

MINUTES OF THE SPECIAL WORKSHOP MEETING OF THE PRESIDENT AND BOARD OF TRUSTEES OF THE VILLAGE OF WILLOWBROOK HELD ON MONDAY, JULY 16, 2007, AT THE VILLAGE HALL, 7760 QUINCY STREET, IN THE VILLAGE OF WILLOWBROOK, DUPAGE COUNTY, ILLINOIS.

1. CALL TO ORDER

The meeting was called to order at the hour of 6:30 p.m. by Village President Gary Pretzer.

2. ROLL CALL

Those present at roll call were Trustees Dennis Baker, Michael Mistele, Michael Brown, Robert Napoli, Paul Schoenbeck, Timothy McMahon and Village President Pretzer. ABSENT: None. Also present were Village Clerk Leroy Hansen, Village Administrator Phil Modaff, Chief of Police Edward Konstanty, Director of Finance Sue Stanish, Director of Municipal Services Timothy Halik and Planner Sara Hage.

A QUORUM WAS DECLARED

3. REPORT AND DISCUSSION - ECONOMIC DEVELOPMENT PLAN

Planner Hage presented the Village Board with an overview of goals of the proposed Economic Development Plan:

1. Enhance Developer & Business Relationships and Communication to Facilitate Economic Growth
2. Promote Existing Businesses and Attract New Businesses to the Village
3. Identify New Village Revenue Streams
4. Expand Local and Regional Economic Development Resources
5. Communicate Village Identity thru Physical Improvements

The proposed plan would be attained through two levels of action steps with each level assigned a prioritized list of steps that would be undertaken by the Village Staff. The Level 1 action steps could be accomplished during the current fiscal year and Level 2 action steps within the next fiscal year. Planner Hage presented the action steps to the Board:

Level 1 Action Steps

- Priority #1 - Strategically annex properties that will provide significant contributions to the Village tax base.
- Priority #2 - Revise development applications to provide clear, concise information and direction to developers and businesses interested in expansions/redevelopment.

- Priority #3 - Promote Willowbrook businesses in the Village newsletter, on the website and on local cable television by profiling businesses and providing new construction updates.
- Priority #4 - Identify potential sites for (re)development and share with developers, realtors and expanding businesses.
- Priority #5 - Develop and maintain a comprehensive list of all buildings, vacancies and businesses in the Village. Use it to track local business activity and to enhance business attraction and retention activities.
- Priority #6 - Assist local shopping center management companies and owners to find replacement tenants for vacant space.
- Priority #7 - Provide Village development resources on web including contact info, applications, process overview and any pertinent market data.

Level 2 Action Steps

- Priority #1 - Develop a Business Retention Outreach Program that will make use of a staff/chamber team to contact local businesses to answer questions and promote available local options for expansions/relocation.
- Priority #2 - Establish a relationship with DuPage County Department of Economic Development, DuPage Biz and Illinois Development Council to draw upon their resources.
- Priority #3 - Develop a "Shop Local" program to educate the public on the benefits of shopping locally. Use Village publications, events and targeted marketing materials to accomplish.
- Priority #4 - Create a Village marketing piece that can be used for both economic development and general Village PR purposes.
- Priority #5 - Budget for and construct new Village monuments to help residents identify Village Boundaries and local businesses.
- Priority #6 - Improve identity and visibility of Willowbrook businesses by budgeting for and installing street pole banners along business corridors.

The consensus of the Village Board was that the use of the internet and website for targeting potential businesses, assisting existing businesses, offering information and services to the residents and the community as a whole was an important

resource. The Board congratulated the Staff on the comprehensive Economic Development Plan presented.

4. REPORT AND DISCUSSION - ANNEXATION STRATEGY REPORT

Planner Hage advised the Board that the purpose of the Annexation Strategy Study was to proactively deal with annexations, respond to Village Board goals and directives, prioritize Village resources and develop staff consensus. She provided an overview of the process used for the study:

1. 15 potential annexation areas were identified
2. Each area was analyzed and scored according to criteria that reflected strategic management and budgetary considerations
3. Analysis and scoring resulted in a ranking from 1 to 7 with 5 additional sub-ranked areas
4. Rankings represented annexation priorities. Two site areas, Joliet Road Triangle and the Soper Road Triangle, were ranked 1 and 2.

Planner Hage noted that the challenges were to understand the particularities of each of the site areas such as infrastructure, history, development issues and trends and the budgetary impacts and concerns, as well as predicting future activity of the areas. She further provided an overview of the different rankings of the identified properties and the methodology the staff used to determine the rankings of these properties.

The Staff reviewed along with the Village Board the designated Site Areas with regard to each site's history and its annexation benefit to the Village. The Board concurred with the Staff's assignment of priorities, especially with regard to the site areas ranked 1 and 2, the Joliet Road Triangle and the Soper Road Triangle.

5. ADJOURNMENT

MOTION: Made by Trustee Schoenbeck, seconded by Trustee Brown, to adjourn the meeting at the hour of 8:23 p.m.

PREVIOUS ROLL CALL VOTE: AYES: Trustees Baker, Mistele, Brown, Napoli, Schoenbeck and McMahon; NAYS: None; ABSENT: None.

MOTION DECLARED CARRIED

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PRESENTED, READ and APPROVED,

_____, 2007

Village President

Minutes transcribed by Mary Partyka.