VILLAGE OF HANOVER PARK
ECONOMIC DEVELOPMENT COMMITTEE

REGULAR MEETING
Tuesday, February 11, 2020
12:30 p.m.
Village Hall, 2121 Lake Street, Hanover Park, IL

AGENDA

1. Call to Order

2. Acceptance of Agenda

3. Presentations/Reports
   - Education Partnerships – consider expanded partnerships with development organizations to offer a full calendar of business education seminars – presented by Edgar Candelas

4. Approval of Minutes – January 14, 2020

5. 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

6. Old Business

7. New Business
   7-a. B.E.S.T. – Business Education Series on Technology
       - 2/11/20 – Grow Your Business Online - Facilitated by Aisha McBurrows, Women’s Business Development Center
       - 5/12/20 – Marketing Your Business - Presentation by MiGente Consulting

   7-b. February 24, 2020 Business After Hours
       - Mardi Gras/Carnival International theme – add Indian and Mexican cuisine, tying in with new Global Village branding
       - Distribute member signup sheet to assist with event set-up and clean-up
7-c. New Business Welcome
   • none

8. Development Updates
   • NLNW update

9. Bartlett Area Chamber Update
   • Women in Business Blog Posting 101 with Bonus SEO Tips – Moretti’s in Bartlett, February 19, 2020 @ 11:30am – 1:00 pm (RSVP required)
   • Ribbon Cutting – Hollywood Taste, 1780 Irving Park Road – February 14, 2020 11-12pm
   • Annual Chamber Golf Outing – Thursday, June 18, 2020

10. Schaumburg Township Library District – Education & Learning Seminars
   • Investment Basics – Monday, February 24, 2020
   • SCORE: Selling & Profiting with Amazon – Wednesday, February 26, 2020

11. Northwest Hispanic Chamber Update

12. WBDC Update
   • Your Vote, Your Voice – Thursday, February 13, 2020 @ 8-10am

13. Upcoming Events
   Visit the Village website for complete details.
   • Business After Hours – February 24, 2020
   • The History and Culture of Africa – February 29, 2020
   • Community Health & Resource Fair – April 25, 2020
   • Market at the Metra – May 16, 2020
   • Corks & Crafts – September 12, 2020

14. Adjournment
1. Call to Order
Chairperson Tobin called the meeting to order at 12:36 p.m.

PRESENT: Members: Chair Gail Tobin, Adam Cortez, Edgar Candelas, Mario Farfán, Nan Gudenkauf, Melissa Kress, Aisha McBurrows, Mark Revollo, Kevin Swan, Steven Zanfardino

ABSENT: Members: Bungalow Joe’s, Delta Insurance Advisors, Hanover Park Community Bank, Menards, Olde Salem Café

VILLAGE STAFF
PRESENT: Director Shubhra Govind, Trustee Porter, Administrative Assistant Kathy Sjodin

GUESTS: James Smith – Hanover Park resident, retired

2. Acceptance of Agenda
Motion to approve the Agenda for January 14, 2020
Motion by Member Swan, second by Member Revollo
Voice Vote: All AYES, agenda accepted

3. Presentations/Reports – None

4. Approval of Minutes – December 10, 2019
Motion by Member McBurrows, second by Trustee Porter
Voice Vote: All AYES, minutes accepted

5. 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.
6. Old Business

7. New Business
   7-a. Business of the Year
       • It was agreed that the Awards should be continued next year
       • It was decided that to qualify, a business must be in Hanover Park for at least one year prior to the date of nomination, which is usually in November
       • For next year, a storefront photo of each business should be included to assist with the EDC discussion

   7-b. Business After Hours – February 24, 2020
       • Mardi Gras/Global Carnival International theme – add Indian and Mexican cuisine, tying in with new Village branding with food from multiple local ethnic businesses
       • There will not be alcohol or raffle items
       • Restaurant outreach will be done by members for Mardi Gras, Mexican and Indian type food ideas or donations
       • Businesses will need to provide their logo and information about their business for the PowerPoint display
       • Event set up with member assignments to be determined at February EDC meeting

   7-c. B.E.S.T. – Business Education Series on Technology
       • Members will promote event through their various outlets
       • 2/11/20 – Grow Your Business Online - Facilitated by Aisha McBurrows, Women’s Business Development Center
       • 5/12/20 – Marketing Your Business - Presentation by MiGente Consulting

   7-b. New Business Welcomes
       • Blue Raven Solar – Member Revollo

8. Development Updates
   • Phase 2 of Verandah has been approved and the first 3 buildings are complete
   • NWC Lake/Gary – Proposed mixed-use project with industrial, commercial and gas station. The façade of the individual building will be even more appealing than first planned, and the developer will be providing a Welcome to Hanover Park sign at the southeast corner of the property
   • Village Center Streetscape is currently underway
   • The Development Commission will hold a third meeting regarding recreational cannabis on February 13, 2020
   • The Menards buildout is continuing
   • Next Level Northwest - The Village is seeking growing businesses interested in this not-for-profit business accelerator program designed to help our existing small to medium sized business grow. Support and guidance are provided from a NLNW-approved professional business coach and regional mentors. Participating municipalities include Hanover Park, Elk Grove Village, Village of Hoffman

EDC Committee Minutes 1-14-2020

America’s Global Village
Estates, City of Rolling Meadows, and the Village of Schaumburg. Members should advise of any business that could benefit from this program. Interested businesses can apply online at www.nextlevelnorthwest.org

9. **Bartlett Area Chamber Update**
   - Chamber Casino Night - Moretti’s in Bartlett, Friday, February 7, 2020 – volunteers and prizes are still needed for the event

10. **Northwest Hispanic Chamber Update**
    - Mario Fanfan is the new Executive Director and will be taking Tia Juarez’s place
    - El Cafecito: Funding Sources - Wednesday, February 5, 2020 @ 9:00-10:30 am, at the Hanover Park Community Bank

11. **WBDC Update**
    - 2020 Roadmap to Success: Creating Your Business Blueprint for the New Decade – Wednesday, January 22, 2020 @ 6:00-8:00 pm
    - Learn at Lunch: Planning for the Small Business Owner – Tips for Tax Planning and Succession Planning – Tuesday, January 29, 2020 @ 12:00-1:00 pm

12. **Upcoming Events**
    Visit the Village website for complete details.
    - Mayor Craig’s State of the Village Address – Village Hall, Room 214, January 29, 2020 @ 8:00 am
    - The History and Culture of Africa – February 29, 2020 @ 12:00-3:00 pm
    - Business After Hours – Village Hall, Room 214, February 24, 2020 @ 5:00-7:00 pm

13. **Adjournment:** 1:42 p.m.
    Motion to adjourn.
    Motion by Member Swan, second by Member Gudenkauf
    Voice Vote: All AYES, meeting adjourned.

    Recorded and Transcribed by:

    _______________________________        _______________________________
    Kathy Sjodin, Administrative Assistant   Gail Tobin, Chairperson
    Community Development
    On this 14th day of January, 2020

EDC Committee Minutes 1-14-2020
Business Education Seminar on Technology (BEST)

Learn * Grow * Network

Be your BEST!

Business Owners & Entrepreneurs:

Join us for a “hands-on” free seminar where you will learn how to make your business stand-out online using Google tools:

- Tips for appearing in a Google Search
- Use Google Trends to identify the most popular search terms
- The importance of mobile searches
- Explore insights to learn how customers are finding and engaging with your business
- Consider Google Ads as a strategy

Bring your laptop, tablet, or smart phone if you need to build your Google Profile. We’ll help. Start using Google tools to reach customers on-line with Google!

Tuesday
February 12, 2020
10:30 a.m. – 12:00 Noon
(RSVP for pizza and discussion after the session)

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

For more information and to register, contact Kathy Sjodin at 630-823-5778 or at ksjodin@hpl.org.
Register at: https://hanoverparkbest.eventbrite.com
Business After Hours!

Give your business more exposure!
Network, enjoy international cuisine and promote your business at a fun engaging event!
FREE to all local businesses

Monday, Feb. 24, 2020  ~  5:00 - 7:00 PM
Hanover Park Village Hall, Room 214
2121 W Lake, Hanover Park

To RSVP: (630) 823-5780, or community.development@hpil.org
<table>
<thead>
<tr>
<th>Task</th>
<th>9:00am</th>
<th>10:00am</th>
<th>11:00am</th>
<th>12:00pm</th>
<th>1:00pm</th>
<th>2:00pm</th>
<th>3:00pm</th>
<th>4:00pm</th>
<th>BAH Start 5:00pm</th>
<th>5:30pm</th>
<th>6:00pm</th>
<th>6:30pm</th>
<th>BAH Ends 7:00pm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Decorate Inside Walls</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Decorate Hallway Walls</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Decorate Doorway Entrance</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Decorate Railings</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 Balloons on Every Other Table</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tablecovers on all Tables</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Set up Plates/Cups</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Napkins/Utensils</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Set Up Beverages</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Set Up Food</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Make Punch</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cover the Sign-In Table</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Clean Up ALL</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Clean Up ALL</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Clean Up ALL</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
WHAT IS NEXT LEVEL NORTHWEST?
Next Level Northwest (NLNW) is a not-for-profit business accelerator program designed to help existing small- to medium-sized businesses grow. It’s a unique public-private partnership brought together by five municipalities to strengthen the regional economic ecosystem through collaborative leadership.

HOW WE DO IT
NLNW works with leaders and owners of existing businesses through a competitive business accelerator process, as well as educational programs and events directed toward ongoing development.

WHY NEXT LEVEL NORTHWEST?
When communities work together, the regional economy grows. NLNW brings together municipalities to collaborate and ignite innovative ideas to grow and strengthen local established businesses.

PARTICIPATING MUNICIPALITIES

SUPPORT
Gain the support you need from the community and other local businesses

WISDOM
Get answers and critical feedback from coaches and mentors

LEARNING
Continue to learn from each other’s challenges and successes
To get started, visit NextLevelNorthwest.org and/or contact your Village Economic Development Director for more information.
2020 Business of the Year Awards

TTSG, Inc. (Total Technology Solutions Group)
4525 Turnberry Drive, Hanover Park (Under 50 Employees)

ER2 Image Group
4350 Chandler Drive, Hanover Park (Over 50 Employees)
You’re Invited

BLACK HISTORY MONTH PROGRAM

In honor of Black History Month, the Village of Hanover Park And the Hanover Park Sister Cities Committee is pleased To host a presentation about the rich history And culture of Africa prior to the onset of the slave trade.

Saturday, February 29, 2020
12:00 Noon to 3:00 p.m.
Hanover Park Municipal Complex
Room 214
2121 Lake Street, Hanover Park

Refreshments will be served from 12:00 to 12:45 p.m.
followed by the presentation starting at 1:00 p.m.

Please register to attend this free event:
Email: sistercities@hpil.org
Call: 630-823-5504 (Katherine Perez)