

**MINUTES
VILLAGE OF HOFFMAN ESTATES
ECONOMIC DEVELOPMENT COMMISSION
DECEMBER 4, 2024
VILLAGE HALL
REGAN CONFERENCE ROOM
1900 HASSELL ROAD
HOFFMAN ESTATES, IL 60169**

**Mayor William D. McLeod
Co-Chairmen Gary Pilafas & Gary Stanton**

Date: December 4, 2024

Time: 2:00 p.m.

Members in Attendance:

Linda Dressler
Tricia O'Brien
Kasi Paturi
Gary Stanton
Gary Pilafas
Eric Smith
Eric Maschewski
Daniel Lee

Members Absent:

Dan Jedrzejak

Others in Attendance:

Kevin Kramer, ex-officio
Michael Walker
Mayor Bill McLeod
Jennifer Djordjevic
Dan O'Malley

1. CALL TO ORDER

The meeting was called to order at 2:00pm

2. APPROVAL OF MINUTES

A. September 4, 2024

Commissioner Stanton made a motion to approve the minutes and Commissioner Dressler seconded. A voice vote recorded all ayes.

3. PUBLIC COMMENT

There was no public comment.

4. NEW BUSINESS

A. Economic Development Strategic Plan Prioritization

Mr. Kramer asked for the commissioner's opinions of what should be worked on in 2025. He noted some tasks have been completed, whereas others can now clearly be abandoned as they are not worth the effort currently (e.g., CDBG to be removed). Commissioner Dressler wants to ensure that Business Blitz continues to similar effort – possibly with some of the same businesses to see how things are progressing over time. Mr. Kramer noted that was the plan in the Algonquin Road area. Commissioner O'Brien agrees with the plan to both follow up and expand to new businesses simultaneously. Chair Pilafas noted that some of the businesses in the Algonquin Road area do not open until later in the day (such as smaller restaurants) so plan accordingly.

Co-Chair Pilafas discussed item 5G, relating to drones. Mr. Kramer noted that the drone work to date has gone well and had a commercial ready that ended up not being need due to a sale. Pilafas mentioned the thought of drone flyovers for data center shots.

Mr. Kramer discussed the now ready Dining Guide and work being done on the VisitHoffman.com website – expected to be ready in January.

Mr. Kramer mentioned the investigation into additional Sister City locations after a suggestion from Pilafas. Item 3D remains a focus that has had a started exploration but looks like a heavy lift to get it going and keep it going for a long time. Additional locations discussed beyond Japan, Germany, Switzerland, but also places such as Ireland/Northern Ireland.

Commissioner O'Brien believes that 2F is a great idea but would like to assist on gaining Chamber members. Commissioner Dressler discussed the need to show the return on investment for the prospective members to sell them on the idea of joining. Commissioner Stanton asked about the fees needed to join. Commissioner O'Brien noted that it varies depending on the size of the business and they start at a fairly low rate in order to garner attention from all sorts of different businesses.

B. Create 2025 Work Plan

Mr. Kramer seeks to create a strong work plan for 2025 (similar to '22 & '23) for the commission. He discussed details of the upcoming CRE 2025 event (Thursday, February 6th) and mentioned 2 C-Suite Events throughout 2025 (One to be hosted at Club Colors)(Second host TBD – Commissioner Smith noted the prospect of being the host and has some thoughts on sponsorship and could also host an informal networking event at the beer garden or Saddle Room or similar. Having keynote speakers as a draw and then having a specific networking effort. Mr. Kramer noted the quality of Clearwater Capital economy summaries.

Other items for the workplan included continuing the Business Blitz efforts, Commissioner Smith discussed the prospect of having an upcoming data center site visit as part of an official meeting, Mr. Kramer mentioned a need for updated testimonials. Looking for a smattering of different business sectors to be involved in the process since the Village will be updating website in 2025 and this process involves a separate

Economic Development page that can host said testimonials. Linda Dressler & Co-chair Pilafas volunteered to assist with videos in January & February.

Additionally, Mr. Kramer noted that the Economic Development Specialist position is aiming to be filled by January/February of 2025 for the CRE Event.

C. Discuss Business Conditions

Commissioner Paturi noted that small businesses expect increases in revenues, and they have an expectation to hire more in 2025. Commissioner Stanton was surprised based on the potential economic impact of the impending tariffs.

Commissioner Smith noted that 2024 was much worse for their business than 2023, so hoping that the changes in economic indicators will yield a more prosperous 2025. Stressed the importance of making everything developer friendly to have increased growth.

Commissioner Dressler noted 21 single family homes available for sale through the system, least expensive \$369,700, with most expensive at \$1,300,000. 11 attached dwellings from condos at \$155,000, up to \$409,900. Only 13 rentals available, from \$1,800, up to \$3,795. Interest rates being so low is leading to people not moving from their current properties. Realtors had such a rough year that approximately 70% are leaving their jobs locally.

Mr. Kramer noted that by Kyoto Japanese Steakhouse & the Culvers, as large billboard is in the process of going up to showcase the entrance to the entertainment district.

5. OTHER BUSINESS

A. Light Rebrand of VisitHoffman –

Mr. Kramer showcased the new logos and brand concept. Commissioners noted some concern on the shades of the individual colors and Mr. Kramer showcased that the display was altering the shades, so Commissioners viewed the logos directly from Mr. Kramer's laptop for a more accurate representation at which the Commissioners voiced their positive comments of informal approval.

6. ADJOURNMENT

A motion was made by Gary Stanton and seconded by Tricia O'Brien to adjourn the meeting. Voice vote recorded all ayes. The meeting was adjourned at 3:08PM. Next regularly-scheduled meeting will be Wednesday, March 5, 2024.