



Village of Hanover Park Administration

Municipal Building
2121 West Lake Street, Hanover Park, IL 60133
630-823-5600 tel 630-823-5786 fax

hpil.org

Village President
Rodney S. Craig

Village Clerk
Kristy Merrill

Trustees
Yasmeen Bankole
Liza Gutierrez
Syed Hussaini
James Kemper
Herb Porter
Bob Prigge

Village Manager
Juliana A. Maller

VILLAGE OF HANOVER PARK ECONOMIC DEVELOPMENT COMMITTEE

REGULAR MEETING

2121 W. Lake Street, Room 214, Hanover Park, IL 60133

Tuesday, January 10, 2023
12:30 p.m.

AGENDA

1. **Call to Order**
2. **Acceptance of Agenda**
3. **Townhall**
Persons wishing to address the public body must register prior to Call to Order.
Please note that public comment is limited to 5 minutes per speaker.
4. **Approval of Minutes – December 13, 2022**
5. **Old Business – none**
6. **New Business**
 - 6-a. **Business of the Year 2022 – EDC members to give a report on their assigned nominated business:**
 - SP Marketing – Member Gudenkauf
 - Nail Land – Member Shah
 - Aerus of Hanover Park – Chair Tobin
 - Dulce Vida Juice Bar – Members Farfan & Candelas
 - Bharti's Tailors – Member Revollo
7. **New Business Welcomes**
 - 7-a. **New businesses**
 - Nuevo Chapala – 1780 Irving Park
 - 7-b. **Recap Welcome Visits Prior Month**

8. Development Updates

9. Committee Member Events

a. Bartlett Area Chamber Events (BACC)

- Ribbon Cutting & Grand Opening – Zen Ramen & Grill – 1553 Irving Park Road, January 18 @ 11:30am-12:30pm
- Cocktails & Contacts – at TL’s Four Seasons, 110 Bartlett Avenue, Bartlett January 25 @ 5:00 - 7:00pm
- Ribbon Cutting & Grand Opening – 180 Red Fit – 1081 Army Trail Road, Bartlett, February 7 @ 11:00am – 1:00pm
- Casino Royale 2023 – Moretti’s, 1075 Lake Street, Bartlett – February 24 @ 7:00pm – 10:30pm

b. Northwest Hispanic Chamber Events (NWHCC)

- NWHCC El Cafecito Lunch & Learn – January 16 at Bellworks of Hoffman Estates @ 12:00-2:00pm

c. Women’s Business Development Events (WBDC)

- Childcare Collaborative – January 25, February 2nd, 9th, and 15th (3 sessions) @ 1:30pm – 3:00pm (webinar)
- New Year’s Resolution: Forward Planning Educational Series for Women-Owned Business Enterprises – January 26 @ 10:30am – 12:00pm (webinar)

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10. Upcoming Village Events

Visit the Village website for complete details on upcoming events for 2023

11. Adjournment

4. APPROVAL OF MINUTES

Motion by Member Shah, seconded by Member Revollo to accept the Minutes of November 8, 2022.

Voice Vote: All Ayes.

Minutes accepted

5. OLD BUSINESS

5-a. Business of the Year 2022

EDC members volunteered to interview nominated businesses:

- SP Marketing – Member Gudenkauf
- Nail Land – Member Shah
- Aerus of Hanover Park – Member Zanfardino
- CD One Price Cleaners – Chair Tobin
- Dulce Vida Juice Bar – Members Farfan and Candelas
- Bharti's Tailors – Member Revollo

EDC members will turn in interview forms by January 5, 2023. It was noted that Hanover Park Community Bank was nominated but not eligible, and Country Style Donuts was also not eligible.

5-b. New Business Welcome Folder Discussion

- Director Govind reviewed each informational item in the folder, and also showed the business license frame with the Hanover Park logo that is also included.
- Director Govind also asked the EDC if these items are the type of information that should be included, if more or different items should be added, and if any specific arrangement of the items should be in place.
- Director Govind commented that an information sheet titled "Who to Call at the Village For..." would be helpful, along with the WBDC's business plan template, Hanover Park promo cards, and financial resources/free assistance program information.
- Member Zanfardino commented that the SCORE Small Business Mentoring form is outdated, along with the BACC information flyer and the WBDC flyer.
- Member Swan commented that "less is more" and the folder should not be too packed or it may not be reviewed thoroughly.
- Director Govind commented that the Business Retention Survey will soon be attached to business license renewal applications.
- Planner Schwartz commented that the informational QR code could be included on the Mayor's welcome letter.
- Member Farfan suggested inviting the new business owner to an EDC meeting, to meet the Mayor and the inspectors. He noted that usually small business owners are too busy to sit down and go through the welcome folder when he has visited.
- Member Zanfardino commented that he always invites the business owner to attend an EDC meeting but has not had anyone attend yet.
- Planner Schwartz suggested having a photo taken with the business owner and then post on our Facebook page.
- Chair Tobin commented that she has always been well-received when doing the welcome visits and owners are usually very friendly.

6. NEW BUSINESS

6-a. EDC Recommendations

Spotlight on Business

- It was noted that the next Hi-lighter will be the March/April edition
- Member Shah suggested Vital Roots – it is a business inside of her business; however it does not appear that they have a business license
- Belinda Mustafa suggested Lux Cleaners and Tailors. She stated she has used their dry-cleaning service and they are friendly and very nice and they do a great job.
- Admin. Sjodin will include all nominated businesses in a Facebook post and in the January Business Matters newsletter

Next Level Northwest

- Director Govind announced that Chiro Center just completed their pitch to the NLNW panel and at the next meeting she will get confirmation that they will be moving forward.
- Member Shah discussed NLNW with Sun Cleaners with the owner when she visited.

7. New Business Welcomes

7-a. New Businesses

- Zen Ramen & Grill – Chair Tobin will deliver
- El Nayarita Restaurant – Members Candelas and Farfan will deliver
- PT Solutions Physical Therapy – Member Shah will deliver

8. DEVELOPMENT UPDATES – Director Govind

- Chiro Center completed their Next Level Northwest presentation
- There were two public hearings at the December Development Commission meeting; one for a fence variance and one for the new fire station to be built on Schick Road
- Concept plans have been submitted for Church & Lake Street and Lake Street & Barrington Road
- The Stearns & Redford townhome project did not pass at the Village Board meeting. Also, on December 15, 16 & 17 the International Expo will be in Lisle to allow international businesses to participate and recruit business. ER2 will be printing a banner for the event.
- Greenbrook/Tanglewood has the Alive Center for teens

Planner Schwartz commented that Good Deal has completed their landscaping, the outside portion of Chase Bank is done, and One Wise Road is continuing to progress.

9. COMMITTEE MEMBER UPDATES

- Chair Tobin – One Book, One Community is available to the Hanover Park Branch Library. The library has been open through the holidays.
- Member Revollo – First Eagle Bank was awarded Business of the Year by the NWHCC
- Member Zanfardino – the library is getting a book mobile which will serve as a mobile library to be used at various events in the Poplar Creek Library service district. It will be a super-sized cargo van with shelves of books and other media.
- Member Zanfardino also asked if a crosswalk could be installed next to Olde Salem and Irving Park Road because it is dangerous for pedestrians. Planner Schwartz replied he can consult with Public Works but may need to speak to IDOT.

- Trustee Hussaini commented that it is a great idea to invite businesses to an EDC meeting to see what we do. He also stated that the Board had a discussion regarding banners.
- Member Farfan thanked Hanover Park to be the “birthplace” of the NWHCC. He stated that the Grow Grant had two applicants: Ssecrets Salon and Olde Salem Café, and in January the winners will be announced.

10. ADJOURNMENT

Motion by member Swan and second by member Shah adjourn the meeting.

Voice Vote: All Ayes

Motion carried. Meeting adjourned at 1:42 pm

Transcribed by:

Kathy Sjodin, Admin. Assistant
On this 13th day of December 2022

Gail Tobin, Chair

Business of the Year EVALUATION FORM 2022

EDC Member: _____

Evaluation CATEGORY	Points Possible	AERUS of HP Points earned	BHARTI'S TAILORS Points earned	CD ONE PRICE Points earned	DULCE VIDA Points earned	NAIL LAND Points earned	SP MARKETING Points earned
<p>Community Involvement Evaluate all events, fundraising, sponsorships, projects etc. the company participates in which benefit the community. (Food drives, Habitat for Humanity, Toys for Tots, fundraising, school sports team sponsorships etc.)</p> <p><i>*Score based on interview report & see completed interview form for each business</i></p>	<p>Point value based on number of occurrences/events/ Sponsorships business is involved in for the year:</p> <ul style="list-style-type: none"> No events = 0 pts 1 event = 5 pts 2 events = 10 pts 3 events = 15 pts 4+ events= 20 pts <p>Enter a point value under each business name.</p>						
<p>Customer Service Evaluate the policies and practices that demonstrate great customer service.</p> <p><i>*Visit the business, look at Yelp reviews and Google reviews, see Facebook comments, overall star ratings etc.</i></p>	<p>Point value based on <u>overall</u> Google, Yelp, Facebook positive reviews:</p> <ul style="list-style-type: none"> No ratings = 0 pts Low ratings = 5 pts Average ratings = 10 pts Above Average = 15 pts Outstanding = 20 pts <p>Enter a point value under each business name.</p>						
<p>Positive Image & Appearance Evaluate overall appearance (inside & outside) of the building, signage, landscaping, potted plants, window displays, cleanliness, organized, etc.</p> <p><i>*Drive by or see interview form for each business</i></p>	<p>Point value based on physical appearance, inside & outside:</p> <p>Unattractive, no care given = 0 pts Very little = 5 pts Average = 10 Above average = 15 Very attractive = 20</p> <p>Enter a point value under each business name.</p>						
TOTAL POINTS:							

From: [Steven Zanfardino](#)
To: [Sjodin, Kathy](#)
Subject: Business of the Year Award
Date: Friday, January 6, 2023 1:36:39 PM

EXTERNAL EMAIL

Hi Kathy,

I don't remember I was supposed to email you the BOTYW interview or just bring it on Tuesday so I'm going to do both.

~Steven

1 I started in 1980 on a scholarship program from Lewis University, selling for Electrolux, after graduation they offered me a management position, and then a franchise. Because of our success I also am a Regional franchise Director for Aerus over 11 states.

2 We opened in 1990 so 33 years in Hanover Park in the same location.

3 We offer in home or business service, the office is open 9-5 m-f Sat by appointment.

4 We have 14 employees.

5 We help people have a healthy home and businesses, Air and water quality are especially important today.

6 I started with by myself as a new business, now we have over 25,000 active accounts, and are the largest office in the Midwest, 10th **out of 250 franchises**.

8 We offer up to a ten year guarantee on most of our water purifiers and 5- 15 years on vacuums and up to 5 years on our line of active pure air products.

9 We donate to the equine therapy for the wounded warriors program, I personally help at the location in Harvard.

We donate products and funds to the Hessed House homeless shelter.

We are involved in the toys for tots.

We donate to A.D.O.P.T. animal shelter.

My Website is www.aerusactivepureofhanoverpark.com

Or www.allergyangels.net

Thanks

Dan Brown

Business Name: CD One Price Cleaners

EDC Member: Gail Tobin

Contact: Waseem Aktar

Title: Owner

Date Called: 1/5/23

BUSINESS OF THE YEAR AWARDS - TELEPHONE INTERVIEW FORM

***Be sure to interview the business OWNER, not just an employee.

“Hello, I’m _____ a member of the Economic Development Committee of the Village of Hanover Park. I’m calling to congratulate you on your business being nominated for the Business of the Year Award! To be considered, I need to ask you a few brief questions so that the Committee has all the information they need for evaluating all businesses nominated and select a winner. This should take no more than 5-10 minutes.”

1. Can you tell me about your business and give me a short history of how you started?

We are a dry cleaning franchise with our plant on-site. We provide services such as alterations, wash and fold, cleaning comforters, blankets, rugs, boots. We are fairly priced and no upcharges – 40-50 percent less than other dry cleaners.

2. How many years have you been in business and how long has your business been in the Village?

The business started in 2003 and has been in the Village 20 years.

3. What are your business hours? 7am – 7pm (Monday-Saturday) Closed Sundays

4. How many employees do you currently have? About 16

5. What is your company’s business “philosophy”, as well as accomplishments and challenges that you face?

We offer the best price possible and convenience. Of course COVID has been a challenge, but we kept all the employees we could. We are still down on sales.

6. Can you please describe your company’s growth while you have been in Hanover Park?

In 2003 we had 6 stores, now they now have 35 locations.

8. Please tell me what your company does to provide the best possible customer service it can.

We provide same day service on-site, except the rugs and boots.

9. How has your business been involved in the community? Please describe each activity and month of participation:

We hire local and support the community. We support the after-school work program, currently employing 3 students. We contribute to the Police and Fire Department as we can.

Before leaving the business, please make a note of the outside and inside appearance of the business on the back of this form – building appearance, landscaping, window displays, signage, potted plants, cleanliness, organized displays, etc:

Business Name: Nail Land **EDC Member:** Dr. Avani Shah
Contact: Bille Do **Title:** Owner **Date Called:** 1/4/2023

BUSINESS OF THE YEAR AWARDS - TELEPHONE INTERVIEW FORM

***Be sure to interview the business OWNER, not just an employee.

“Hello, I’m _____ a member of the Economic Development Committee of the Village of Hanover Park. I’m calling to congratulate you on your business being nominated for the Business of the Year Award! To be considered, I need to ask you a few brief questions so that the Committee has all the information they need for evaluating all businesses nominated and select a winner. This should take no more than 5-10 minutes.”

1. Can you tell me about your business and give me a short history of how you started?

“we started in 2013, and opened because I wanted to open a nail salon. There is not much to it”

2. How many years have you been in business and how long has your business been in the Village?

9 Years in Hanover Park

3. What are your business hours?

10AM-7PM Mon-Wed, 10AM-7PM Thurs-Friday and 10AM-6PM Saturday

4. How many employees do you currently have? 5 including himself

5. What is your company’s business “philosophy”, as well as accomplishments and challenges that you face?

“Service people, best possible customer service we can. Pandemic did affect our business, we were down by 30%, but slowly increasing our numbers and we are doing fine currently”

6. Can you please describe your company’s growth while you have been in Hanover Park?

“Growth has been steady since we opened”

8. Please tell me what your company does to provide the best possible customer service it can.

“Treat everyone equally, down to earth, we listen to what they want and not force anything”

9. How has your business been involved in the community? Please describe each activity and month of participation:

“No direct involvement, but has donated in the past to Hanover Park Fire and Police department”

Business Name: SP Marketing, Inc. **EDC Member:** Nan Gudenkauf
Contact: Shannon Potenzo **Title:** Owner **Date:** Dec. 2022

BUSINESS OF THE YEAR AWARDS - INTERVIEW FORM

1. Can you tell me about your business and give me a short history of how you started?

I own SP Marketing, Inc.; a Brand Management & Marketing Company. We manage everything about products/brands; from manufacturing, sales distribution, marketing, web design, social media and even warehousing & fulfillment. I have been in the product sourcing and sales industry for 25+ years and we started with just product sourcing for our clients and then expanded across multiple platforms based on our clients needs. Back in 2015, I started our first brand: Go Far Travel Gear & Luggage. Today, we manage 7 product brands by doing their manufacturing, sales distribution, creating their online and retail presence and fulfill 6 out of the 7 brands from our office in Hanover park. We have also grown our social media and website design business to evenly match our brand marketing; to make us a one-stop-shop for our customers. Our products have been showcased on QVC, in retail stores and our brands are feature on almost all major online retailers.

2. How many years have you been in business and how long has your business been in the Village?

I started SP Marketing in 2008 just to consult for companies and in 2014, I opened my doors to the public. When I first signed up for the Bartlett Area Chamber, that first year I was not involved and did not get much business as a result, so the next year I vowed to take a better stance and go to events and to get involved. By year 3 I had joined the board and year 4 we headed up the Oktoberfest and event committees and started to assist the Chamber with their social media pro bono from July – December 2022. It has been a great way to get involved in my community and get to know surrounding businesses.

3. What are your business hours? Monday-Friday from 8-4pm

4. How many employees do you currently have? We are “small but mighty” with just 3 employees right now.

5. What is your company’s business “philosophy”, as well as accomplishments and challenges that you face? We believe that you can be successful in business by hard work and being kind to others. I have ran my company with honesty and integrity since the beginning and I have a strong belief to give back to the community and others. For examples our brand: “Sophie’s Joy” Donates a percentage of sales back to Operation Underground Railroad (www.ourrescue.org) that rescues children all of the world from human trafficking. Our brand; “Wine & Dogs” donates a percentage of sales back to various dog rescues. In 2022, we worked pro bono doing social media for the Bartlett Area Chamber of Commerce and Bridging Heart Organization (They help foster kids who age out of the system by providing housing); we not only kick started social media but taught them how to use the social platforms for opportunity and growth. We also taught Facebook 101 classes to local small businesses in September 2022 and will continue to expand on our classes throughout 2023.

We truly feel the most fulfilled when we are helping other companies grow.

6. Can you please describe your company’s growth while you have been in Hanover Park?

When we moved into our Hanover Park location on April 1, 2020 (I know, date was not great); we managed only 4 brands and now we manage 7 so we have built up our branding business and we only did social media for our brands and have since launched that business during Covid when our promotional product division plummeted.

So our social media business has seen 100% growth since we moved in 2020 to Hanover Park. The Chamber has also helped us by introducing us to new clients and always recommending our services.

8. Please tell me what your company does to provide the best possible customer service it can.

We really do go above and beyond because we have to constantly prove ourselves. People tend to look at how small we are and think “How could they possibly do everything they say they do” and after I convince them to try us out they are always convinced. We meet with our clients on a continued basis to make sure they are happy and their goals are aligned with our strategies.

Also, for our promotional clients; they always receive a “thank you” note with every order. As I think it’s important that they know that we value their business.

9. How has your business been involved in the community? Please describe each activity and month of participation: Well, we have been involved with the Bartlett Area Chamber of Commerce for over 4 years. In the last 2, I have sat on the Board of directors and renewed the events committee which then turned into the Oktoberfest committee for me. I am a huge fan of the in -person events which I really pushed for back in 2021 and (even late 2020) as there is no better networking than face to face with your customers and peers.

Due to the success of a local To Go page, we took what we learned and made the Bartlett (IL) Small Business page and are doing our best to help local small business be able to advertise their services without the fear of negativity. As a small business, I know that it helps to be able to have access to a free advertising platform and I am happy to help others whenever I can.

Note:

Shannon is always first to raise her hand to help with whatever anyone needs. She has been a great support to not only us but other businesses as well. She is very generous with her sponsorships and time. She is wonderful about giving to those in need. I feel SP Marketing is a great fit for the Business of the Year award!

Nan

Save this info!!

WHO DO I CALL AT THE VILLAGE FOR....

Need help? Have a question?

Get to the correct department at the Village quickly if you have any of the below concerns or questions:



- Business licenses - Inspectional Services 630-823-5860
- Code enforcement issues - Anonymous Code Enforcement Hotline 630-823-5570
- Contractor licenses – Inspectional Services 630-823-5860
- Dead animal in the street - Public Works 630-823-5860
- Digging for any yard projects – J.U.L.I.E. 800-892-0123 or 811
- Electricity outage or downed power lines – ComEd 800-334-7661
- FOIAs related to the Police Department – Police Dept. 630-823-5500
- Garbage service questions or issues & electronics pickup – Groot Services 630-469-1036
- Gas leak or natural gas smell inside or outside – NICOR 888-642-6748
- Liquor Licenses & special events (not business-related) – Village Clerk 630-823-5602
- Neighborhood Watch information 630-823-5635
- Opening a business in Hanover Park assistance – Community Development 630-823-5780
- Overnight parking questions – S.E.P. Unit 630-823-5481
- Parking, traffic-related or school issues – S.E.P. Unit 630-823-5481
- Payments for non-water billing related items – Finance 630-823-5790
- PERMITS (driveways, decks, fences, patios, sheds, windows, building, etc.) – Inspectional Services 630-823-5860
- Pet licenses - 630-823-5790
- Plats of survey – Inspectional Services 630-823-5860
- Sewer back up problems – Public Works 630-823-5700
- Sign Code regulations for my business - Community Development 630-823-5780
- Streetlight not working properly – Public Works 630-823-5700
- Tree trimming, fallen limbs, brush pickup, free mulch – Public Works 630-823-5700
- Water billing issues or questions – Water Billing 630-823-5799
- Water quality questions or water main break – Public Works 630-823-5700