could be accomplished. The issue should be revisited during the budget process.

Adjournment: With no further business to discuss, Lori-Jo Fergle made a motion, seconded by Kandice Jacobs to adjourn and the Committee passed said motion unanimously and the meeting was adjourned at 8:43 p.m.

Respectfully Submitted,
Melissa Headley, AICP
Director of Community Development