

Agenda
Village of Glen Ellyn
Village Board Workshop
Monday, February 28, 2011
7:00 P.M. – Galligan Board Room
Glen Ellyn Civic Center

1. Call to Order

2. Economic Development Discussion – Interim Village Manager Burghard

3. Other Items?

4. Adjournment

Board Workshop
2/28/11
②



To: President and Village Board
From: Terry Burghard, Interim Village Manager
Date: February 22, 2011
Re: FY 11-12 Economic Development Funding

A handwritten signature in blue ink that reads "T. Burghard".

Background

Budget: In conjunction with the annual budget review process, the Village received the attached funding requests from the Economic Development Corporation (\$192,000) and the Transitional Downtown Organization (\$178,300) totaling \$370,300.

Economic Development Corporation: The Economic Development Corporation (EDC) was established in 1991. The Village has historically funded the EDC through the Special Programs Fund (SPF) and Special Service Area (SSA) revenues collected for economic development purposes. The attached chart shows the Village's funding of the EDC over the last 12 years. During this time period, the funding of the EDC was \$76,000 in FY 99-00 and increased to \$245,000 in FY 10-11. The total Village funds forwarded to the EDC over the last 12 years is nearly \$2 million.

Downtown Organization: The Downtown Plan and the Transitional Downtown Advisory Committee both recommended the establishment of a downtown organization that would be responsible to support and retain businesses, plan events and activities to increase foot traffic, and promote our special and unique downtown, among other things.

The predecessor of the TDO, the Downtown Glen Ellyn Alliance (DGEA), was conceived as a partnership of the Village, Chamber, EDC, and downtown business owners in 2006. The DGEA was planned as a 3-year initiative. During this period, each of the 4 parties agreed to contribute \$10,000 annually to the DGEA, for a total budget of \$40,000 each year. In the 4th year, the Village provided \$20,000 to the DGEA, the EDC provided \$10,000 and the downtown business owners provided \$10,000. Last year, in lieu of funding the DGEA, the Village created the TDO and provided \$46,000 in funding for that temporary transitional group. The TDO and its funding will expire on April 30, 2011.

Downtown Plan: The Village Board approved the Downtown Strategic Plan in October 2009. The Plan recommends 18 major initiatives which were then expanded into 54 action steps. A number of these action steps are either in progress or have been completed including the assessment of a two-way traffic circulation pattern, creation of a downtown historic district, adoption of a property maintenance code, approval of zoning text amendments for live entertainment and dark windows, expansion of administrative approvals, evaluation of a potential TIF District, creation of a downtown organization, and marketing the plan. In order to continue to move the Downtown Plan forward, additional funding is necessary. Some of the future priority projects include community and downtown branding, wayfinding and gateway signage, continued TIF evaluation,

streetscape improvements, expansion of cultural events, evaluation of boutique services, review and amendment of downtown zoning district standards, and construction of parking garages.

Available Funds: This year, in response to the recommendation of the Finance Commission, the Special Programs Fund has been "rolled" into the General Fund. The amount available to fund economic development activities is \$221,000 with an additional \$60,000 set aside for façade and business assistance grants.

The Village's use of SSA funds is limited to economic development activities, but it is not required that the Village transmit all SSA funds to the EDC. In the past the Village has chosen to forward the entirety of the SSA funds to the EDC. There are no limitations on how the Village allocates the former SPF funds, which are now part of the General Fund.

Issues

When the TDAC evaluated organizations of other successful downtowns, they found that economic development activities in all 6 of the communities were handled by city/village staff. They also discovered that all grant programs (e.g. for façade improvements and interior remodeling) in the 6 communities were handled by the city/village. During budget discussions last year, some Village Board members expressed support for bringing the grant programs in-house. I agree with this approach, and the budget reflects this change.

The TDO is planning to assume some of the activities previously performed by the EDC for the downtown including billboards, dark windows, radio, educational seminars, store directory, kiosk maintenance, open banners, media relations, and direct mail campaigns (see attached TDO budget). With the creation of a downtown organization that will focus on the downtown, the EDC plans to redirect their efforts to commercial redevelopment activities, some of which were previously handled by Village staff.

It is difficult to measure the success of economic development efforts. Most communities recognize the importance of economic development activities and therefore expend funds toward that end, yet most economic development successes can be attributed to a variety of different factors including location, timing, physical site constraints and the "market", among other things. Economic development is highly market-driven and also largely depends on the willingness/reasonableness of property owners.

Action Requested

While one solution is to equally fund both the EDC and TDO with the available dollars, it is not desirable to dilute both groups to a point where neither will be successful nor yield the desired results. Since funding is limited, it is requested that the Village Board provide direction on the highest priority economic development activities for the Village. Once these priorities are established, staff will be able to propose the assignment of funds to the priority activities for Village Board consideration. It is anticipated that the proposed draft economic development budget will be presented to the Village Board at the March 7 Special Village Board budget workshop.

In the aggregate the Village has contributed substantial sums towards Economic Development. Do we in fact have measurable results? I'm not sure we do. Before any continuation of prior spending policies I recommend a thorough public discussion of the community goals and a focused approach on achievable and measurable results. Once the community has defined its focus we can then properly allocate funding.

Attachments

- Village Contributions to the EDC Chart (FY 99-00 through FY 10-11)
- Draft FY 11-12 Village Economic Development Budget
- EDC FY 11-12 Proposed Budget
- DGEA FY 11-12 Proposed Budget

C: Staci Hulseberg, Director of Planning and Development
Larry Noller, Interim Director of Finance
Economic Development Corporation
Chamber of Commerce
Transitional Downtown Organization

Village of Glen Ellyn
Contributions to EDC
Last 12 Fiscal Years

	FY00	FY01	FY02	FY03	FY04	FY05	FY06	FY07	FY08	FY09	FY10	FY11	Total
	<u>Actual</u>	<u>Actual</u>	<u>Actual</u>	<u>Actual</u>	<u>Actual</u>	<u>Actual</u>	<u>Actual</u>	<u>Actual</u>	<u>Actual</u>	<u>Actual</u>	<u>Actual</u>	<u>Estimated</u>	
SSA Revenues	26,181	59,383	67,842	80,897	86,422	110,890	117,200	139,672	141,732	156,784	176,520	183,000	1,346,523
Village Contribution ¹	50,000	42,000	45,000	46,000	46,000	46,000	46,000	46,000	46,000	40,000	48,000	62,000	563,000
Banner Program	-	-	-	-	15,000	-	-	-	-	-	-	-	15,000
Total EDC Support	76,181	101,383	112,842	126,897	147,422	156,890	163,200	185,672	187,732	196,784	224,520	245,000	1,924,523

¹ Includes supplemental grant funding in FY10 and FY11.

GENERAL FUND
ECONOMIC DEVELOPMENT
 (126500)



Village of Glen Ellyn
 FY 2011/12 Budget

<u>Object Code</u>	<u>Account Description</u>	<u>FY08/09 Actual</u>	<u>FY09/10 Actual</u>	<u>FY10/11 Revised Budget</u>	<u>FY10/11 Estimated Actual</u>	<u>FY11/12 Budget</u>	
Contractual Services							
520405	Economic Development Programs	-	-	-	-	221,000	1
520406	Economic Development Grants	-	-	-	-	60,000	2
520310	Holiday Decorations	-	-	-	-	30,000	
521055	Professional Services / Other	-	-	-	-	40,000	3
	Subtotal	-	-	-	-	351,000	
Capital Outlay							
580110	Equipment / Capital Projects	-	-	-	-	25,000	4
	Subtotal	-	-	-	-	25,000	
	TOTAL - Econ. Development	\$ -	\$ -	\$ -	\$ -	\$ 376,000	

BUDGET FOOTNOTES ECONOMIC DEVELOPMENT

*** All Economic Development expenditures were formerly allocated within the Special Programs Fund and have been transferred to the General Fund beginning with FY11/12. Revenue formerly allocated within the Special Programs Fund has also been transferred to the General Fund to fund these expenditures.**

1. **Economic Development Programs: (\$221,000)** This amount includes funding for the Economic Development Corporation and the new Downtown Organization. The primary source of funding will come from the Special Service Areas established in the Village's commercial areas. Special Service Areas or SSAs are special property tax districts covering all commercially-zoned areas in Glen Ellyn - Roosevelt Road, the Central Business district, and Stacy's Corners. A separate levy of 12.5¢ per \$100 of assessed value (the Village may charge up to 15¢ per \$100 of assessed value per ordinances establishing the SSAs) is extended on each commercially-zoned property located within the boundaries of the Special Service Areas for the purpose of providing economic development activities and programs in the Village. Additional funding will come from the Village's Hotel/Motel tax.
2. **Economic Development Grants: (\$60,000)** This amount represents funding for façade grants and interior remodeling grants for downtown businesses.
3. **Professional Services/Other: (\$40,000)** Provides funding for the hiring of a consultant to complete the next steps for the redevelopment plan required to possibly establish a Tax Increment Financing District in the Downtown. A Downtown TIF is a possible funding source for the redevelopment of the Downtown in accordance with the recently approved Downtown Strategic Plan.
4. **Equipment / Capital Projects: (\$25,000)** In conjunction with the recommendations set forth in the Downtown Strategic Plan, funds are allocated to finish a branding study and establish memorable gateways and way-finding signage throughout the Main Street corridor and in the downtown.



November 18, 2010

Village President and Board of Trustees
Village of Glen Ellyn
535 Duane St.
Glen Ellyn, IL 60137

RE: SSA and Village Funding Support for the Economic Development Corporation

Honorable Village President and Board of Trustees:

I write to provide you with additional information on the status of EDC budgeting and program support as the Village Board considers the 2010 SSA tax levy as well as funding sources for a new downtown organization.

Overall EDC Budget Perspective

Our overall draft budget for next year translates into *no increase* in the amount of revenue requested by the EDC year over year. This budget decision was made out of respect for the difficult economic times and the interest in starting up a downtown-centric organization, an interest we share with the community. In fact, our initial draft budget for FY 11-12 reflects a *14% decrease* from the current total revenue level (which includes Village supplemental funds for approved business grants). The draft budget assumes continuation of the existing SSA tax rate of 12.5 cents per \$100 Assessed Valuation (AV), use of a 0% AV growth assumption recommended by the Village Finance Director for budgeting purposes, continuation of the current level of Village funding (\$8,000), and no assumption of supplemental business grant funds into the next year. Please note that historical Village funding to the EDC averages about \$47,000 per year over the past 12 years, including recent supplemental funding for approved EDC business grants. Supplemental Village funding for grants was \$48,000 in FY 09-10 and is \$30,000 for the current fiscal year.

EDC to Continue Marketing

We are actively coordinating the transfer of shopper attraction marketing to the Transitional Downtown Organization (TDO) through the newly formed transitional board. *However, this does not mean that the EDC no longer intends to have a marketing function.* With our proactive transfer of shopper attraction marketing to the Downtown Alliance in June 2010, EDC resources were freed up, allowing us to switch our target audience for marketing efforts to the commercial real estate industry. Accomplishments already in place starting from June 2010 include:

- a refocused marketing action plan,
- a quarterly eNewsletter directed to brokers and developers with three releases to date,
- a news bureau which directs press releases and media relations to the commercial real estate industry,

- a well-attended and well-received briefing session we sponsored for brokers and developers on November 10 in partnership with the Village for the purpose of promoting Glen Ellyn's downtown plan, our economic development tools, priority redevelopment sites, and Village processing improvements,
- links posted online to provide further outreach for highlights of the briefing session, and
- initial transitioning of our social media output from shopper attraction to capture a following by the real estate community.

We appreciate that our years of shopper attraction service to businesses and the Village will not lose momentum as a downtown-centric group is formed to carry this torch forward. We are equally excited to be able to refocus our resources to outreach directly with the real estate community. This effort directly supports our recruitment function of driving new businesses, redevelopment opportunities and commercial investment prospects to the Village. This effort requires continued funding support to accomplish.

Proposed EDC Marketing Budget

The draft budget includes \$35,000 to support our refocused marketing efforts. Please note that this amount is a *34% budget decrease* from the prior 4-year average marketing budget:

FY 07-08	\$58,000	supporting shopper attraction
FY 08-09	\$70,000	building shopper attraction
FY 09-10	\$50,000	reduced due to drop in Special Program funding from historical level
FY 10-11	\$35,000	reduced due to further drop in Special Program funding
4-year average \$53,250		
FY 11-12	\$35,000	proposed budget (<i>34% reduction</i> from historical level) (refocused on outreach to commercial real estate community)

Proposed EDC Business Assistance Grants Budget

Our 21-month old Retail Grant program has assisted 5 new retailers to open or expand in the downtown, including a running store, a specialty dessert bakery, a premier children's boutique, an Italian trattoria and tapas bar, and a home décor store. We have a number of retail prospects in the pipeline, including some highly desirable niches requested by residents. The Village Board has been very supportive through supplemental funding for retail build outs approved by the EDC. The program is a great benefit to our recruitment efforts made possible by your support. Our draft budget for Retail Grants next year includes \$16,000 and does not include an assumption of Village supplemental funding availability. We are initially planning to allocate \$15,000 to continue Façade Grants. The viability of these effective tools is highly dependent on, at the very least, maintenance of the current revenue level for the EDC.

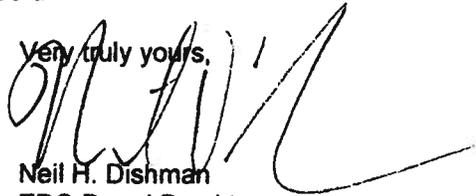
Our combined business assistance grants budget of \$31,000 for next year is a *31% budget decrease* from the current year support of \$45,000 (which was made possible by supplemental set aside in the current Village budget of \$30,000). If continuing Glen Ellyn's competitive edge by providing incentives to businesses to locate here is a priority, then it needs some level of budget support.

Our Request for Full SSA Funding Support

We are aware that the Village Board is currently grappling with how to fund the new downtown organization, and that one of the options under discussion is to divert SSA funds that have historically supported the EDC to the new organization. Though we are certainly supportive of the new downtown organization and wish to see it thrive, we respectfully request that the Village carefully consider the impact on our ongoing recruitment activity before diverting any portion of the current revenue level from the EDC. We believe we have been proactive with the Village's highest interest foremost. We have

striven to demonstrate thoughtfulness in our budget planning to be part of the solution to move Glen Ellyn forward in difficult economic times. And we believe that the EDC's work in this area is essential to creating and maintaining a vibrant and growing business community in Glen Ellyn. We thus urge the Village Board to allocate 100% of the requested SSA revenues for EDC programming. We truly appreciate your continued support.

Very truly yours,



Neil H. Dishman
EDC Board President

cc: Steve Jones
Larry Noller

GLEN ELLYN EDC NEW FISCAL YEAR BUDGET PLANNING as of 2/11/11

	A		B		C		D	
	FY 10-11	FY 10-11	PRIOR YR	FY 10-11	FY 10-11	FY 10-11	FY 10-11	FY 11-12
	<u>W/ENCUMBERED</u>	<u>BUDGET</u>	<u>ENCUMB AMT</u>	<u>BUDGET</u>	<u>BUDGET</u>	<u>BUDGET</u>	<u>BUDGET</u>	<u>BUDGET</u>
	\$17,790	\$17,790		\$17,790				
BALANCE FOR Q1 OPERATIONS ¹								
CASH RESERVE		\$23,159						\$9,419
EDC ENCUMBERED PRIOR YEAR		\$24,000						\$2,659
VILLAGE ENCUMBERED PRIOR YR Grants								
INFLOWS								
SSA Income		\$183,000						\$183,000
Village Income		\$8,000						\$8,000
Grants Supplement in Village Budget ²								
Interest Income		\$400						\$300
Total Inflows		\$191,400						\$191,300
TOTAL WORKING CAPITAL		\$256,349						\$223,378
PROGRAMS OUTFLOW								
Façade Assistance ²		\$30,730		\$15,730				\$15,000
Retail Assistance ²		\$31,429		\$31,429				\$16,000
Marketing		\$35,000						\$35,000
Banner Program		\$7,000						\$16,000
Website		\$5,750						\$4,000
Project Development		\$2,250						\$4,000
Subtotal		\$112,159						\$90,000
Operating Expenses		\$112,112						\$112,000
TOTAL OUTFLOW		\$224,271						\$202,000
ENDING BALANCE ESTIMATE		\$32,078						\$21,378
Portion Encumbered - Grants Payable								\$2,659
Portion for Q1 Next FY Operations ¹								\$20,000
Cash Reserve								\$9,419

1. This portion of cash balance must support Q1 operations while waiting for first revenue of new FY in July.
2. External to EDC Budget, the Village provides a supplement for EDC-Approved Retail and Façade Grants:
 FY 10-11 up to \$30,000
 FY 09-10 up to \$48,000 -- \$24,000 received/disbursed and \$24,000 encumbered separately in Village Budget to be disbursed in FY 10-11 pending project completion.

Temporary Downtown Organization

PO Box 511, Glen Ellyn, IL 60138

*Budget attached
Additional
attachments will
be provided in FIP*

February 23, 2011

To the Village President and Board of Trustees of the Village of Glen Ellyn,

The Board of Directors of the Temporary Downtown Organization (TDO) respectfully requests \$178,300 to support special events, marketing and the support of the Downtown Plan in the Central Business District from May 1, 2011 through April 30, 2012. This is about \$6000 less than we originally requested in December.

At the end of October, you created the Temporary Downtown Organization (TDO) so that you could further examine the need for a permanent organization as recommended by the Downtown Plan. As you enter into discussions of budgets and priorities for the permanent organization, I would like to give you an update of our activities over the last four months.

In the Resolution Establishing the Transitional Downtown Organization, you asked us to accomplish twelve tasks. Here is what we've accomplished so far:

Section Two: The transitional downtown organization shall also be responsible to:

1. *Select officers and establish a meeting schedule.*
We meet every Wednesday morning at 8am in the Civic Center. Half the meetings address organizational issues and half the meetings are dedicated to marketing and event planning.
2. *Select an organization name;*
Alliance of Downtown Glen Ellyn
3. *Select a temporary full-time Executive Director;*
We hired Carol White in November under an Independent Contractor Agreement (see attached). The Board dreams, discusses and decides. Carol gets it done.
4. *Establish insurance, bank accounts, and non-profit status;*
This was done for the TDO and is in progress for the permanent organization. We have received non-profit status and are waiting on a federal tax id.
5. *Create a website for the organization;*
The new organization will use the website established by the former Downtown Glen Ellyn Alliance (DGEA)
6. *Finalize the by-laws and determine voting requirements of ex-officio members;*
The by-laws are complete. Ex-officio members are non-voting members. See attached by-laws.
7. *Identify necessary sub-committees and select members for committees;*
A sub-committee of the TDO was established to plan events. Additional sub-committees may be determined by the permanent organization at a later time.
8. *Seek paid memberships;*
We have 50 members through April 2012
9. *Prepare a job description for an executive director;*
Done for both TDO and by the permanent organization. Please see attached.
10. *Develop a one year action plan for presentation to the Village Board;*
Done (see attached)
11. *Prepare a draft annual budget for Village Board consideration;*
Done (see attached)
12. *Continue marketing and event planning.*

Temporary Downtown Organization

PO Box 511, Glen Ellyn, IL 60138

The DGEA continued its work on events until December 31 at which time the TDO took on event planning and marketing. Since January, the TDO:

- Planned, marketed and executed Spa Hop February 8 2011, including cover article and full-page ad in West Suburban Living. This new event brought in 150 women into the downtown for a day of spa treatments and shopping. The majority attending were from surrounding suburbs, driving new dollars into downtown businesses.
- Began planning for a shopping event in April 2011, Bookfest June 18, 2011 and Final Fridays Summer 2011.
- Ran a second Billboard campaign on Roosevelt Road
- Updated and expanded direct mailing list

Having a full time director has allowed us to take on the ombudsman role, which is key to the success of the permanent downtown organization. Carol has:

- Coordinated snow removal with Public Works and downtown businesses to ensure that shoppers could get from their cars to the downtown stores, salons and restaurants. We've conducted 19 snow removals to date.
- Investigated grant opportunities to digitalize the Movie Theater, which is in danger of closing
- Coordinated Heart Health event with NutriFit, Run Today and Pink Hippo
- Consulted with the Swap Shop, our newest downtown business
- Opened communication with downtown landlords

In order for the new organization to be operational in May we need to begin recruiting new board members for our election in April. We also need to post the Executive Director opening in March in order to have candidates for the new board to interview in May. We know that budgeting is especially difficult this year and appreciate your willingness to consider our request at this point so that we can proceed as efficiently as possible.

Thank you for your continued support.

Janet Avila for the TDO Board:

Janet Avila, String Theory Yarn Co., President
Jim Meyers, Vice President
Patrick Melady, Treasurer
Beth Howley, BH & Team- Retail Consultant
Jessica Pekny, Renaissance Art Studio
Sue Cleary, Paisley on Main
Georgia Koch, Chamber of Commerce
Staci Hulseberg, Village of Glen Ellyn
Janie Patch, Glen Ellyn Economic Development Corporation
Carol White, DGEA Special Events Coordinator

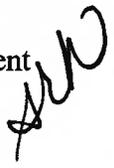
Alliance of Downtown Glen Eilyn - Proposed Budget FY 2011-2012 - Prepared February 23, 2011

INCOME		Dollars Budgeted
Anticipated checking acct balance 5/1/11 from former TDO		\$2,500
Membership (60 Members @ \$250)		\$15,000
Registration Fees (Bookfest, Ladies Night Out, Spa Hop)		\$3,750
Sponsorship		\$3,000
Interest		?
Subtotal of anticipated income from outside sources		\$24,250
Village Funding		\$178,300
Total Income		\$202,550
EXPENSES		
Events	Dates	Dollars Budgeted
Scavenger Hunt (Printing, Ads, Prizes)	Monday, June 13, 2011	\$2,000
BookFest: A Celebration of Books (Ads, Printing)	Saturday, June 18, 2011	\$6,600
Final Fridays (Entertainment, Ads, Radio)	June 24, July 29, August 26th, 2011	\$12,750
Dine Away Hunger (Ads)	Summer 2011	\$1,500
Shoppers Trolley during Art Festival at Lake Eilyn (Trolley, Ads, Entertainment, Print September Saturday)		\$5,000
Ladies Night Out (Ads, Entertainment, Print, Liquor Licenses, direct mail campaign, \ Tuesday, November 29, 2011		\$9,800
December Saturdays (Horse&Carriage, Santa, Elves, Carolers, Valet)	Saturday, Dec. 3, 10, 17, 2011	\$12,000
Spa Hop (Ads, Printing)	Tuesday, February 7, 2012	\$2,000
Spring Event	TBD	\$2,000
Events SubTotal		\$53,650
General Marketing		
	Details	Dollars Budgeted
Graphic Design	Improvement to all print ads.	\$2,500
Branding	Downtown organization contribution to village project	\$10,000
Billboards*	May 2, November 14, February 9, April 30	\$7,800
Dark Windows*	Any updates to banners, window designs.	\$1,000
Educational Seminars*	needs to be determine by surveying business owners	\$3,000
Website maintenance and improvement	www.downtownglenellyn.com	\$2,500
Store Directory/kiosk maintenance/openbanners*	Update print directory and kiosks.	\$5,000
Media Relations*	Intern, media relations, social networking.	\$7,600
Direct Mail Campaign*	summer calendar of events and fall 30 store coupons	\$6,000
General Marketing SubTotal		\$45,400
Administration		
	Details	Dollars Budgeted
Director salary	time distributed between event planning, marketing and ombuds	\$65,000
Benefits		\$20,000
Liability Insurance		\$2,000
Admin Expenses	Cell phone, Office Supplies, Phone Bill.	\$5,000
Office Equipment	Computer, Phone, Fax, Printer.	\$1,500
Rent		\$0
Contingency	to address issues identified by downtown stakeholders	\$10,000
Administration SubTotal		\$103,500
Total Expenses		\$202,550

*items previously covered by the EDC which are now responsibility of the Alliance of Downtown Glen Eilyn

**PLANNING & DEVELOPMENT DEPARTMENT
INTEROFFICE MEMORANDUM**

TO: Terry Burghard, Interim Village Manager
FROM: Staci Hulseberg, Director of Planning and Development
DATE: February 25, 2011
FOR: February 28, 2011 Village Board Workshop Meeting
SUBJECT: Economic Development Policy Discussion



Please find attached a list of potential economic development funding priorities for the Village of Glen Ellyn for the coming fiscal year. The list is probably not all inclusive, but should provide a basis for the policy discussion at Monday evening's meeting. The discussion will begin at 7:00 pm and continue until start of the 8:00 pm Village Board meeting.

Due to the limited timeframe, we would envision that following a brief presentation by Manager Burghard, a focused discussion would take place where each Trustee expresses their opinions regarding economic development priorities. The attached list can be used as a resource for this portion of the meeting. At the conclusion of the discussion after the Trustees have had the opportunity to hear and consider each others' positions, we would request that each Village Board member complete the attached form numbering their top 15 priorities, with 15 being the most important. Village staff will tabulate the results and distribute them to the Village Board via email on Tuesday. Village staff will then prepare a proposed economic development budget based on these priorities for presentation to the Village Board at the March 7 budget workshop. Certainly other discussion methods could be considered and employed if preferred by the Village Board.

The Village Board has received the EDC's Annual Report, an update from the Transitional Downtown Organization, and has previously been provided with a copy of the Downtown Plan. The Village Board has also heard presentations from the EDC and TDO at past meetings. This meeting is not intended as an opportunity for additional presentations promoting various organizations or programs, but rather as a time for the Village Board to share their thoughts which will provide direction to Village staff. If additional background material is desired, please let me know.

Attachment: Economic Development Priorities List

C: Larry Noller, Interim Finance Director
Economic Development Corporation
Chamber of Commerce
Transitional Downtown Organization

ECONOMIC DEVELOPMENT PRIORITIES
VILLAGE BOARD DISCUSSION
FEBRUARY 28, 2011 VILLAGE BOARD WORKSHOP

Number your top 15 priorities from 1 – 15 with 15 being the highest funding priority for the FY 11-12 budget year.

- ____ Annexation of Commercially Zoned Properties (Village)
- ____ Commercial Redevelopment Marketing (EDC)
- ____ Community Branding for Downtown and Village (Consultant)
- ____ Continue Transformation of Stacy's Corners - 810 N. Main impvts and Marathon visioning (Contractor/Consultant)
- ____ Downtown Events (TDO)
- ____ Downtown Historic District Study and Designation (Consultant for study)
- ____ Downtown Marketing (TDO)
- ____ Downtown Ombudsman (TDO)
- ____ Evaluate Construction of Parking Garage(s) in Downtown (Consultant)
- ____ Evaluate Provision of Downtown Boutique Services - e.g. snow removal on downtown sidewalks (Village/TDO)
- ____ Expand Downtown Cultural Events (TDO)
- ____ Façade Improvement and Interior Remodeling Grants (Village)
- ____ Further TIF Analysis for Downtown (Consultant)
- ____ Gateway Signage at Entryways to Downtown (Consultant and Contractor)
- ____ Prepare Plans for Street/Parking Modifications Recommended by Downtown Traffic Consultant (Consultant)
- ____ Review and Amend Downtown Zoning District Standards (Village)
- ____ Roosevelt Road Streetscape and Land Use Plan (Consultant)
- ____ Village-wide Banners (EDC)
- ____ Village-wide Business Attraction (EDC)
- ____ Village-wide Ombudsman – Excluding Downtown (EDC)
- ____ Wayfinding Signage in Downtown (Consultant and Contractor)

Transitional Downtown Organization

PO Box 511, Glen Ellyn, IL 60138

February 23, 2011

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3. ***Select a temporary full-time Executive Director;***
We hired Carol White in November under an Independent Contractor Agreement (see attached). The Board dreams, discusses and decides. Carol gets it done.
4. ***Establish insurance, bank accounts, and non-profit status;***
This was done for the TDO and is in progress for the permanent organization. We have received non-profit status and are waiting on a federal tax id.
5. ***Create a website for the organization;***
The new organization will use the website established by the former Downtown Glen Ellyn Alliance (DGEA)
6. ***Finalize the by-laws and determine voting requirements of ex-officio members;***
The by-laws are complete (see attached). Ex-officio members are non-voting members.
7. ***Identify necessary sub-committees and select members for committees;***
A sub-committee of the TDO was established to plan events. Additional sub-committees may be determined by the permanent organization at a later time.
8. ***Seek paid memberships;***
We have 50 members through April 2012
9. ***Prepare a job description for an executive director;***
Done for both TDO and by the permanent organization (see attached).
10. ***Develop a one year action plan for presentation to the Village Board;***
This has been completed (see attached).
11. ***Prepare a draft annual budget for Village Board consideration;***
This has been completed (see attached).
12. ***Continue marketing and event planning.***

Transitional Downtown Organization

PO Box 511, Glen Ellyn, IL 60138

The DGEA continued its work on events until December 31 at which time the TDO took on event planning and marketing. Since January, the TDO:

- Planned, marketed and executed Spa Hop February 8 2011, including cover article and full-page ad in West Suburban Living. This new event brought in 150 women into the downtown for a day of spa treatments and shopping. The majority attending were from surrounding suburbs, driving new dollars into downtown businesses.
- Began planning for a shopping event in April 2011, Bookfest June 18, 2011 and Final Fridays during Summer 2011.
- Ran a second Billboard campaign on Roosevelt Road.
- Updated and expanded direct mailing list.

Having a full time director has allowed us to also take on the ombudsman role, which is key to the success of the permanent downtown organization. Carol has:

- Coordinated snow removal with Public Works and downtown businesses to ensure that shoppers could get from their cars to the downtown stores, salons and restaurants. We've conducted 19 snow removals to date.
- Investigated grant opportunities to digitalize the Movie Theater, which is in danger of closing.
- Coordinated Heart Health event with NutriFit, Run Today and Pink Hippo.
- Consulted with the Swap Shop, our newest downtown business.
- Opened communication with downtown landlords.

As additional background information, we have also attached our meeting agendas and minutes.

In order for the new organization to be operational in May we need to begin recruiting new board members for our election in April. We also need to post the Executive Director opening in March in order to have candidates for the new board to interview in May. We know that budgeting is especially difficult this year and appreciate your willingness to consider our request at this point so that we can proceed as efficiently as possible.

Thank you for your continued support.

Janet Avila for the TDO Board:

Janet Avila, String Theory Yarn Co., President
Jim Meyers, Vice President
Patrick Melady, Treasurer
Beth Howley, BH & Team- Retail Consultant
Jessica Pekny, Renaissance Art Studio
Sue Cleary, Paisley on Main
Georgia Koch, Chamber of Commerce
Staci Hulseberg, Village of Glen Ellyn
Janie Patch, Glen Ellyn Economic Development Corporation
Carol White, DGEA Special Events Coordinator

INDEPENDENT CONTRACTORS AGREEMENT

THIS AGREEMENT entered into by and between CAROL WHITE of 286 N. Park Boulevard, Glen Ellyn, Illinois 60137, hereinafter referred to as the "Contractor"; and VILLAGE OF GLEN ELLYN, 535 Duane Street, DuPage County, Glen Ellyn, Illinois 60137, hereinafter referred to as the "Village."

In consideration of the mutual covenants and agreements herein contained, and other good and valuable consideration received and to be received, the parties hereby agrees, as follows:

1. Contractor will be performing the work identified on the attached Description of Services, incorporated herein as Exhibit A. Contractor may have subcontractors or one or more employees engaged in the performance of said work. Contractor will report to, seek approval of, and take direction from the Board of the Transitional Downtown Organization and the Downtown Glen Ellyn Alliance. Contractor will report to the Transitional Downtown Organization President for day-to-day matters.

2. The Contractor shall serve at the pleasure of the Transitional Downtown Organization Board and the Downtown Glen Ellyn Alliance. The Contractor or her employees, representatives or subcontractors are in no sense employees of the Village, it being specifically agreed that in respect to the Village, the Contractor and any party employed by the Contractor bears the relationship of an independent contractor. The Village will provide a Form 1099 to the Contractor for the compensation paid to Contractor. The compensation to the Contractor shall be \$800 per week for the term of this contract. The Contractor is expected to work, an average of 40 hours per week to implement the tasks required under this Agreement.

3. To comply with all applicable laws, regulations and rules promulgated by any Federal, State, County, Municipal and/or other governmental units or regulatory body now in effect or which may be in effect during the performance of the work. Included within the scope of the laws, regulations and rules referred to in this paragraph but in no way to operate as a limitation, are all forms of traffic regulations, public utility and Intrastate and Interstate Commerce Commission regulations, Worker's Compensation Laws, Prevailing Wage Laws, the Social Security Act of the Federal Government and any of its titles, the Illinois Department of Human Rights, Human Rights Commission, or EEOC statutory provisions and rules and regulations.

4. To protect, indemnify, hold and save harmless and defend the Village against any and all claims, costs, causes, actions and expenses, including but not limited to attorney's fees incurred by reason of a lawsuit or claim for compensation arising in favor of any person, including the employees or officers or independent contractors or subcontractors of the contractor or Village, on account of personal injuries or death, or damages to property occurring, growing out of, incident to, or resulting directly or indirectly from the performance by the Contractor hereunder, whether such loss, damage, injury or liability is contributed to by the negligence of the Village or by premises themselves or any equipment thereon whether latent or patent, or from other causes whatsoever, except that the Contractor shall have no liability or damages or the costs incident thereto caused by the sole negligence of the Village.

5. To furnish any affidavit or certificate, in connection with the work covered by this Agreement as provided by law.

6. To indemnify the Village for any loss it may sustain by theft or other cause from the acts or negligence of the employees of the Contractor or of the subcontractors.

This Agreement shall be in effect from the 17th day of November, 2010 until the 30th day of April, 2011, inclusive, but it can be cancelled by either party on seven (7) days' prior written notice.

IN WITNESS WHEREOF, THE PARTIES have executed this Agreement this

14 day of FEBRUARY, 2011.

VILLAGE OF GLEN ELLYN

By VILLAGE PRESIDENT

Title

Date 02-14-2011

CAROL WHITE

Carol White

Date 2-8-2011

EXHIBIT "A"

Description of Services EXECUTIVE DIRECTOR for Temporary Downtown Organization (TDO) November 17, 2010 – April 30, 2011

The Executive Director is an independent contractor that reports to the TDO president on day-to-day tasks and serves at the approval of the TDO board. This person will complete the following tasks and any others assigned by the TDO Board and President and the Downtown Glen Ellyn Alliance.

Administrative

- Prepare and maintain budget for TDO; update monthly
- Develop a timeline for TDO tasks
- Recruit members to the organization and develop opportunities for involvement
- Become a central ombudsman for downtown business and property owners. Identify and address business issues and opportunities; communicate to EDC concerning relocation, expansion and closure issues
- Attend TDO, Village Board, EDC Board and Chamber Board meetings as requested by the President and TDO Board
- Draft job description for Executive Director of the permanent Downtown Organization for review and approval of the President and Board
- Draft bylaws for permanent Downtown Organization for review and approval of the President and Board
- Draft a proposed budget proposal for the permanent downtown organization to submit to the Village
- Prepare documentation necessary to register the permanent downtown organization with all appropriate Federal, State, and local entities that will become effective May 1, 2011.
- Prepare to obtain appropriate tax numbers for May 1, 2011.

Marketing

- Draft marketing plan for events and general shopper attraction January 2011 through April 2011. Execute plan at discretion and with approval of President and Board
- Draft marketing plan for events and general shopper attraction for May 2011 through April 2012

- Serve as a marketing resource for new and existing businesses
- Maintain a website and social media for downtown Glen Ellyn
- Write monthly Shoppers Newsletter

Events

- Plan and execute events November 17 2010 – April 30 2011, including hiring vendors, obtaining permits, purchasing supplies, and supervising all activities prior to and during event.
- Solicit feedback at the conclusion of an event and create wrap up report
- Review downtown events, ensuring they meet the needs and wants of the downtown.
- Propose and develop additional events as needed or eliminate events if they are not beneficial to the overall downtown.
- Draft event schedule for permanent Downtown Organization starting May 1, 2011

Strategic Planning

- Build effective relationships with downtown business owners, downtown property owners, downtown residents, the Village, the Glen Ellyn Chamber of Commerce, the EDC and other relevant groups within the community.
- Identify any unaddressed needs of downtown stakeholders and determine whether those needs would be appropriately addressed by the permanent Downtown Organization in May 2011 through April 2012.
- Identify ways to work cooperatively with the EDC to ensure effective business attraction.
- Work with the Board to develop an annual action plan for the permanent May 2011 through April 2012 and implementation strategies for the top priorities defined in the plan

ALLIANCE OF DOWNTOWN GLEN ELLYN

Bylaws

Updated January 12, 2011

ARTICLE I: DECLARATION

Section 1 – Name: Alliance of Downtown Glen Ellyn (otherwise known as the Alliance), a non for profit organization.

Section 2 – Mission: The purpose of the Alliance of Downtown Glen Ellyn is to facilitate the growth and vitality of Glen Ellyn’s Central Business District. Alliance of Downtown Glen Ellyn is initially organized for the purpose of achieving the goals listed below. However, Alliance of Downtown Glen Ellyn will have the flexibility to prioritize and re-evaluate these goals on a regular basis.

- Building relationships and networks with downtown businesses and property owners.
- Promoting downtown as a destination for shopping, dining, and entertainment.
- Promoting downtown as a desirable location for businesses.
- Being a strong advocate for downtown businesses.
- Focusing on business retention by partnering and working with retailers.
- Cooperating with the Economic Development Corporation on business attraction and ensuring a desirable and viable mix of businesses in the downtown.
- Promoting downtown living to support businesses and add to the vibrancy and vitality of the downtown.
- Cooperating with other groups that provide educational seminars and networking events for business and property owners.

Section 3 – Area: Alliance of Downtown Glen Ellyn shall serve the Glen Ellyn, Illinois Central Business District, generally defined by the C5A and C5B Zoning Districts.

Section 4 – Office: Alliance of Downtown Glen Ellyn shall maintain office space in or immediately adjacent to the Central Business District of Glen Ellyn.

Section 5 – Fiscal Year: The fiscal year for Alliance of Downtown Glen Ellyn shall run from May 1 through April 30 of each year.

ARTICLE II: MEMBERSHIP

Section 1 -- Eligibility: Membership in the organization shall be open to all persons and businesses with interest in the economic vitality and success of downtown Glen Ellyn, Illinois. Except as expressly provided in or authorized elsewhere in these Bylaws, all membership shall possess identical rights, privileges, restrictions and conditions, which may include participation in designated events and services as outlined by the Board.

Section 2 – Dues: The Board of Directors may establish annual dues as it deems appropriate. The Board may also establish varying dues amounts based on incentives or participation level.

Section 3 – Liability of Members: A member of this corporation is not personally liable for the debts, liabilities or obligations of Alliance of Downtown Glen Ellyn.

Section 4 – Resignation: Any member may resign from membership in Alliance of Downtown Glen Ellyn upon written notice to the Board of Directors. Such resignation shall specify the effective date. Members who resign from membership shall not be entitled to any refund of dues previously paid.

Section 5 – Notification: Members shall receive regular updates as to the state of the corporation.

ARTICLE III: BOARD OF DIRECTORS

Section 1 – Powers: The Board of Directors of Alliance of Downtown Glen Ellyn (hereafter “Board”) shall manage the business and affairs of Alliance of Downtown Glen Ellyn. The Board shall have all of the powers, authorities, responsibilities and obligations given the Board of Directors for a not-for-profit corporation under the laws of the State of Illinois, the Articles of Incorporation of Alliance of Downtown Glen Ellyn, and these bylaws.

Section 2 – Composition: The Board shall consist of at least seven voting Directors with a preference for a composition fitting the following characteristics:

- i. Four owners of a businesses located in the C5A or C5B Zoning Districts. Efforts shall be made to include a mix of tenured business owners (more than 5 years), new business owners (less than 5 years), and a mix of business types including a retailer, service business owner and restaurateur.
- ii. Two owners of property located in the C5A or C5B Zoning Districts.
- iii. One resident, with preference for a resident of the central business district.

Section 3 – Election: A portion of the Board of Directors shall be elected in March of every other year. Nominations shall be solicited at least 30 days prior to the date of the election. Election of Board members shall be made by ballots submitted by the members of the organization, with the top vote getters selected for appointment. Election results shall be announced to members no later than April. Newly elected Board members will take office as of May 1. To be eligible to sit on the Board, candidates must be an authorized employee, owner, member, resident or other representative of a member organization. Elected Board members may not serve more than two consecutive terms.

Section 4 – Nomination: Members in good standing may be nominated, or nominate themselves, through the submission of a petition for nomination that includes signatures of at least two other members of the organization who are in good standing. The petition shall be

submitted following the announcement of an election but not less than 10 days prior to the date of the election.

Section 5 – Term: Each Board member shall serve a term of two years. In the event a Board member cannot fulfill his or her term, the Board may vote by majority to appoint an individual recommended by the President to fulfill the remaining term of the Board member.

Section 6 – Meetings: The Board of Directors shall meet as often as necessary, but at least once a month, unless such meeting is canceled by the President of the board. Meetings shall be open to all members of the public.

Section 7 – Notice of Meetings: Notice of meetings or cancelation of meetings shall be given to all members of the organization at least 48 hours in advance of the meeting, with exceptions made in the case of extraordinary circumstances. Notice shall be given in writing, which may include e-mail or some other method of electronic communication, fax, regular postal mail or personal delivery.

Section 8 – Reports: The Board of Directors shall submit a report of the work and finances of the Alliance of Downtown Glen Ellyn at least once a year at the Annual Meeting of the organization, to which all members of Alliance of Downtown Glen Ellyn are invited. The annual meeting shall be held in April.

Section 9 – Voting: Each elected Board member shall have one vote on all matters pertaining to the organization. Votes may be made in person or electronically. Members do not have voting rights on matters pertaining to Alliance of Downtown Glen Ellyn but shall be allowed to submit in person or writing comments on issues to be addressed by the Board of Directors. A vote of the majority of the Board then in office shall be required to take action, with the exception of those items noted otherwise in the Bylaws.

Section 10 – Quorum: A majority of the total number of voting Board members then in office shall constitute a quorum.

Section 11 – Ex-Officio Officers: The Chamber of Commerce, Village Board, Economic Development and Historical Society may appoint ex-officio non-voting members to the Board for an undefined term. Alliance of Downtown Glen Ellyn may also create such other ex-officio positions from time to time as it deems appropriate.

Section 12 – Electronic meetings: The Board members may participate in the regular meetings of Alliance of Downtown Glen Ellyn by means of conference telephone or similar communications method whereby all Board members participating in the meeting can hear each other or commonly communicate in some fashion, and participation as provided herein shall constitute presence in person at such meeting.

Section 13 – Compensation: A Board member shall not receive any compensation for services rendered to Alliance of Downtown Glen Ellyn. Upon approval of the Board of Directors, a Board member may be reimbursed for actual expense incurred in carrying out the duties of

Alliance of Downtown Glen Ellyn provided that such expenses are previously approved, itemized and documented in writing.

Section 14 – Removal for Cause: A member of the Board of Directors may be removed by a vote of a majority of the membership. Such a vote shall be initiated by either a 2/3 vote of the sitting Board of Directors or submission of a petition by 20 percent of the current membership of the organization. The referendum for removal shall take place not less than 15 days and not more than 30 days following the initiation of such referendum. All members shall be notified in writing of the referendum.

ARTICLE IV: OFFICERS

Section 1 – Composition: The Officers must be Board members and shall consist of: (i) a President; (ii) a Vice President; (iii) a Secretary and (iv) a Treasurer. The President shall be elected by the membership and shall serve a three year term. The Vice President, Secretary and Treasurer shall be elected by the Board on yearly basis.

Section 2 – President: The President shall preside at all Board of Directors meetings and perform all duties incident to this office. The President shall, with approval of the Board of Directors, appoint all committees.

Section 3 – Vice President: The Vice President shall assume (i) the specific duties delegated by the President to the Vice President, and (ii) all duties of the President during the absence or incapacity of the President.

Section 4 - Treasurer: The Treasurer shall be the custodian of all funds of Alliance of Downtown Glen Ellyn. The Treasurer shall make or cause to be made an annual financial report to the Board of Directors and such other reports as requested by the Board of Directors. The Treasurer may, at the discretion of the Board of Directors, be bonded, with the cost thereof paid by Alliance of Downtown Glen Ellyn.

Section 5 – Secretary – The Secretary shall record and maintain in good order minutes of all meetings and all records and correspondence of the organization. The Secretary shall also have such other duties as may be assigned by the Board of Directors.

Section 6 - Vacancies: The Board of Directors may fill any vacancy of any Officer position at any time by a vote of the majority of the Board then in office.

ARTICLE IV - EXECUTIVE DIRECTOR

Section 1 - Executive Director: The Executive Director shall be the Chief Administrative Officer of Alliance of Downtown Glen Ellyn. The Executive Director shall be responsible for and oversee the following:

- a. Preparing official correspondence, preserving all documents, books and communications, keeping books of accounts and maintaining accurate records of the

- proceedings of the Board of Directors and other Alliance of Downtown Glen Ellyn Committees;
- b. The day-to-day operations of Alliance of Downtown Glen Ellyn and implementation of the corporate policies and directives, subject at all times to the control and direction of the Board of Directors;
 - c. Submission of an annual written report on the progress of organization's goals as outlined in annual action plan.
 - d. Engaging, discharging, and supervising all employees and independent contractors, including the fixing of their duties and compensation within budgetary limits with the approval of the Board of Directors;
 - e. Serving as an authorized co-signer on Alliance of Downtown Glen Ellyn checks;
 - f. Becoming bonded if designated by the Board of Directors;
 - g. Being subject to such policies and procedures that are set forth by the Board of Directors;

ARTICLE V - COMMITTEES

Section 1 - Designation: The President, with the approval of the Board of Directors, shall designate all Committees and shall appoint the Chairman and the members of each such committee. One Board member shall be appointed as an ex-officio member of each Committee.

Section 2 – Committee Membership: Members of Alliance of Downtown Glen Ellyn are eligible for participation in Committees through appointment by the President for a term of two years, and are eligible for re-appointment.

Section 3 - Duties: The Committees shall make investigations, conduct studies, make recommendations and carry out such other activities that may be delegated to them by the Board of Directors.

Section 4 - Limitations: No Board member, Officer or Committee member shall represent Alliance of Downtown Glen Ellyn in advocacy of or opposition to any project, program or position without prior approval of a policy statement by the Board of Directors.

ARTICLE VI - FISCAL & PERSONNEL MATTERS

Section 1 - Approval of Fiscal & Personnel Matters: The act of a supermajority (2/3) of the entire Board of Directors shall be necessary in order to approve matters under the following subsections:

- a. The annual budget of Alliance of Downtown Glen Ellyn;
- b. Any expenditure of funds not included in the approved annual budget;
- c. Approval of any contract, loan agreement or any instrument in the name of and on behalf of Alliance of Downtown Glen Ellyn.
- d. Appointing or terminating the employment of the Executive Director.

Section 2 - Deposits: All funds of Alliance of Downtown Glen Ellyn not otherwise employed shall be deposited from time to time to the credit of Alliance of Downtown Glen Ellyn in such banks, trust companies, or other depositories as the Board of Directors may select.

Section 3 - Gifts: The Board of Directors may accept on behalf of Alliance of Downtown Glen Ellyn any contribution, gift, bequest or devise for the general purposes, or for any special purpose, of Alliance of Downtown Glen Ellyn. Such gifts shall not be made for the personal or business use of individual Board members or organization members.

Section 4 - Checks, Drafts, Etc.: All checks, drafts or other orders for the payment of money, notes, or other evidences or indebtedness issued in the name of the corporation shall be signed by such officer or officers, agent or agents of the corporation and in such manner as shall from time to time be determined by resolution of the Board of Directors.

Section 5 – Distributions to Board members, Officers, and Private Persons: No part of the net income of Alliance of Downtown Glen Ellyn shall inure to the benefit of or be distributable to its Board members, officers, or other private persons, except that Alliance of Downtown Glen Ellyn shall be authorized and empowered to pay reasonable compensation for services actually rendered and to make payments and distributions in furtherance of the mission set forth in Section 2 of Article I of these Bylaws.

ARTICLE VII - CONFLICT OF INTEREST

A member of the Board of Directors shall not vote on any matters where they may have a conflict of interest. All matters concerning conflicts of interest shall be considered in accordance with 805 ILCS 105/108.60 as in effect at the time of adoption of these Bylaws, a copy of which is set forth in Exhibit A, attached hereto, or as hereafter amended from time to time. The minutes of all actions taken on matters involving a conflict of interest shall reflect that these requirements have been met.

ARTICLE VIII - INDEMNIFICATION

Each person who at any time is or shall have been a Board member, Officer, employee or agent of this Alliance of Downtown Glen Ellyn, or is or shall have been serving at the request of this Alliance of Downtown Glen Ellyn as a Board member, Officer, employee or agent of another corporation, partnership, joint venture, trust or other enterprise, shall be indemnified by this Alliance of Downtown Glen Ellyn in accordance with and to the full extent permitted by the General Not-For-Profit Corporation Act of Illinois as in effect at the time. The foregoing right of indemnification shall not be deemed exclusive of any other rights to which a person seeking indemnification may be entitled under any By-Law, agreement, vote of disinterested Board members, or otherwise. If authorized by the Board of Directors, Alliance of Downtown Glen Ellyn may purchase and maintain insurance on behalf of any person to the full extent permitted by the General Not-for-Profit Corporation Act of Illinois as in effect at the time of the adoption of these Bylaws, or as hereafter amended from time to time.

ARTICLE IX - DISSOLUTION AND WITHDRAWAL

Section 1 - Dissolution: Alliance of Downtown Glen Ellyn shall use its funds only to accomplish the purpose and mission specified in these Bylaws, and no part of said funds shall be used for, or be distributed to, the Board members of Alliance of Downtown Glen Ellyn. Alliance of Downtown Glen Ellyn may only be dissolved by a vote of a supermajority (2/3) of the membership of the organization. A referendum to dissolve may be called by a 2/3 vote of the Board of Directors or a petition by 20 percent of the membership of the organization. Notice of the referendum shall be given to all members in writing with voting taking place not less than 15 days and not more than 30 days following the action to initiate the referendum.

Section 2 - Distribution of Assets: Upon dissolution of Alliance of Downtown Glen Ellyn, the Board of Directors shall, after paying or making provisions for the payment of all the liabilities of Alliance of Downtown Glen Ellyn out of the assets of Alliance of Downtown Glen Ellyn, dispose of all the assets of Alliance of Downtown Glen Ellyn exclusively (a) for one or more exempt purposes within the meaning set forth in Section 501(c)(6) of the Internal Revenue Code of 1986 (or the corresponding provision of any future United States Internal Revenue law), or (b) to the United States government, or to a state or local government, for a public purpose. Notwithstanding anything in this Article IX, Section 2 to the contrary, all public funds received by Alliance of Downtown Glen Ellyn from the Village (including specifically revenues generated pursuant to a special service area) and remaining upon dissolution of Alliance of Downtown Glen Ellyn, if any, shall be returned to the Village.

ARTICLE X - MISCELLANEOUS

Section 1 - Parliamentary Procedure: Except as stated herein, the proceedings of Alliance of Downtown Glen Ellyn shall be governed by and conducted according to general rules of parliamentary procedure with reference to the most current edition of Robert's Rules of Order as it may exist from time to time.

Section 2 - Books and Records: Alliance of Downtown Glen Ellyn shall keep books and records of accounts and shall also keep minutes of the proceedings of its Board of Directors and Special Committees having any of the authority of the Board of Directors. Books and Records of the organization shall be made available for inspection by members of the public or other organizations upon request as outlined in the Illinois Freedom of Information Act.

Section 3 - Notices: Notices of meetings shall be given to Board members not less than seven days and not more than 50 days before a meeting. A notice may be given (i) personally, in which event it shall be deemed served when delivered; (ii) by facsimile, in which event it shall be deemed served when sent with proof of confirmation if during a business day; otherwise as of the next business day; (iii) by email, in which event it shall be deemed served when sent if during a business day, otherwise as of the next business day; or (iv) by regular mail, in which event it is deemed served one business days after posting. Notwithstanding the foregoing, if there are Alliance of Downtown Glen Ellyn matters that require immediate action, notice of a Special Meeting of the Board of Directors shall be

given to the Board members (i) by email, (iii) personally, or (ii) by telephone, at least 48 hours before such meeting. It shall be the Board member's responsibility to have current facsimile, email and address information on file with Alliance of Downtown Glen Ellyn.

Section 4 - Waiver of Notice: Whenever any notice whatsoever is required to be given by statute or by these Bylaws, waiver thereof in writing signed by the person or persons entitled to such notice, whether before or after the time stated therein, shall be deemed equivalent to the giving of such notice. Attendance at any meeting shall constitute a waiver of notice of that meeting unless the person at the meeting objects to the holding of the meeting because proper notice was not given.

Section 5 - Compliance with Laws: Notwithstanding any other provision of these Bylaws, Alliance of Downtown Glen Ellyn shall not conduct or carry on any activities not permitted to be conducted or carried on by an organization exempt under Section 501(c)(6) of the Internal Revenue Code of 1986, as amended, or the corresponding provisions of any subsequent federal tax laws.

ARTICLE XI - AMENDMENTS

Section 1 - Procedures: These Bylaws and the Articles of Incorporation may be amended by the Board members at any Regular Meeting of the Board of Directors, or at any Special Meeting of the Board of Directors called for that purpose at which a quorum is present, provided that seven days' written notice has been given to all Board members. Amendments to the Articles of Incorporation or the Bylaws of Alliance of Downtown Glen Ellyn necessary to comply with the statutory requirements and shall be effective at the time of said approval.

Section 2 - Vote Required for Amendment: No amendment to these Bylaws or to the Articles of Incorporation shall be effective except upon a supermajority 2/3 vote in support of the amendment by the Board members.

EXHIBIT A

(805 ILCS 105/108.60) (from Ch. 32, par. 108.60)

Sec. 108.60. Director conflict of interest.

(a) If a transaction is fair to a corporation at the time it is authorized, approved, or ratified, the fact that a director of the corporation is directly or indirectly a party to the transaction is not grounds for invalidating the transaction.

(b) In a proceeding contesting the validity of a transaction described in subsection (a), the person asserting validity has the burden of proving fairness unless:

(1) The material facts of the transaction and the director's interest or relationship were disclosed or known to the board of directors or a committee consisting entirely of directors and the board or committee authorized, approved or ratified the transaction by the affirmative votes of a majority of disinterested directors, even though the disinterested directors be less than a quorum; or

(2) The material facts of the transaction and the director's interest or relationship were disclosed or known to the members entitled to vote, if any, and they authorized, approved or ratified the transaction without counting the vote of any member who is an interested director.

(c) The presence of the director, who is directly or indirectly a party to the transaction described in subsection (a), or a director who is otherwise not disinterested, may be counted in determining whether a quorum is present but may not be counted when the board of directors or a committee of the board takes action on the transaction.

(d) For purposes of this Section, a director is "indirectly" a party to a transaction if the other party to the transaction is an entity in which the director has a material financial interest or of which the director is an officer, director or general partner; except that if a director is an officer or director of both parties to a transaction involving a grant or contribution, without consideration, from one entity to the other, that director is not "indirectly" a party to the transaction provided the director does not have a material financial interest in the entity that receives the grant or contribution.

(e) (Blank).

(Source: P.A. 96-649, eff. 1-1-10; 96-994, eff. 7-2-10.)

Executive Director

Alliance of Downtown Glen Ellyn
P.O. Box 511
Glen Ellyn, IL 60138

Please submit resume and references by April 1, 2011. Email resumes to janetavila@sbcglobal.net or mail to Alliance of Downtown Glen Ellyn, P.O. Box 511, Glen Ellyn, IL 60138.

JOB SUMMARY:

The Alliance of Downtown Glen Ellyn is seeking an entrepreneurial, energetic, imaginative, well organized individual who is capable of functioning effectively in an independent environment .

The Executive Director is a Village employee that reports to the Alliance president on day-to-day tasks and serves at the approval of the Alliance board. This person will be paid a salary of \$40 – \$65K (depending on experience) to complete the following tasks and any others assigned by the Alliance Board and President.

The qualified candidate will have high-level written and oral communication skills, excellent organizational skills, and experience working with stakeholders and constituency groups, marketing, promotions, and fundraising experience. The ideal candidate for this position will have at least five years experience working in some combination of the following areas: economic development, non-profit management, event planning, marketing/sales, and retail.

The job includes administration, marketing, event planning and strategic planning. Tasks include:

Administration

- Prepare and maintain budget for Alliance of Downtown Glen Ellyn; updating monthly
- Update and follow annual action plan
- Recruit members to the organization and develop opportunities for involvement
- Identify and address downtown business issues and opportunities; communicate to EDC concerning relocation, expansion and closure issues.
- Attend Alliance, Village Board, EDC Board and Chamber Board meetings as requested by the President and Alliance Board
- Prepare yearly budget proposal for the Village of Glen Ellyn
- Update stakeholders on the status of the Downtown Plan implementation
- Act as liaison between business owners, landlords, Downtown residents/associations and the Village of Glen Ellyn.

Marketing

- Plan and execute sales driven events
- Prepare an annual marketing campaign including events, advertising, and branding to promote downtown Glen Ellyn Execute plan at discretion of President and the board
- Serve as marketing resource for new and existing businesses
- Maintain a website and social media for downtown Glen Ellyn
- Write monthly Shopper's newsletter

Events

- Plan and execute events including hiring vendors, obtaining permits, purchasing supplies, and supervising all activities prior to and during event
- Solicit feedback at the conclusion of an event and create summary report
- Review Downtown events, ensuring they meet the needs and wants of the Downtown
- Propose and develop additional events or eliminate events as needed

Strategic Planning

- Build effective relationships with Downtown business owners, Downtown property owners, Downtown residents, the Village, the Glen Ellyn Chamber of Commerce, the EDC and other relevant groups within the community
- Develop partnerships and relationships with all the entities in Glen Ellyn, both public and private including: The Glen Ellyn Park District, Glen Ellyn Public Library, Glen Ellyn Historical Society, Glen Ellyn Newcomers, PTA committees, College of DuPage, DuPage Medical and others
- Identify any unaddressed needs of Downtown stakeholders and determine whether those needs need to be covered by the Alliance of Downtown Glen Ellyn
- Identify ways to work cooperatively with the EDC to ensure effective business attraction
- Serve as a spokesperson for the Downtown community at large by fostering a common vision, strengthening the Downtown business environment, and contributing to community efforts to make Downtown a great place to live, work, and shop

FY2011/2012 Action Plan

As recommended by the Downtown Plan, the Alliance of Downtown Glen Ellyn has expanded its role this year. In addition to planning and executing events which drive dollars into Downtown businesses, the Alliance will become an advocate for Downtown, facilitating communication with downtown residents, business owners, landlords, and the Village. In addition they will execute the marketing plan focused on the strengths of Downtown. The goal is to create an environment that attracts shoppers and new businesses to unique and fabulous Downtown Glen Ellyn.

Alliance of Downtown Glen Ellyn

111 West 55th, Glen Ellyn, IL 60138

708-255-4080

Table of Contents

Executive Summary	2
Goals of Organization	4
Marketing Campaign and Events	6
Strengths of Downtown	7
Calendar	9
Media Tools	10
Proposed Event Overview FY 2011/2012	11
Downtown Advocate	13
Appendix A: Event Planning Checklists for FY 2011/2012	15
Appendix B: Administrative Calendar	39
Appendix C: Proposed Budget FY 2011/2012	41

Executive Summary

Executive Summary

The Alliance of Downtown Glen Ellyn has been created to encourage and facilitate the growth and success of Glen Ellyn's Central Business District. Serving with a board of at least seven (7) members and one full-time Executive Director, the organization has prepared this "Action Plan" to provide a comprehensive road map and cohesive marketing message that Downtown Glen Ellyn is open, thriving and excited to serve the needs of our residents, business and property owners, and major employers in and around Glen Ellyn.

This plan includes a marketing campaign focused on our town's strengths, including specific events to celebrate and drive revenue. In addition, this plan recognizes the responsibility of the Alliance to be the primary advocate for the Downtown. Significant time has been allocated to allow the Executive Director to identify and respond to the needs of the various stakeholders as issues arise. For example, the Executive Director will continue to work with the business owners, landlords and Public Works to address snow removal on downtown sidewalks. Finally, a budget is proposed to illustrate how we will accomplish our plan.

An appendix is included which provides detail for the execution of each planned event. Feedback on last year's events has been included when available, to ensure that each event is even better than the last.

Goals of Organization

Goals of Organization

Build relationships and networks with downtown business, residents and property owners.

The Executive Director will develop and optimize the relationships between themselves, the businesses, residents and property owners. The communication methods will vary from person to person however, the intent will be clear. The Executive Director will deliver the message of the new Downtown organization action plan and attempt to engage these individuals and gain their cooperation. The Director will communicate and adapt this message to ensure success of the organization.

Promote downtown as a destination for shopping, dining, and entertainment.

This will be done by marketing the strengths of the Downtown and supporting that marketing through events and development for those that participate in them.

Promote downtown as a desirable location for businesses.

Promoting downtown will happen through the execution of events, the ability to successfully market Downtown and a specific effort to include, educate, and share the “plan for success” quickly and effectively to landlords amongst Downtown.

Be a strong advocate for downtown businesses.

The Executive Director will earn the trust of the downtown businesses so that they may “feel” comfortable sharing their concerns, suggestions, and appreciation knowing some sort of feedback or action will result in a timely manner.

Focus on business retention by partnering and working with retailers.

The success of business retention can only be increased by creating a Downtown community where businesses see themselves as an important part of a whole and that their success carries further with the success of other businesses around them. Regular communication with business owners will further develop relationships as we seek their comments and inputs and address their needs.

Cooperating with Economic Development Corporation on business attraction and ensuring a desirable and viable mix of businesses in the downtown.

The organization will work with the Economic Development Corporation providing information and support to secure viable businesses for the Downtown.

Promote downtown living to support businesses and add to the vibrancy and vitality of the downtown.

Open communication with the residential realtor and developer community and include them in the discussion future plans for Downtown to develop opportunities that could contribute to new downtown residents and the addition to residential units to the Downtown as recommended by the Downtown Plan.

Cooperate with other groups that provide educational seminars and networking events for businesses and property owners.

The organization will provide the necessary educational seminars and networking events to support the marketing message planned. The goal is to optimize, not re-create seminars offered by other groups. Whenever possible, the Downtown organization should work by working with any entities already offering such trainings.

Establish a Downtown Glen Ellyn brand.

This is a tremendous opportunity to market the town as a whole with emphasis on the uniqueness of our Downtown. The organization will work with the Village of Glen Ellyn as well as any consultants to accomplish this successfully.

Marketing Campaign

Marketing Campaign

One of the goals of the Alliance of Downtown Glen Ellyn is to develop and execute a marketing plan for FY 2011/2012 that communicates Downtown Glen Ellyn as an active, thriving shopping community offering what the shoppers of today are buying. This effort includes promotion, planning events and executing themes. We believe a campaign centralized on Downtown will help market the village as a whole. This plan is flexible enough to complement any new branding executed in the future yet still effect implemented today.

The events suggested within this document are based on what we know at the moment. However, new opportunities for events or to collaboration may arise during the year. Should this occur we consider this document fluid and subject to change in order to capitalize on the current situation while still maintaining our overall budget.

Marketing the Strengths of Downtown

We have identified the following five (5) strengths of Downtown Glen Ellyn that should be capitalized on. They include:

1. Gifts
2. Dining and Entertainment
3. Fashion
4. Holiday
5. Salons/Spas

Timing the marketing of these strengths is critical to the success of the message being delivered.

Gifts. Our many boutiques offer a wide range of gifts for all ages and occasions. April, May and June are key months to focus on gift giving holidays and events. Mother's Day, Father's Day, teacher gifts, graduation and wedding are only a few. The greatest gift can be purchased locally and delivered with a sense of pride. A gift is much more than just a wrapped present. Its significance resides in the thought behind it, the time spent finding it, the shopping experience buying it and the meaning in giving it. This effort creates a sense of pride when it happens and locally can have rippling effects in the revenue spent in Downtown.

Dining and Entertainment. Everyone celebrates the arrival of summer. July and August are the months families spend together, out of school enjoying the weather and the outside community. Downtown Glen Ellyn celebrates summer offering a wide variety in dining options, outside patios, festivals and family fun. This is the time when families walk to downtown to take advantage of all it has to offer.

Fashion. Back to school in September allows for an emphasis on fall fashion explodes. This "new year" in September and October drives the cleaning out of closets and the hunt for the latest fashion. Our boutiques offer all the name

brands found in the catalogs delivered throughout the community every day. They also offer the “personal touch”, only found in the locally owned businesses that work hard to serve their customers and members of the community.

Holiday. Downtown Glen Ellyn offers something for everyone on your holiday list. In November, the Alliance creates the “buzz”, a sense of anticipation, for the special holiday season approaching quickly. The month of December is spent celebrating the holiday; shopping, dining, and entertaining through festivities in Downtown. In January, we work to bring back the shoppers to re-experience the memorable visits in Downtown in December.

Salons and Spas. February and March are the months to survive the harsh winter, recover from the holiday and revitalize yourself and your home. Significant revenue is driven by a healthy salon/spa business community in Downtown Glen Ellyn. The time and money spent when customers take time to look great and get and stay healthy expands beyond than the salon they visit. Often it is just one stop of many stops, a gift here, lunch there, perhaps even a shoe repair in the downtown. There are over 11+ salons/spas bringing customers to our town. Introducing the many special services our salons offer, and reminding customers what a wide range of salons/spas we offer, provides for more revenue spent in Downtown.

Marketing Campaign and Event Calendar: FY 2011/12

Marketing Focus	Theme & Events	Print	Social Media	Website	Posters	Mailer	Business Events	Billboard	Handout During Event
Gifts (April-Jun 2011)	Theme: Find The Perfect Gift		x	x			x	x	
	Event: Couple's Night Out April 29, 2011	x	x	x	x	x	x		x
	Event: Scavenger Hunt June 6-July 31	x	x	x	x				x
	Event: BookFest June 18, 2011	x	x	x	x				x
	Event: FinalFriday June 24	x	x	x	x	x			
Dining/Entertainment (July-Aug 2011)	Theme: Eat, Entertain and Enjoy		x	x			x		
	Event: Dine Away Hunger	x	x	x	x		x		
	Events: Final Fridays July 29, Aug. 26	x	x	x	x	x			
	Event: Shoppers' Trolley Aug 27 (Lake Ellyn Art Festival)	x	x	x	x				x
Fashion (Sept-Oct 2011)	Theme: Fabulous, Fall Fashions		x	x			x		
	Event: Coupon Mailer Sept.11-Sept 30	x	x	x					
Holiday (Nov-Dec 2011)	Theme: Holiday Greetings from Glen Ellyn	x	x	x	x	x	x	x	
	Event: Ladies Night Out Tuesday, Nov. 29 th , 2011	x	x	x	x	x			x
	Events: elves, carolers, carriage rides, valet parking Saturdays Dec. 3, 10, 17	x	x	x	x	x			
Spa/Salon (Jan.-Mar. 2012)	Theme: Relax, Refocus, Revitalize		x	x			x	x	
	Event: Spa Hop Event Tuesday, Feb. 7, 2012	x	x	x	x		x		x

Media Tools in Marketing Campaign

Print: We use a variety of different print advertising to spread word throughout the Western Suburbs of Chicago. We target Glen Ellyn, Wheaton, Lombard, Hinsdale, Naperville, Downers Grove, St. Charles, and Elmhurst. We advertise in the Glen Ellyn News, Daily Herald, TribLocal, West Suburban Living, and Glancer Magazine. We also work with these publications encourage stories on our events in addition to advertising. An example would be January 2011 when we ran a full page ad in West Suburban Living's Jan/Feb issue. In addition to the ad, the magazine published a feature article about spas and also included our event inside the copy.

Social Media: Facebook and Twitter are our main resources in getting the word out. On Facebook we are the Downtown Glen Ellyn Alliance. Twitter was a major vehicle used for marketing BookFest.

Website: downtownglenellyn.com is the website for Downtown Glen Ellyn. It has been operational since September 2009 and has three main components. The top third of the home page is for marketing events in our Downtown. These banner ads can be a vehicle for selling tickets, scheduling services, linking to others websites and collecting information. The middle third is a business directory for Downtown businesses. The bottom third of the page is for interactive communication with those businesses who are listed on the home page. It also has a place for press releases to be posted. Lastly, there is a place to sign up for the shopper's newsletter, a monthly single source of information on all the promotions and events that are happening in Downtown (over 600 people receive this as of 1/2011).

Posters: Displaying posters around town has served as an effective way to communicate Downtown events. Posters are 11 x 17 and usually hung less than 30 days before the event.

Mailers: We have a mailing list of 6,000 women in Glen Ellyn, Downtown Wheaton, and unincorporated neighborhoods within our Primary Market Area. These women are between 30-65 years old, and have indicated they like to shop and make in excess of \$75,000. We create 2 sided postcards to "invite" them to our events.

Individual Business Events: We consult with Downtown Businesses to help them create and market events that are focused on their own business. We also introduce them to their peers and help to link up businesses for events that benefit multiple parties. For example, we were aware that Pink Hippo planned to have a heart cutting in their windows during February with sales benefitting American Heart Association. We suggested involving NutriFit and Run Today and they did. As a result, three businesses will generate more revenue, develop relationships and create a larger event. We always work to promote each individual event and include others where possible fostering camaraderie and more sales for all.

Billboard: We currently utilize a billboard to market the downtown that is located on Roosevelt Road east of I-355.. The billboard is contracted in 4 week intervals however more time is gained when the billboard is not rented by others. We use the billboard to sell the strengths of Downtown. The goal is currently to run five (5) billboards a year.

Handouts During Event: Maps and information about the businesses in Downtown are often handed out or emailed before and during events in order to increase the amount of businesses visited during an event. We also advertise at non-Alliance events such as in the Jazz Fest program or at the Library's Ice Cream social.

Event Overview: FY 2011/2012

The following is a list of potential events to be held during the FY 2011/2012 year. These events are subject to further refinement or modification. Additional details for each event are located in Appendix A.

Scavenger Hunt. Monday, June 13, 2011. The goal of this event is to bring people into a high number of stores that they may not otherwise patronize. It is marketed as a fun event where children and their parents are encouraged to look around in the participating stores to find an object listed in their guidebook. We partner with the Glen Ellyn Public Library to publicize and distribute the guidebooks. 1000 guidebooks are printed and participation is limited to the first 30 businesses to complete the participation form. The event is kicked off at the Glen Ellyn Public Library's ice cream social celebrating the start of summer break and their summer reading program. An ad will be run in Glen Ellyn News and TribLocal. A press release will be distributed. The event will be posted in Facebook, in the Shopper's Club newsletter, mail chimp email blast and West Suburban Living Best of the Burbs. A banner ad will be posted on www.downtownglenellyn.com. Posters will be placed around town.

BookFest 2011: A Celebration of Books. Saturday, June 18, 2011. The goal of this event is to bring people from all over the Chicagoland area, to Downtown Glen Ellyn. In partnership with the Glen Ellyn Public Library, The Bookstore, and Bundles of Books, this event is unique and differentiates itself by placing local authors throughout our businesses for participants to seek autographs and interact with authors. It also brings a well recognized keynote speaker and mini events to network with authors in restaurants in the Downtown. Seminars are conducted at the library and children are encouraged to get library cards on this day.

Final Fridays. June 24, July 29, and August 26th, 2011. This series of Friday events is dedicated to encouraging families to come into Downtown for the evening and enjoy everything the town has to offer. Restaurants run specials, entertainment fills the sidewalks, and stores welcome shoppers. For each of these events, an ad will be run in Glen Ellyn News and TribLocal. A press release will be distributed. The event will be posted in Facebook, in the Shopper's Club newsletter, mail chimp email blast and West Suburban Living Best of the Burbs. A banner ad will be posted on www.downtownglenellyn.com. Posters will be placed around town and a mailer to 6000 homes will be sent. A radio station will be hired for on site promotion and focused marketing for the month.

June 24. Dance!

July 29. Come out and celebrate Sidewalk Sale.

August 26. Madonnari and Arts Festival.

Shopper's Trolley. Saturday, August 27, 2011. On the day of the Art Festival sponsored by the Lion's Club at Lake Ellyn, a shopper's trolley will transport patrons between town and Lake Ellyn to entice participants to shop. Each trolley has an ambassador who welcomes and entertains passengers sharing the strong history of our town, the "secret" spots to park, as well as, coupons and incentives to shop.

Coupon Mailer with TribLocal. September 2011. September is a month where foot traffic in Downtown businesses is traditionally slow. A coupon insert will be delivered on the top of Sunday papers with mailbox delivery to follow the Wednesday after home delivery. The coupon insert will be a full color, two-sided publication printed on heavy enameled paper stock and will be perforated to include thirty (30) coupons. Each coupon is approximately 6" wide x 2'

high. The insert size is convenient to carry in a purse, briefcase or car with easy to redeem coupons. The two tier distribution will take place the second week of September into all of Glen Ellyn and Wheaton with a total household penetration of 99%. The Alliance of Downtown Glen Ellyn will pay the first \$3000, with participating businesses each contributing \$200 per coupon. The first fifteen retailers to commit to this program will receive a double-sided coupon at no-extra charge, doubling the visibility of the business. The expiration date of the coupons will be September 30, 2011.

Ladies Night Out. Tuesday, November 29, 2011. The goal of this event is to bring over 400 women to Downtown Glen Ellyn to shop and spend money. The goal is to generate sales greater than \$17,000 in this one evening. Ads will run in the Glen Ellyn News on, Daily Herald Neighborhood section, TribLocal Thursday, , and Glancer Magazine. A press release will be distributed. The event will be posted in Facebook, in the Shopper's Club newsletter, mail chimp email blast and West Suburban Living Best of the Burbs. A banner ad will be posted on www.downtownglenellyn.com. Posters will be placed around town and a mailer to 6000 homes will be sent. Tickets will be sold online and in stores around town. A handout will be distributed the night of the event containing descriptions of each participating business and why shoppers should visit and a map of each businesses location.

December Saturdays. December 3, 10, 17th. The goal of this event is to bring holiday cheer to the streets and businesses of Downtown Glen Ellyn creating an atmosphere of excitement and joy resulting in increased spending in downtown stores.. This event included FREE Valet Parking to ease parking in winter weather. The goal is to valet park over 120 cars. Santa roams the Downtown for 2 hours with his elves each Saturday, delivering buttons and gift bags to shoppers. Holiday carolers keep spirits high singing at the Train Station, in businesses and restaurants and on the sidewalks.

Ads will run in the Glen Ellyn News , West Suburban Living, Daily Herald Neighborhood section, TribLocal and Glancer Magazine. A press release will be distributed. The event will be posted in Facebook, in the Shopper's Club newsletter, mail chimp email blast and West Suburban Living Best of the Burbs. A banner ad will be posted on www.downtownglenellyn.com. Posters will be placed around downtown.

Couples Night Out. Friday, May 4, 2012. This event is targeted to increase dollars spent inside the businesses that don't benefit as much from Ladies Night Out. In targeting men and women to participate this night, businesses such as Run Today, The Bike Shop, Young's Appliances and the bookstores in town see an increase in sales. Getting the men out into the Downtown promotes our Downtown as active and thriving to a different group not usually found shopping. The goal of this event is to have over 350 tickets redeemed (a past record). The event has a "movie screen" theme and invites both males and females to attend. Ads will run in the Glen Ellyn News, Daily Herald Neighborhood section, TribLocal and Glancer Magazine. A press release will be distributed. The event will be posted in Facebook, in the Shopper's Club newsletter, mail chimp email blast and West Suburban Living Best of the Burbs. A banner ad will be posted on www.downtownglenellyn.com. Posters will be placed around town and a mailer to 6000 homes will be sent. Tickets will be sold online and in stores around town. A handout will be distributed the night of the event. This event is technically in FY2012/13 so it does not appear on the 2011/2012 budget.

Downtown Advocate

Downtown Advocate

The Alliance of Downtown Glen Ellyn has the major responsibility of being the primary advocate for the Downtown. On average, the Executive Director will spend 50% of his/her time working with the Village, Chamber of Commerce, Economic Development Cooperation, downtown residents, business owners and landlords to create an environment in which the Downtown thrives. The Executive Director will work closely with the Village:

- Collecting and disseminating information regarding further implementation of the Downtown Plan, such as TIF feasibility study, Downtown parking structure, traffic study, etc.
- Developing a brand for the Downtown that it is attractive to shoppers and new businesses
- Establishing communication with downtown residents, major employers and property owners in order to get their feedback and buy in for Downtown Plan initiatives
- Raising and resolving new issues that impede the success of the downtown

The Alliance of Downtown Glen Ellyn is a central source for issue management in the Downtown. Current and past issues are addressed :

- Consistent snow removal on downtown sidewalks to allow customers to ensure that shoppers can get from their cars to the downtown stores, salons and restaurants
- Investigation of grant opportunities to digitalize the Movie Theater in order to retain it
- Homeless people and teenagers harassing shoppers on Crescent Blvd.
- Researching questions on SSA's, Downtown parking, code violations, etc...
- Sign management
- Empty window design
- Snow removal for consistent, safe sidewalks for shopping purposes

Skill enhancement for business owners has been the responsibility of the Economic Development Corporation in the past. In FY2011/2012, the Alliance will take this on. To determine the current needs of the downtown businesses, a survey will be distributed. Possible topics include: in-store merchandising, signage, sales, ad design, social media advertising, promotion design, holding events, etc. Both in-house knowledge and professional consultants will be utilized, as funds allow.

Finally, the Alliance holds regular meetings for its members to encourage discussion and creative idea generation which is crucial for a thriving Downtown. We welcome and encourage all to attend. An annual meeting is held for all where necessary voting occurs. Committees for assistance for events and projects will be formed with regularly scheduled meeting schedule.

Appendix A: Event Planning Checklists

(including feedback summaries from prior year where available)

Event: Scavenger Hunt
Date: June 6-August 1st
Time: Store Hours
Budget: \$2000

Description of Event: After a theme has been chosen, items are distributed and hidden throughout the participating businesses for children and their parents to find. Participants follow the guide book around Downtown throughout our businesses finding hidden items. Guide books are picked up at The Glen Ellyn Library and once completed returned to the library for a chance at one of many prizes for the adults and children! The result of participating in this event is people go into businesses they would not otherwise and businesses find new customers that wouldn't otherwise.

Task	Responsibility	Due Date	Cost	Completed
Create theme	Marketing	April 1	\$400	
Post business application on website	Administrative	April 1		
Create Guidebooks	Administrative	May 15		
Create and distribute posters and item	Administrative	May 15		
Write and Deliver Press Release	Administrative	May 15		
Create and deliver Ads	Administrative	May 15	\$400	
Print and deliver guidebooks	Administrative	June 1	\$1100	
Collect Prizes	Administrative done by	July 29	\$100	

	Library			
Distribute Prizes	Administrative done by Library	August 1		
Total Cost			\$2000	

Event: BookFest 2011: A Celebration of Books
Date: June 18, 2011
Time: all day
Budget: \$6600

Description of Event: This event is tentatively planned for, Saturday June 18, 2011. This event, sponsored by the Downtown Glen Ellyn Alliance, is designed to showcase local literary talent. In partnership with the Glen Ellyn Public Library, The Bookstore, and Bundles of Books, BookFest features a keynote author whom is nationally recognized. The event also has at least 5 other well recognized authors featured inside 5 other Downtown businesses. Less known authors also join the event and are centrally located. Seminars and speaking engagements are held at the library and local restaurants around town. The event is targeted for everyone and is spread amongst the Downtown so all can enjoy everything the businesses have to offer.

Task	Responsibility	Due Date	Cost	Completed
Keynote Speaker				
Confirm Keynote Speaker, location for presentation, travel plans	Administrative	Feb. 15	\$250	Done-2 nd floor GEPL, Mary Doria Russell
"Name" Book Signings				
Confirm 5 name authors and assign stores	Administrative	March 1	\$250	Bike Store done-Shayne Moore, Global Soccer Mom
Local Author Book Signings				
Approve Book Signer Application	Administrative	Nov. 1		Done
Post Book Signer Application on website	Administrative	Nov. 1	\$100	Done
Invite authors to apply for book signings (contact guilds and local publicists, local colleges...)	Administrative	Nov. 1		Local authors from last year invited/ 4 signed up to date, village newsletter, press release done

Task	Responsibility	Due Date	Cost	Completed
Create list of stores paired with authors	Administrative	March 15		
Plan local author breakfast-librarian, blogger, publisher tables	Administrative	April 1		
Lunch Events				
Identify and confirm presenters for three author lunches	Administrative	March 1		
Identify and confirm two panel discussions	Administrative	March 1		
Marketing				
Create Facebook page for event (update frequently)	Marketing	Nov. 1		Done
Confirm Film Festival to complement keynote speaker	Marketing	March 1		Done
Include monthly updates in shopper's newsletter	Marketing	Each month until event		
Coordinate registration for schedule of events	Administrative	March 1		
Plan Pre-Party at Bookstore	Marketing	March 15		
Contact English departments at local High Schools and Colleges	Marketing	March 15		
Contact local charities about having lemonade stands around town on June 18	Marketing	March 15		
Seek appropriate Village permits	Administrative	May 15		
Create pre-event flyer	Marketing	May 15		
Create 2000 programs of event, including a map of where each book signer is	Marketing	May 15	\$1500	

Task	Responsibility	Due Date	Cost	Completed
Decide Advertising Schedule for BookFest in Daily Herald, Triblocal, Sun, Glen Ellyn News, Village Newsletter,	Marketing	May 15	\$4000	
Advertise on Facebook	Marketing	May	\$500	
Send out shopper and business questionnaire after event	Marketing	June 19		
Summarize feedback	Marketing	July 15		
Total			\$6600	

Bookfest Feedback Summary

Survey Questions posed to business participants following event

1. Did you enjoy having an author in your business?
2. Did your author sell their books? If so, how many?
3. Did you have increased sales because of the event?
4. Would you participate again?
5. What suggestions do you have for next year?
6. What comments/suggestions did you hear throughout the day?

General Responses to Survey Responses

- This is great, thanks for doing this
- "All positive comments about what a great idea it was.
- People were interested in talking to our author and meeting the dogs who are the stars of her books.
- "Great idea for an event!" "Glen Ellyn always has such unique things going on!" "Great fun walking around to all the different authors." "Glen Ellyn is so friendly!" "Will you be doing this again next year?" "We just got on the train and came."
- Get in contact with the author before hand to come up with a combo promo.
- I felt bad for Maureen she only had 1 or 2 people in!
- There was no lemonade stand on the south end of town that I saw. I would be sure Authors were willing to keep their commitment to speak regardless of how many tickets are bought for an event. Billy Lombardo was canceled against my wishes and that not only damages our reputation, but takes away earning opportunities. We were expecting 7-10 customers (\$150), Staffed and purchased food only to have it canceled. Those individuals may never have been to the Snackery before, they may have made additional purchases. They may not have been to Glen Ellyn before or would have stopped in other businesses. In addition, 2 ticket holders were not contacted, showed up and we had to hustle to create something memorable or risk damaging our reputation further. I would have expected the coordinator to be in the Snackery to greet those they couldn't reach and explain the situation to them. It would have been nice to know they hadn't reached all ticket buyers so we could have been prepared. I reached out to Billy 2 times via email and got no response. I will insist on

speaking with the author next year prior to committing. Geoff Bevington was Fantastic! It was great to see all the authors around town. Thank you for the efforts!

- I loved everything about the event. I actually wished that it either ran longer or started later. A lot of kids have morning activities.
- My only comment is that sometimes it takes a year or two for an event to catch on and build. I know it was a ton of work for everyone and I appreciate it.
- "I would prefer the Author's outside, maybe under tents.
- My Author was suggesting my customers needed a book, rather than an item in my store that I was trying to show them.

Bookfest Feedback Summary (continued)

Survey Questions posed to authors following event

1. Did you enjoy being in a downtown Glen Ellyn business?
2. Did you get the foot traffic you expected?
3. How many books did you sell?
4. Did you advertise your appearance at the business you were placed?
5. If so, how? Website, Facebook, twitter, newspaper, etc?
6. Would you consider this a successful Bookfest?
7. Have you participated in other bookfests? How did this one compare?
8. Would you return next year?
9. Please add any other feedback:

General Responses to Survey Responses

- I do thank you for the opportunity to participate in your first ever Book Fest!"
- I was visited by a woman, her mother and young daughter, who drove from Valparaiso, Indiana to be at the Book Fest. The woman is a book blogger, and she came to Bells and Whistles as her first stop, to view (and buy) my book for her daughter, Lizzy. She was very excited and looking forward to meeting the authors and taking part in the event.
- "Another BIG thank you to everyone from The Bookstore, Bundles and the alliance. And of course to the store that hosted me, Sign of the Whale Antiques. I rubbed some very wise elbows and got to talk with some fans and random readers that made me laugh, smile and be glad that I have self-published my novels. For me, I would say this was a great success. There's really nothing like signing a copy of a book I have written and putting it into the hands of someone who is excited to read it. Thank you kindly for the opportunity and I hope that you do it again!!
- I think it's a wonderful idea, that just needs some tweaking to make even more successful next year!
- "I enjoyed the breakfast, and getting to meet several authors whom I did not know.
- "I thought the fest went well. My placement at the Pink Hippo was perfect for my books. I really enjoyed the day. It was a learning process for me, but very successful. Thank-you again for having me.
- "Great job on the publicity! I was impressed by how many papers picked it up. I don't know marketing very well but I thought you all did really well.
- It was easy to get to and everyone was welcoming."

- It would also have been more interesting to have authors actually sitting out on the sidewalk with their books, so people could walk up and down the street and browse the books at leisure.
- Glen Ellyn's was just as well run. I had another commitment, and left at 1:00, so I did not attend the afternoon and evening events."
- I was happy with it
- For a first attempt, yes...it was a great idea!
- YES - IT'S A FIRST AND NEEDS TO BE DONE AGAIN.
- For me, yes. You did manage to get some tremendous authors.

Event: Final Fridays
Date: June 29, July 30, August 27
Time: 5-8pm
Budget: \$12,750

Description of Event: Final Fridays is an event that invites families to come enjoy Downtown Glen Ellyn. Restaurants offer specials, entertainment fills the sidewalks, and businesses welcome shoppers. Entertainment ranges from The Balloon Man and face painter to rock and sax musicians. A fashion show flows down the sidewalk at 7pm parading the latest style available in our boutiques. Restaurants grill outside, wine tasting is offered, cotton candy is sold on the sidewalk.

Task	Responsibility	Due Date	Cost	Completed
Decide theme for each Friday	Marketing	April 15		
Contact Radio Station for promotional campaign and on site visit	Marketing	April 15	\$1500	
Complete application for business participation	Participant	April 15		
Book Entertainment	Administrative	April 15	\$6000	
Submit village letter for approval	Administrative	May 1		
Get volunteers for modeling	Administrative	June 1		
Get restaurant specials	Administrative	June 1		
Complete press release	Marketing	June 1		
Complete and distribute ads	Marketing	June 1	\$4850	
Create event on Facebook	Marketing	June 1		
Complete and post banner ad	Marketing	June 1	\$100	
Complete and distribute posters	Marketing	June 1	\$300	

Distribute business questionnaire after event	Administrative	Sept 10		
Obtain event feedback and prepare summary report	Administrative	Sept 30		
Total			\$12,750	

Event: Ladies Night Out
Date: Tuesday, November 29, 2011
Time: 6-9pm
Budget: \$9800

Description of Event: Ladies Night Out is a shopping event targeting women from the western suburbs. It is the night to shop for the holidays for everyone on your list. Each shop offers appetizers and cocktails along with shopping specials and expertise for picking out the perfect gift. Live music and holiday cheer fill the downtown. FREE Valet Parking is offered to make this night of shopping as care free and easy as possible.

Task	Responsibility	Due Date	Cost	Completed
Post application for business participation on website	Administrative	Sept 15		
Submit Village letter for event approval	Administrative	September 15	\$20	
Complete Press Release	Marketing	September 30		
Deliver Ads	Marketing	October 1	\$4375	
Obtain Bassett insurance	Administrative	October 1	\$300	
Hire Music	Administrative	October 1	\$205	
Complete application for participation	Participant	October 1		
Cut off participation application	Administrative	Oct 15		
Distribute tickets to stores	Marketing	October 15	\$100	
Order Free Gifts	Marketing	October 15	\$150	
Get Volunteers, get cups	Administrative	November 1	\$100	
Submit State Liquor Licenses	Administrative	November 1	\$625 (assumes 25)	

Task	Responsibility	Due Date	Cost	Completed
Design Banner ad for website and set up Eventbrite	Administrative	November 1	\$400	
Get wristbands	Administrative	November 1	Tap House donates	
Complete and distribute posters	Marketing	November 1	\$100	
Mail postcards to 2000 homes	Marketing	November 15	\$3000	
Distribute liquor licenses	Administrative	November 25		
Distribute promotion coupons	Marketing	November 25	\$200	
Print night of event handout	Marketing	November 28	\$225	
Post follow up business questionnaire	Administrative	December 1		
Post Pprticipant follow up questionnaire	Marketing	December 1		
Summarize feedback	Administrative	December 10		
Total			\$9800	

Ladies Night Out Feedback Summary

	2010	2009
Total Redeemed Tickets	404	225
Tickets sold Online	85	
Ticket sold Night of Event	75	
Tickets sold in stores before event	110	
# of sales greater than \$50	328	
Sales resulting from coupon promotion	\$16,400	

Survey Questions posed to businesses following event

Overall, was the night a success for your business?

Did your business have greater foot traffic than you expected?

Did your business have greater foot traffic than the last LNO?

If you participated last year, as well, did you gross more dollars than last year?

How many coupons did you give with \$50 purchase?

Would you like to see this businesses wide promotion again during LNO or at another time?

Is this a worthwhile event for your business?

We would be interested in comparative sales that you are willing to share regarding this event compared to other similar events?

We appreciate your comments and suggestions to make the event even more successful next time.

General Responses to Survey

- Congratulations on a great event! Thanks for all your hard work. Nice job Carol Congrats.
- Sounds like GNO was a HUGE success!!! Great Job.
- i was downtown last night with a gal-pal and there was an awesome energy on the streets and in the two establishments we saddled up to. ladies walking around with loads of shopping bags. smiling away and swaying to and fro...there was just a really great vibe and i wanted to let you know that, as usual, you did a great job and i couldn't be happier to hear that there was such a nice turnout.
- We used 14 of the \$50.00 coupons last night! It was a great night!!! Great Event!!! Yea!!! especially since Holiday Walk was not so good.
- Have nothing but good things to say about the evening.
- I would like us to do LNO at least 2X a year, but maybe quarterly. With a different promotion each time? Ladies love to be out with their friends and shop!
- Advertising this year was really good - women were talking about the event long before they did last year. Like the coupon promotion and would honor again. Wrappers were a huge help but we still struggle with wrapping on this busy night - hard to control the line at checkout and hard to please customers with specific requests. Great night!
- We had a few sales, but not worth the time and expense. On the other hand, the benefits may be intangible at this time--more awareness of our shop, future business, etc. But it seems that we are too far off the beaten path, especially on a very cold night, to benefit much from this type of activity. I imagine Main Street businesses did much better. No one's fault--just logistics and the type of business we are. If we participate again, and I doubt we will, it will only be to be a team player and keep our name out there. We're very happy that it worked so well for others!
- Over all I thought it was a good event for downtown.

Event: Holiday in Downtown Glen Ellyn
Date: Saturdays, Dec 5, 12, 19
Time: 11:00-3:00pm
Budget: \$12,000

Description of Event: Multiple events and activities express the essence of the holidays in Downtown Glen Ellyn. Each Saturday in December before Christmas the Alliance hosts fun family activities to draw people Downtown. FREE valet parking is offered outside Tap House Grill and Costello Jewelry Company from 11am-10pm on Saturdays. A FREE horse and carriage ride makes it way throughout downtown. Santa strolls through town from 12:30-2:30 delivering holiday cheer, candy canes and buttons. Carolers sing as they stroll along and visit the stores.

Task	Responsibility	Due Date	Cost	Completed
Solicit sponsorship money	Administrative	Sept 1		
Hire Sunshine Farms. Jeff, Horse and Carriage 815-790-4103	Administrative	Sept 15	\$3100	
Submit Village letter for approval	Administrative	Sept 15		
Complete Press Release	Marketing	Sept 30		
Deliver Ads	Marketing	Oct 1	\$3000	
Hire Carolers-Ninth Harmony (GB South), A Cappella Underground (GB West)	Administrative	Sept 15	\$1000	
Hire First Class Valet Parking	Administrative	Sept 15	\$3500	
Hire Santa-Joe Maier	Administrative	Sept 15	\$400	
Hire Elves	Administrative	Oct 15	\$400	
Order Buttons-PinPros	Marketing	Oct 15	\$400	
Post banner ad on website	Administrative	Nov 1	\$100	
Design and distribute poster	Marketing	Nov 1	\$100	
Distribute follow up questionnaire to businesses	Administrative	Dec 1		

Task	Responsibility	Due Date	Cost	Completed
Complete event summary	Administrative	Dec 22		
Total			\$12,000	

Event: Spa Hop
Date: February 2, 2012
Time: 9:00am-6:00pm, 6:00-10:00pm
Budget: \$2,000

Description of Event: Salons/spas offer \$5 services in 20 minute appointments to introduce their business to new potential customers. They are scheduled in 30 minute intervals in 3 hour time periods. The event takes place from 9am-6pm and is open to the public. All scheduling takes place on downtownglennlyn.com. A private newcomer event takes place from 6-10pm with all the same services offered.

Task	Responsibility	Due Date	Cost	Completed
Meet with Newcomers and plan spa hop meeting 6-10pm Feb. 2	Administrative	Sept 2011		
Post application for business participation on website	Administrative	Nov 15	\$100	
Complete Press Release	Marketing	Dec 15		
Post Banner Ad with Scheduling Agent	Administrative	Jan1		
Deliver Ads	Marketing	Dec 15-Jan 20	\$1700	
Complete and distribute posters	Marketing	Jan 5	\$100	
Post on Facebook and Twitter	Marketing	Jan 2		
Create Spa Hop Newsletter	Administrative	Jan 19		
Email out Spa Hop Newsletter prior to Event	Administrative	Jan 30		
Order balloons to mark participating salons	Administrative	Jan 30	\$100	
Post Drawing results for	Administrative	Feb 11		

Grand Prize				
Post salon, business, participant questionnaire	Administrative	Feb 9		
Summarize Event	Administrative	Feb 20		
Total Cost			\$2000	

Spa Hop Feedback Summary

	2010
Total number of participants	177+
Total services booked	225+
Participants that thought event was a success	45 out of 46
Participants that would do it again	45 out of 46
Participants that will visit salon that they received services in again	43 out of 46
Number of participants that spent over \$75+	32 out of 46
Number of participants that spent \$31-\$75	9 out of 46
Number of participants that spent less than \$31	6 out of 46

Survey Questions posed to business participants following event

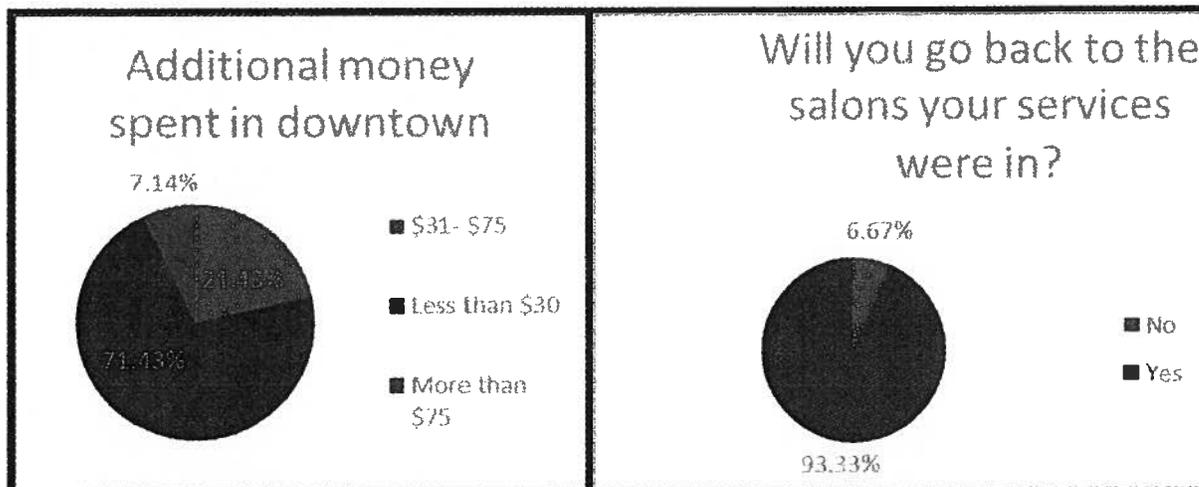
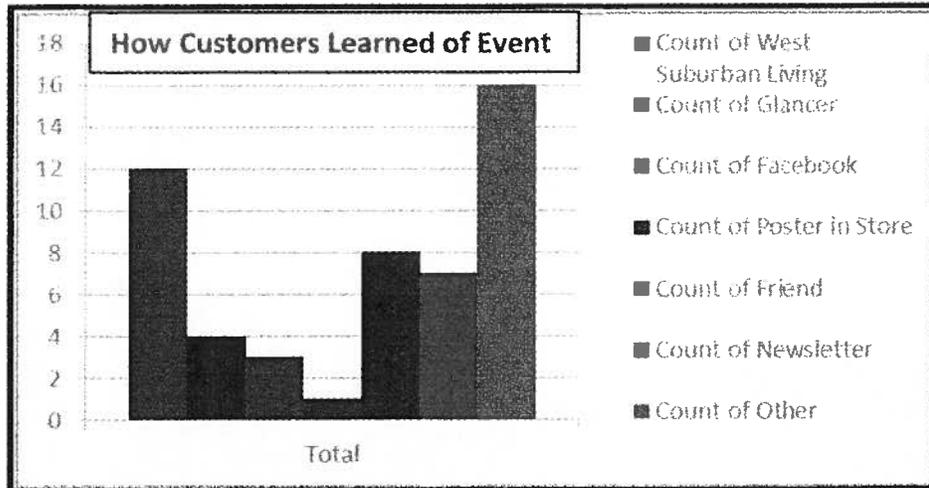
1. Did you enjoy the Spa Hop event?
2. Did you visit any other businesses in Downtown Glen Ellyn around the event?
3. If so, in total did you spend...less than \$30, \$31-75, \$75+ in those shops?
4. Will you go back to the salons your services were in?
5. How did you find out about Spa Hop?
6. Will you participate again?
7. What would you change?

General Responses to Survey Responses

- This was absolutely fantastic! Nothing, it was fantastic! BRAVO!
- I heard there was some trouble with appointments, although I did not have any trouble.
- I would have more appointments available in late afternoon/evening to the public. The daytime appointments are difficult to attend if you have children.
- Pass along personal info to the salons.
- Would have been nice to have gone to a central office of the host of this event wherein I could have gotten further information.
- I loved Namaste. Jori and Jessica were wonderful. I am allergic to Aveda products and had a reaction after I left. Great place though.
- My appointments were on schedule.
- Some sort of automated e-mail confirmation would probably be helpful in future years, to help participants remember where they booked appointments.

- I thought it all was perfect. The one thing I didn't realize is that not all the services are 30 mins. i had scheduled a haircut for 2pm and then had a service following at 2:30 that i didn't make, but but believe me, i wasn't upset it lasted more than 30 mins.
- It was perfect and very generous, thanks.
- I thought the whole spa hop was fantastic.
- I hope you are going to send promotional emails to all of us that registered for the raffle for the event when it happens again so we have time to participate again!"
- I did feel a bit rushed. I think less ambitious services or more time allowed between appointments would help (in particular...the facial and make-up application just didn't fit within the 30 min block of time). I will schedule services with breaks in between next time if the system remains the same. 45 minute intervals might be better if that works for salon owners. Thank you for putting this event together. I look forward to next year!

Spa Hop Feedback Summary (continued)

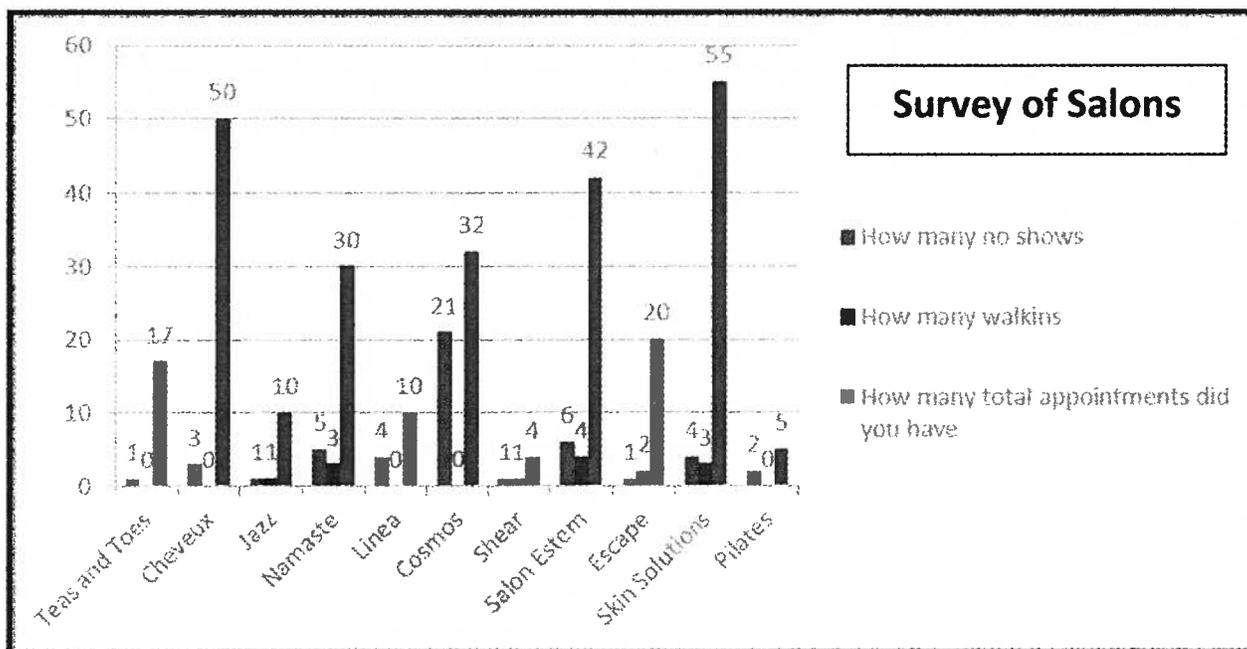


Survey Questions posed to business participants following event

1. Was Spa Hop a successful event for your business?
2. How many total appointments did you have?
3. How many walkins?
4. How many no shows?
5. What was the most booked service?
6. Did you run out of sample/gift bags?
7. How many gift bags did you have?
8. What feedback did you get from participants?
9. Would you do this again?
10. What would you change or improve?

General Responses to Survey Responses

- A more flexible scheduling system would be nice. We might have been able to see more clients if we weren't limited to the half hour blocks.
- Appointment booking method thru the web needs to be tweaked, might review what services to offer.
- The time of year... So there would be more people walking in even if they do not have an appointment. There should be a cut-off time for online appointments. After a certain time they should have to call the salon direct. It was a great event, Thank you!
- Don't book their appointments back to back. That's why there were so many no shows.
- Want to be able to see bookings....with the payment.
- Cut off signing up on Sunday instead of Monday.



Event: **Couples Night Out**
Date: **Friday, April 29th**
Time: **6-10pm**
Budget: **\$7500**

Description of Event: Couples Night Out is a shopping event targeting couples from the western suburbs. It is a night for couples to visit the downtown and shop for Mother’s Day while enjoying entertainment throughout the downtown. Each shop offers appetizers and cocktails along with shopping specials and expertise for picking out the perfect gift. Live music and spring cheer fill the downtown.

Task	Responsibility	Due Date	Cost	Completed
Post Application website for business participation	Administrative	February 15		
Cut off date to accept business applications	Administrative	March 1		
Submit village letter for approval	Administrative	March 1	\$20	
Set up banner ad for website and Eventbrite for ticket sales	Administrative	March 1	\$300	
Create event on Facebook	Administrative	March 1		
Hire music and entertainment	Administrative	March 15	\$2000	
Submit ads	Marketing	March 29	\$3655	
Get volunteers to work registration table	Administrative	April 1		
Submit State Liquor Licenses	Administrative	April 1	\$625 (assumes 25)	
Get wristbands	Administrative	April 1	Tap House donates	

Task	Responsibility	Due Date	Cost	Completed
Email Constant Contact invitation	Administrative	April 15		
Distribute liquor licenses	Administrative	April 25		
Complete and distribute Press Release	Marketing	April 1		
Complete and distribute Poster	Marketing	April 1	\$100	
Distribute tickets to stores	Marketing	April 1	\$200	
Complete "night of" Handout	Marketing	April 25	\$300	
Order free gifts to distribute to first 100 to register	Marketing	April 1	\$300	
Post shopper follow up questionnaire	Marketing	May 1		
Post business follow up questionnaire	Administrative	May 1		
Complete event summary	Marketing	May 10		
Total			\$7500	

Couple's Night Out Feedback Summary

	2010
Total Redeemed Tickets	200
Tickets sold Online	39
Ticket sold Night of Event	31
Tickets sold in stores before event	130

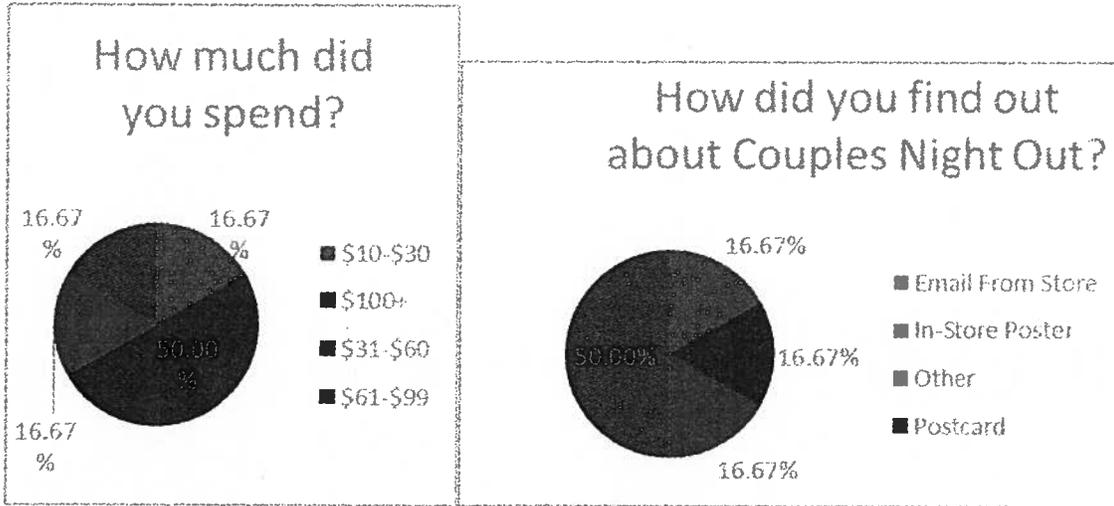
Survey Questions posed to shoppers following event

1. How did you find out about Couples Night Out?
2. What did you enjoy about Couples Night Out?
3. Are there any stores that did NOT participate that you would like to see participate?
4. Did you find registration to move smoothly?
5. How much did you spend?

General Responses to Survey Responses

- visiting stores and meeting neighbor friends
- It is a very economical, fun evening with the husband and friends.
- "Being able to walk about downtown Glen Ellyn with my spouse and visit some of the participating stores. Also to see what store fronts have changed and how many newer stores have opened their doors in Glen Ellyn.
- We enjoyed the appetizers and spirits as well as met some new people. All in all we enjoyed the experience very much and hope to attend next year."
- Date night, drinks and shopping - great combination. Opportunity to visit with friends, too.
- The music, drinks, apps, socializing.
- We enjoyed the listing we received at the beginning of the night telling us the foods and beverages each of the places would have. We planned our night to hit the shops for shopping as well as food/beverages.
- Doesn't appear to be any place to discuss negatives, so I'll do it here: We attended the after party at CABs and were very disappointed. The band was soooooo loud we left after their first song. Liked the music, but it was easier to listen to as we stood outside on the sidewalk saying good night than it was in the restaurant."and the type of business we are. If we participate again, and I doubt we will, it will only be to be a team player and keep our name out there.
We're very happy that it worked so well for others!
- Over all I thought it was a good event for downtown.
- I actually think there are too many stores that participate. We only made it to 3 stores that night- anyone we know who also attended didn't make it to much more than that either.
- Would have liked Katy's Boutique to participate as well as the Flour Barrel.

Couple's Night Out Feedback Summary (continued)



Survey Questions posed to businesses following event

Did you cover your costs?

Did you have new people in your store?

Would you do it again?

We appreciate your comments and suggestions to make the event even more successful next time.

General Responses to Survey Responses

- I thought it was a good event. Lots of people that I have never seen in Glen Ellyn before.
- Definitely covered our costs. Creates good activity in Downtown.
- I would do it again. Decent sales and new people came in.
- Had sale the next day. Have registration points all around town. 6 smaller drinks vs. 3 drinks.
- What about a scavenger hunt next time? Hold it 6-9pm.
- Sales "okay". Different mix of people. Met some spouses that will shop here for wives next time.
- Everyone had fun and would do it again.

Appendix B: Administrative Calendar

Administrative Calendar

May 2011	Install new board members Interview and hire Executive Director Billboard "The Perfect Gift"
June	<i>Scavenger Hunt, June 6-July 31</i> <i>BookFest, June 18</i> <i>Final Fridays, June 24</i>
July	Send out quarterly newsletter "What Have WE Done for YOU Lately?" <i>Final Friday, July 29</i>
August	<i>Final Friday, August 26</i> <i>Shopper Trolley, August 27</i>
September	<i>30 business Coupon Mailer, September 11-September 30</i> Billboard "Fabulous, Fall Fashion" File Taxes
October	Send out quarterly newsletter "What Have WE Done for YOU Lately?"
November	<i>Ladies Night Out, Tuesday, November 29</i> Billboard "Holiday Greetings from Glen Ellyn"
December	Send out quarterly newsletter "What Have WE Done for YOU Lately?" <i>Holiday Saturdays in December 3, 10, 17</i>
January 2012	Recruit new board members
February	Prepare summary of year's work and finances Submit budget request to Village Board <i>Spa Hop, Tuesday, February 7, 2012</i> Billboard "Relax, Revitalize & Refocus"
March	Conduct Annual Meeting File Annual Report with Secretary of State Send out membership request
April	Send out quarterly newsletter "What Have WE Done for YOU Lately?" Elect new board members

Note: Additional events may be added as need arises and budget allows.

Appendix C: Proposed Budget Fiscal 2011/2012

Alliance of Downtown Glen Ellyn - Proposed Budget FY 2011-2012 - Prepared February 23, 2011

INCOME		Dollars Budgeted
Anticipated checking acct balance 5/1/11 from former TDO		\$2,500
Membership (60 Members @ \$250)		\$15,000
Registration Fees (Bookfest, Ladies Night Out, Spa Hop)		\$3,750
Sponsorship		\$3,000
Interest		?
Subtotal of anticipated income from outside sources		\$24,250
Village Funding		\$178,300
Total Income		\$202,550
EXPENSES		
Events	Dates	Dollars Budgeted
Scavenger Hunt (Printing, Ads, Prizes)	Monday, June 13, 2011	\$2,000
BookFest: A Celebration of Books (Ads, Printing)	Saturday, June 18, 2011	\$6,600
Final Fridays (Entertainment, Ads, Radio)	June 24, July 29, August 26th, 2011	\$12,750
Dine Away Hunger (Ads)	Summer 2011	\$1,500
Shoppers Trolley during Art Festival at Lake Ellyn (Trolley, Ads, Entertainment, Print)	September Saturday	\$5,000
Ladies Night Out (Ads, Entertainment, Print, Liquor Licenses, direct mail campaign, \	Tuesday, November 29, 2011	\$9,800
December Saturdays (Horse&Carriage, Santa, Elves, Carolers, Valet)	Saturday, Dec. 3, 10, 17, 2011	\$12,000
Spa Hop (Ads, Printing)	Tuesday, February 7, 2012	\$2,000
Spring Event	TBD	\$2,000
Events SubTotal		\$53,650
General Marketing	Details	Dollars Budgeted
Graphic Design	Improvement to all print ads.	\$2,500
Branding	Downtown organization contribution to village project	\$10,000
Billboards*	May 2, November 14, February 9, April 30	\$7,800
Dark Windows*	Any updates to banners, window designs.	\$1,000
Educational Seminars*	needs to be determine by surveying business owners	\$3,000
Website maintenance and improvement	www.downtownglenellyn.com	\$2,500
Store Directory/kiosk maintenance/openbanners*	Update print directory and kiosks.	\$5,000
Media Relations*	Intern, media relations, social networking.	\$7,600
Direct Mail Campaign*	summer calendar of events and fall 30 store coupons	\$6,000
General Marketing SubTotal		\$45,400
Adminstration	Details	Dollars Budgeted
Director salary	time distributed between event planning, marketing and ombudsr	\$65,000
Benefits		\$20,000
Liability Insurance		\$2,000
Admin Expenses	Cell phone, Office Supplies, Phone Bill.	\$5,000
Office Equipment	Computer, Phone, Fax, Printer.	\$1,500
Rent		\$0
Contingency	to address issues identified by downtown stakeholders	\$10,000
Adminstration Subtotal		\$103,500
Total Expenses		\$202,550

*items previously covered by the EDC which are now responsibility of the Alliance of Downtown Glen Ellyn

Alliance of Downtown Glen Eilyn - Proposed Budget FY 2011-2012 - Prepared February 23, 2011

INCOME		Dollars Budgeted
Anticipated checking acct balance 5/1/11 from former TDO		\$2,500
Membership (60 Members @ \$250)		\$15,000
Registration Fees (Bookfest, Ladies Night Out, Spa Hop)		\$3,750
Sponsorship		\$3,000
Interest		?
Subtotal of anticipated income from outside sources		\$24,250
Village Funding		\$176,300
Total Income		\$202,550
EXPENSES		
Events	Dates	Dollars Budgeted
Scavenger Hunt (Printing, Ads, Prizes)	Monday, June 13, 2011	\$2,000
BookFest: A Celebration of Books (Ads, Printing)	Saturday, June 18, 2011	\$6,600
Final Fridays (Entertainment, Ads, Radio)	June 24, July 29, August 26th, 2011	\$12,750
Dine Away Hunger (Ads)	Summer 2011	\$1,500
Shoppers Trolley during Art Festival at Lake Eilyn (Trolley, Ads, Entertainment, Print)	September Saturday	\$5,000
Ladies Night Out (Ads, Entertainment, Print, Liquor Licenses, direct mail campaign, \	Tuesday, November 29, 2011	\$9,800
December Saturdays (Horse&Carriage, Santa, Elves, Carolers, Valet)	Saturday, Dec. 3, 10, 17, 2011	\$12,000
Spa Hop (Ads, Printing)	Tuesday, February 7, 2012	\$2,000
Spring Event	TBD	\$2,000
Events SubTotal		\$53,650
General Marketing	Details	Dollars Budgeted
Graphic Design	Improvement to all print ads.	\$2,500
Branding	Downtown organization contribution to village project	\$10,000
Billboards*	May 2, November 14, February 9, April 30	\$7,800
Dark Windows*	Any updates to banners, window designs.	\$1,000
Educational Seminars*	needs to be determine by surveying business owners	\$3,000
Website maintenance and improvement	www.downtownglenelilyn.com	\$2,500
Store Directory/kiosk maintenance/openbanners*	Update print directory and kiosks.	\$5,000
Media Relations*	Intern, media relations, social networking.	\$7,600
Direct Mail Campaign*	summer calendar of events and fall 30 store coupons	\$6,000
General Marketing SubTotal		\$45,400
Administration	Details	Dollars Budgeted
Director salary	time distributed between event planning, marketing and ombuds	\$65,000
Benefits		\$20,000
Liability Insurance		\$2,000
Admin Expenses	Cell phone, Office Supplies, Phone Bill.	\$5,000
Office Equipment	Computer, Phone, Fax, Printer.	\$1,500
Rent		\$0
Contingency	to address issues identified by downtown stakeholders	\$10,000
Administration SubTotal		\$103,500
Total Expenses		\$202,550

*items previously covered by the EDC which are now responsibility of the Alliance of Downtown Glen Eilyn

AGENDA

Transitional Downtown Organization

Wednesday, November 3, 2010

Glen Ellyn Civic Center
535 Duane Street, Room 306

1. Call to Order
2. Introductions
3. Selection of Officers:
 - a. President – Janet Avila? Others?
 - b. Vice President – Jim Meyers? Others?
 - c. Treasurer –Pat Melady? Others?
 - d. Secretary – Jennifer Kinser? Others?
4. Establish Meeting Schedule
5. Identify priority order of responsibilities/tasks
6. Discussion of Selection Process for Temporary Executive Director
7. Other Business
8. Adjourn

AGENDA

Transitional Downtown Organization

Thursday, November 11, 2010

8:00 am to 9:00 am

Glen Ellyn Civic Center

535 Duane Street, Room 306

1. Call to Order
2. Approval of Minutes
3. Answers to Legal Questions
4. Executive Director Job Description/Salary
5. Priority order of responsibilities/tasks (and status)
 - a. Select officers and establish a meeting schedule (Done)
 - b. Continue marketing and event planning (Ongoing)
 - c. Select an organization name (In progress need legal advice)
 - d. Select a temporary full-time Executive Director (In progress)
 - e. Establish insurance, bank accounts, and non-profit status (Researching - depends on organization name)
 - f. Create a website for the organization (Transition Alliance website, may need name change)
 - g. Seek paid memberships
 - h. Finalize the by-laws and determine voting requirements of ex-officio members
 - i. Develop a one year action plan for presentation to the Village Board
 - j. Prepare a draft annual budget for Village Board consideration
 - k. Prepare a job description for an executive director
 - l. Identify necessary sub-committees and select members for committees
6. Other Business
7. Adjourn

AGENDA

Transitional Downtown Organization

Wednesday, November 17, 2010

7:30 am to 9:00 am

Glen Ellyn Civic Center

535 Duane Street, Room 306

1. Call to Order
2. Roll Call
3. Approval of November 11 Minutes
4. Motion to Adjourn to Executive Session for the purpose of discussing the appointment, employment, compensation, or discipline of employees, adjourning thereafter without returning again to open session.
5. Adjourn

AGENDA

Transitional Downtown Organization

Wednesday, November 24, 2010

7:00 am to 9:00 am

Glen Ellyn Civic Center

535 Duane Street, Room 306

1. Call to Order
2. Roll Call
3. Approval of November 11 Minutes
4. Review of Draft Budget
5. Brief Review of Legal Questions and Answers
6. Event Planning Discussion
7. New Business
8. Adjourn

AGENDA

Transitional Downtown Organization
Wednesday, December 1, 2010
8:00am to 9:00am
Glen Ellyn Civic Center
535 Duane Street, Room 306

1. Call to Order
2. Roll Call
3. Approval of November 17 minutes
4. Approval of November 24 minutes
5. Review of 2nd version of Draft Budget/Approval
6. Brief Review of Legal Questions and Answers
7. New Business
8. Adjourn

AGENDA

Transitional Downtown Organization
Wednesday, December 8, 2010
7:00am to 9:00am
Glen Ellyn Civic Center
535 Duane Street, Room 306

1. Call to Order
2. Roll Call
3. Motion to Adjourn to Executive Session for the purpose of discussing the appointment, employment, compensation, or discipline of employees and the approval of Executive Session minutes, adjourning thereafter and returning to open session.
4. Roll Call
5. Approval of December 1 minutes
6. Brief Review of Legal Questions and Answers
7. Legal Response from Rob Renfro
8. Alliance Status
9. Membership Drive update
10. Action Plan discussion
11. New Business
12. Event Discussion – Beginning at 8:00 am
13. Adjourn

AGENDA

Transitional Downtown Organization
Wednesday, December 15, 2010
8:00am to 9:00am
Glen Ellyn Civic Center
535 Duane Street, Room 306

1. Call to Order
2. Roll Call
3. Move to Executive Session for the purpose of approving Executive Session minutes returning thereafter to open session
4. Roll Call
5. Approval of December 8 minutes
6. Independent Contractors Agreement
7. Brief Review of Rob Renfro/Dick Olinger Discussion
8. TDO Monthly Budget/Format
9. Organization Name Discussion
10. New Member Proposed Membership Fees
11. Bylaws Discussion
12. Action Plan discussion
13. New Business
14. Adjourn

AGENDA

Transitional Downtown Organization
Wednesday, December 22, 2010
8:00am to 9:00am
Glen Ellyn Civic Center
535 Duane Street, Room 306

1. Call to Order
2. Roll Call
3. Approval of December 15 minutes
4. Independent Contractors Agreement
5. Completion of New Organization Documents
6. Completion of Bylaws Discussion
7. Action Plan discussion
8. New Business
9. Adjourn

AGENDA

Transitional Downtown Organization
Wednesday, January 5, 2011
8:00am to 9:00am
Glen Ellyn Civic Center
535 Duane Street, Room 306

1. Call to Order
2. Roll Call
3. Event Discussion
4. New Business
5. Adjourn

AGENDA

Transitional Downtown Organization
Wednesday, January 12, 2011
8:00am to 9:00am
Glen Ellyn Civic Center
535 Duane Street, Room 306

1. Call to Order
2. Roll Call
3. Vote on Bylaws for Alliance of Downtown Glen Ellyn
4. New Organization filing update
5. Update on Downtown Glen Ellyn Alliance Tax Situation
6. Independent Contractor Agreement discussion/vote
7. Action Plan
8. Executive Director job description discussion
9. New Business
10. Adjourn

AGENDA

Transitional Downtown Organization
Wednesday, January 19, 2011
8:00am to 9:00am
Glen Ellyn Civic Center
535 Duane Street, Room 306

1. Call to Order
2. Roll Call
3. Spa Hop Update
4. Final Fridays planning discussion
5. New Business
6. Adjourn

AGENDA

Transitional Downtown Organization
Wednesday, January 26, 2011
8:00am to 9:00am
Glen Ellyn Civic Center
535 Duane Street, Room 306

1. Call to Order
2. Roll Call
3. Approval of January 12 minutes
4. New Organization filing update
5. Update on Downtown Glen Ellyn Alliance Tax Situation
6. Action Plan discussion
7. Executive Director job description discussion
8. New Business
9. Adjourn

AGENDA

Transitional Downtown Organization
Wednesday, February 9, 2011
8:00am to 9:00am
Glen Ellyn Civic Center
535 Duane Street, Room 306

1. Call to Order
2. Roll Call
3. Approval of January 26 minutes
4. New Organization filing update
5. Update on Downtown Glen Ellyn Alliance Tax Situation
6. Action Plan discussion
7. Review Executive Director job description
8. New Business
9. Adjourn

AGENDA

Transitional Downtown Organization
Wednesday, February 16, 2011
8:00am to 9:00am
Glen Ellyn Civic Center
535 Duane Street, Room 306

1. Call to Order
2. Roll Call
3. Event Discussion-Spa Hop summary, Couples Night Out, Scavenger Hunt, Final
Fridays
4. New Business
5. Adjourn

AGENDA

Transitional Downtown Organization
Wednesday, February 23, 2011
8:00am to 9:00am
Glen Ellyn Civic Center
535 Duane Street, Room 306

1. Call to Order
2. Roll Call
3. Approval of January 26 minutes, February 9 minutes
4. New Organization filing update
5. Action Plan Review and Approval
6. Executive Director Review and Approval
7. New Business
8. Adjourn

**TRANSITIONAL DOWNTOWN ORGANIZATION
MEETING MINUTES
NOVEMBER 3, 2010 at 8:00 am
CIVIC CENTER ROOM 306**

Call to Order

The meeting was called to order by Staci Hulseberg at 8:05 a.m.

Board Members Present: Janet Avila, Jim Meyers, Jennifer Kinser, Pat Melady, Susan Cleary, Beth Howley, Jessica Pekny

Board Members Absent: None

Ex Officio Board Members Present: Mike Formento, Staci Hulseberg, Janie Patch

Ex Officio Board Members Absent: None

Others in Attendance: Carol White

Introductions

Each member in the room introduced themselves and explained their affiliation with the downtown.

Selection of Officers

Member Hulseberg gave some general background on the purpose of the group and how it came into existence. She indicated that the first order of business was for the group to select officers. Certain individuals submitted their names to fill the various positions. Additional interest was solicited from the group for the four officer positions. There being no further interest, Staci Hulseberg made a motion that was seconded by Beth Howley, to appoint the following officers:

President:	Janet Avila
Vice President:	Jim Meyers
Treasurer:	Pat Melady
Secretary:	Jennifer Kinser

The motion carried.

Staci turned the meeting over to President Avila.

Establish Meeting Schedule

President Avila led the discussion regarding options for regular meeting dates. Following discussion by the group, it was concluded that the TDO would separate the meetings for logistics work and event planning. The event planning group would continue to meet every

two weeks at 8:00 am as they had been when the group was known as the Downtown Glen Ellyn Alliance. The logistics group would meet weekly; at 8:00 am on alternating weeks from the event planning group and at 7:00 am prior to the event planning group on the intervening weeks. Meeting dates would continue to be on Wednesdays and all meetings would be held in Room 306 of the Civic Center. Due to a meeting conflict next week, the event planning group will meet at 8:00 am on Wednesday and the administrative group will meet at 8:00 on Thursday. All meetings will be open to any who would like to participate.

The group then discussed a variety of logistical issues. It quickly became clear that the group needed legal advice on a number of topics. Member Hulseberg agreed to seek legal direction from the Village Attorney on the following issues:

- Is the TDO considered a “Village” group and therefore subject to the Open Meetings Act? If so, are agendas required to be posted 48 hours in advance?
- Can the tax status through the State from the Alliance be retained and just amended with new Board Members and a new name?
- Is the Alliance officially disbanded? Is the TDO creating a new organization now or later?
- Will the Temporary Executive Director that will be hired by the TDO be considered a Village employee? Should it be a salaried employee or an independent contractor? Should we have a contract with that person?
- Regarding the outstanding funds from the Alliance, can the Alliance write a check directly to the TDO, or do the funds need to be funneled through the Village. Can the TDO just take over the Alliance bank accounts and change the name and officers?

Identify Priority Order of Responsibilities/Tasks

President Avila listed her suggestions for the priority order of tasks that the group is responsible to complete no later than April 30, 2011. The list will be typed up and distributed at the meeting next Thursday, November 11.

Discussion of Selection Process for Temporary Executive Director

Member Hulseberg explained that there were 2 individuals who had expressed interest in the temporary position. In the interest of time, the TDO would not post the position, however, it would be necessary to prepare a job description. It was agreed the group would discuss the job description at the next meeting and that President Avila would distribute a potential job description for discussion at the next meeting. Additional financial/budget information was requested in order to discuss the salary for the position.

The two individuals should be contacted to request copies of their resumes and to inform them of the time and location for the interviews, which would be on November 17 at 7:30 am in Room 306.

Follow-up

The group agreed the following information would be prepared/collected and distributed to the TDO:

- Seek legal responses to various questions (Staci)
- Create additional bound paper copies of the TDAC recommendation for those who did not have copies (Staci)
- Prepare a contact information list of all TDO members (Staci)
- Prepare first set of minutes (Staci)
- Contact the two individuals interested in the temporary executive director position and inform them of the interview date and resume request (Janet and Staci)
- Locate Alliance bylaws and bring those to the next meeting (Janet)
- Prepare draft executive director job description (Janet)
- List tasks in priority order for confirmation by the TDO at next meeting (Janet)

Other Business

None

Adjournment

At 9:15 a.m., Janie Patch moved, seconded by Jim Meyers, to adjourn. The motion carried.

Respectfully Submitted by:

Staci Hulseberg

**TRANSITIONAL DOWNTOWN ORGANIZATION
MEETING MINUTES
NOVEMBER 11, 2010 at 8:00 am
CIVIC CENTER ROOM 306**

Call to Order

The meeting was called to order by Janet Avila at 8:10 a.m.

Board and Ex Officio Members Present: Janet Avila, Jim Meyers, Pat Melady, Susan Cleary, Jessica Pekny, Mike Formento, Staci Hulseberg, Janie Patch

Board and Ex Officio Members Absent: Jennifer Kinser, Beth Howley

Others in Attendance: None

Approval of Minutes

Mike and Janie requested revisions to the minutes from November 3. A motion was made by Pat and seconded by Janie to approve the November 3rd minutes as amended. Motion carried.

Answers to Legal Questions

Staci reported on the answers to the questions posed to the Village Attorney. The questions and answers were as follows:

- Q Is the TDO considered a "Village" group and therefore subject to the Open Meetings Act? If so, are agendas required to be posted 48 hours in advance?
- A Since the Village appointed the Board members, they really are a government entity.
- A Until the group is a separate, private, not-for-profit organization that selects and votes on its own Board, then it should be treated like a committee or commission of Village. In that way, they will be covered by the Village's insurance and will have tort immunity.
- A The group is subject to the Open Meetings Act and should take minutes of each meeting, has to post agendas 48 hours in advance of meetings, and has the ability to go into closed session.
- Q Can the Alliance's tax status with the State be retained and just amended with new Board Members and a new name?
- A Since the Village appointed the Board, the group is essentially part of the Village. The tax status will need to be set up once the group is a separate not-for-profit organization that receives grant funding from the Village and appoints its own Board.
- Q Is the Alliance officially disbanded? Is the TDO creating a new organization now or later?

- A The Alliance can send a letter to the Village officially disbanding itself when it is ready to do so.
- A The TDO is part of the Village and is working to create a separate, non-profit, private group that selects their own Board effective May 1, 2011.
- Q Will the Temporary Executive Director that will be hired by the TDO be considered a Village employee? Should it be a salaried employee or an independent contractor? Should we have a contract with that person?
- A The employee should be an independent contractor that has a contract with the Village.
- A The group should make requests for funds from the Village until we are prepared to give grant funds to a private, non-profit organization.
- Q Regarding the outstanding funds from the Alliance, can the Alliance write a check directly to the TDO, or do the funds need to be funneled through the Village? Can the TDO just take over the Alliance bank accounts and change the name and officers?
- A The Alliance can write a check to the Village. The Village will maintain the funds for the TDO. The separate organization that starts in May will maintain its own funds.
- A The group should submit a request for grant funds to the Village for consideration through the budget process.
- A At the April meeting, the TDO should make a motion to disband organization and become a separate, private, non-profit organization that receives grant funding from the Village.

The discussion of these items raised additional questions for the Village Attorney. Those questions were as follows:

- Is it required to have “Roll Call” and “Audience Participation” on the agenda?
- Can the Alliance continue to coordinate the events for the TDO and request funds for those events from the TDO?
- If the Alliance disbands and the group becomes an event planning sub-committee of the TDO, are they subject to Open Meetings Act regulations?
- Where would membership fees be deposited? In the Village’s account? In the Alliance’s account?
- Can membership fees be collected for 18 months even though we are not sure if the group will exist beyond April 30, 2011? Could a portion be returned if the group is disbanded?
- Is it acceptable for the Village Attorney’s advice to be included in the minutes as a report from one of the board members?

It was agreed that once the TDO Board decides these issues, we will give an update to the Village Board and confirm that we are still heading in the right direction.

Executive Director Job Description/Salary

With the assistance of Jim Meyers, Janet had prepared a draft job description for the temporary employee for review and discussion by the Board.

The group reviewed the description and made several revisions. Mike suggested that who the employee reports to should be made clear. Janie suggested clarification to the ombudsman role and the responsibility to serve as a resource. This would help to clarify the roles of the TDO and EDC. Jim suggested that a downtown website should be maintained and that the TDO Board can decide later exactly what those duties are and who would own the website. Janie suggested that working on social media be added as a task for the position. Janie also suggested that a letter be sent to downtown business and property owners explaining what the TDO and EDC were responsible for in order to reduce confusion.

Janet agreed to make the revisions to the job description and forward it to the two candidates. Janet will distribute the resumes from the candidates, the job description, and sample interview questions to the Board in advance of the interviews.

Additional legal questions were raised regarding the position that will be posed to the Village Attorney:

- Can the employee of the TDO maintain the Alliance's website?
- Can the employee of the TDO work on events coordinated by the Alliance?

The Board then discussed the pay for the position. Janet expressed that she was in favor of a salaried position in the amount of \$800 per week. This equates to approximately \$20 per hour. Tracking the position in an hourly manner is difficult and cumbersome. Jim agreed that the position should be an independent contractor who is required to complete the tasks in the job description at the compensation of \$800 per week. Jessica believed there was sufficient work listed in the job description to be a full-time position. Mike suggested that there be a reporting structure for the employee so we were aware of what duties were being accomplished. Sue reminded everyone that the salary really is less than we are discussing because the employee will receive a 1099 and will be responsible to cover their own taxes and deductions.

A motion was made by Jim to approve a salary of \$800 for the position which was seconded by Pat. The motion passed.

The interviews are scheduled for Wednesday, November 17 at 7:30 am and 8:00 am.

Priority Order of Responsibilities

It was decided that this issue would be deferred to a future Board meeting.

Other Business

None

Adjournment

At 9:35 a.m., Pat made a motion to adjourn that was seconded by Jessica. The motion carried.

Respectfully Submitted by:

Staci Hulseberg

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**TRANSITIONAL DOWNTOWN ORGANIZATION
MEETING MINUTES
NOVEMBER 17, 2010 at 7:15 am
CIVIC CENTER ROOM 306**

Call to Order

The meeting was called to order by Janet Avila at 7:20 a.m.

Board and Ex Officio Members Present: Janet Avila, Pat Melady, Susan Cleary, Jessica Pekny, Mike Formento, Staci Hulseberg, Janie Patch, Beth Howley, Jennifer Kinser

Board and Ex Officio Members Absent: Jim Meyers

Others in Attendance: None

Approval of Minutes

This item was deferred as a number of the Board members had not either received or reviewed the minutes.

Executive Session

A motion was made by Janie and seconded by Janet to recess into executive session for the purpose of discussing the appointment, employment, compensation, or discipline of employees.

Motion passed

Roll Call

Upon returning to regular session the following members were in attendance: Janet Avila, Pat Melady, Susan Cleary, Jessica Pekny, Mike Formento, Staci Hulseberg, Janie Patch, Beth Howley, Jennifer Kinser

Members Absent: Jim Meyers

Others in Attendance: None

Other Business

Staci explained that she will be getting everyone a list of legal questions and answers that has been reviewed by the Village Attorney.

Janet confirmed for everyone the meeting schedule for the next couple weeks. We will be meeting starting at 7:00 next week and 8:00 the following week.

Adjournment

Sue made a motion to adjourn that was seconded by Jessica. The motion carried.

The meeting was adjourned at 9:10 am.

Respectfully Submitted by:

Staci Hulseberg

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**TRANSITIONAL DOWNTOWN ORGANIZATION
MEETING MINUTES
NOVEMBER 24, 2010 at 7:00 am REVISED
CIVIC CENTER ROOM 306**

Call to Order

The meeting was called to order by Janet Avila at 7:03 a.m.

Board and Ex Officio Members Present: Janet Avila, Pat Melady, Susan Cleary, Jessica Pekny, Mike Formento, Janie Patch, Jim Myers, Georgia Koch (Staci Hulseberg, Beth Howley arrived at 7:10)

Board and Ex Officio Members Absent: Jennifer Kinser

Others in Attendance: Carol White

Approval of Minutes

November 11th minutes. Mike Formento moved, Jim Myers seconded. Motion approved.

Other Business

The first draft of the proposed May 2011-April 2012 budget was passed out and discussed. Dates, descriptions will be added. Total amount requested from Village will be \$3000 less than originally requested due to Sponsorship monies added. The second draft will be discussed at December 1, 2010 meeting at 8am.

Adjournment

Sue made a motion to adjourn that was seconded by Jessica. The motion carried.

The meeting was adjourned at 9:10 am.

Respectfully Submitted by:

Carol White

**TRANSITIONAL DOWNTOWN ORGANIZATION
MEETING MINUTES
DECEMBER 1, 2010 at 8:00 am
CIVIC CENTER ROOM 306**

Call to Order

The meeting was called to order by Janet Avila at 8:00 a.m.

Board and Ex Officio Members Present: Janet Avila, Pat Melady, Susan Cleary, Jessica Pekny, Georgia Koch, Janie Patch, Staci Hulseberg, Jim Myers

Board and Ex Officio Members Absent: Jennifer Kinser, Beth Howley, Mike Formento

Others in Attendance: Carol White

Approval of Minutes

November 11th minutes. Pat Melady moved, Janet Avila seconded. Motion approved.

November 24th minutes with the following additions: Jim Myers and Georgia Koch were in attendance at the meeting. Beth Howley and Staci Hulseberg arrived at the meeting at 8:10am. Pat Melady moved to approve with the revisions, Georgia Koch seconded. Motion approved.

Other Business

The second draft of the proposed May 2011-April 2012 budget was passed out and discussed. Talent will be changed to Entertainment, Contingency will be moved to Administrative. The budget will be dated. The budget will be submitted to Village with letter of explanation.

The board decided to prioritize the membership drive, budget and action plan and complete these tasks before in December. In January the focus would be on the Bylaws and the Executive Director position description.

The group discussed whether the name of the new organization should stay the same or be changed. The various pros and cons of changing the name were discussed. Everyone concurred that the Alliance has developed a good reputation and the word "Alliance" should be retained. There was interest in shortening the name from "Downtown Glen Ellyn Alliance" and a desire to slightly changing the name to differentiate the groups. The name Downtown Alliance was decided for the new Temporary Downtown Organization.

Adjournment

Sue Cleary made a motion to adjourn that was seconded by Janet Avila. The motion carried.

The meeting was adjourned at 9:05 am.

Respectfully Submitted by: Carol White

**TRANSITIONAL DOWNTOWN ORGANIZATION
MEETING MINUTES
DECEMBER 8, 2010 at 7:00 am
CIVIC CENTER ROOM 306**

Call to Order

The meeting was called to order by Janet Avila at 7:00 a.m.

Board and Ex Officio Members Present: Janet Avila, Pat Melady, Jessica Pekny, Georgia Koch, Janie Patch, Staci Hulseberg, Jim Myers

Board and Ex Officio Members Absent: Sue Cleary, Beth Howley, Mike Formento

Others in Attendance: Carol White, Rob Renfro (Attorney)

Beth Howley arrived at the meeting at 7:15am. Sue Cleary arrived at the meeting at 8:00am.

Approval of Minutes

December 1 minutes. Pat Melady moved, Jim Meyers seconded. Motion approved.

Executive Session

It was decided this item would be deferred to a future meeting.

Legal Questions and Answers

Staci reviewed the list of questions that was posed to the Village Attorney and his responses. The Village Attorney approved the dissemination of this information to the TDO Board in this format. At this time, there were no further questions for the Village Attorney.

Legal Response from Rob Renfro

Rob Renfro discussed the status of the new organization. We will need to verify tax status and corporation status. The DTO should have a tax attorney or a tax accountant file the appropriate forms with the IRS and the State. Rob Renfro will follow up with Dick Olinger, the current accountant for the Downtown Glen Ellyn Alliance. If Dick is not experienced in handling such matters, the Board may need to identify someone else to assist us. Carol White will report findings at next meeting.

Alliance Status

Status of Alliance was discussed and Downtown Glen Ellyn Alliance will be maintained and be dormant from January 1- April 30, 2011. Temporary Downtown Organization will be active and will operate as a group of the Village Janie and Pat mentioned that we should discuss the new name of the organization again, because a web search of "Downtown Alliance" yields too many responses and will not lead people to our website. This issue will be added to a future agenda.

Membership Drive Update

The group discussed creating a new member rate program that includes differentiating the rate charged to retail/restaurant, non retail, landlord and resident charges. Carol White will present a draft at the next meeting.

Independent Contractor Agreement

A draft of the independent contractor agreement was distributed for review and discussion at the next meeting. Staci explained that it had been reviewed by the Village Attorney and the Finance Department.

Action Plan Discussion

This item was deferred to a future meeting.

New Business

Pat mentioned that he investigated obtaining a post office mail box for the group. The cost is \$20 for 6 months. He will file the paperwork to obtain the mail box.

Pat Melady, Jim Myers, and Janie Patch left meeting at 8:10am.

Event Discussion

A review of Ladies Night Out Event was discussed. Over 404 tickets redeemed, with over \$16, 400 in sales in the amount over \$50. Many positive comments were received.

December Saturdays were discussed and it was agreed to update valet parking signs with "FREE Valet Parking for All in Downtown Glen Ellyn".

An update on the planning for Spa Hop, Tuesday, February 8, 2011 was discussed. The first advertisement and press release will go out to West Suburban Living this Friday, December 10, 2010. There is much excitement surrounding event and 10 salons/spas participating, as well as restaurants and other shop owners.

Discussion of the theft at Knickers of Glen Ellyn on Monday, December 6 will result in an email to be sent by Carol White to all Downtown Glen Ellyn Alliance members just to inform.

Adjournment

Staci Hulseberg made a motion to adjourn that was seconded by Georgia Koch. The motion carried.

The meeting was adjourned at 9:00 am.

Respectfully Submitted by: Carol White

TEMPORARY DOWNTOWN ORGANIZATION (Alliance of Downtown Glen Ellyn)
MEETING MINUTES
DECEMBER 15, 2010 at 8:00 am
CIVIC CENTER ROOM 306

CALL TO ORDER:

President Avila called the meeting to order at 8:00 A.M.

ROLL CALL:

Present:

President:	Janet Avila
Vice President:	Jim Meyers
Treasurer:	Pat Melady
Secretary:	Maria Tachna
Board Member:	Jessica Pekny
Ex-Officio Board Member:	Georgia Koch
Ex-Officio Board Member:	Janie Patch
Ex-Officio Board Member:	Staci Hulseberg

Absent:

Board Member:	Beth Howley
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Others Present:

Temporary Executive Director	Carol White
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MINUTES OF PREVIOUS MEETING:

Treasurer Melady moved to accept the minutes of the regular Transitional Downtown Organization on December 15, 2010. Vice President Meyers seconded. The motion carried.

EXECUTIVE SESSION:

At 8:07 a.m., Vice President Meyers moved to recess the Transitional Downtown Organization and move into executive session for the purpose of approving Executive Session Minutes. The motion carried.

Vice President Meyers moved to accept the Executive Session Minutes. The motion carried.

Trustee Hulseberg moved to close the executive session of the Transitional Downtown Organization and return to the regular meeting. The motion was seconded by Vice President Meyers. The motion carried.

NEW BUSINESS:

Independent Contractor's Agreement

The Independent Contractor's Agreement was passed out and discussed. Some points will be followed up with the lawyer to make sure Carol White is covered in the insurance. Vice President Meyers moved to accept the Independent Contractor's Agreement as long as insurance qualifications are in place. Treasurer Melady seconded. The motion carried.

Brief Review of Rob Renfro/ Dick Olinger Discussion

The Board discussed the possibility of having Rob Renfro file for corporate taxes, and Dick Olinger file for nonprofit status with the IRS. The total charges for these services are \$1,200. Vice President Meyers

moved that Carol White be authorized to expend a total \$1,200 for the purpose of corporate and nonprofit filing with the IRS. Board Member Pekny seconded. The motion carried.

TDO Monthly Budget/ Format

The January 2011 through April 2011 TDO Monthly Budget and Format were passed out and discussed. Snow removal will be added as an income and expense. The spreadsheet will also include all month's data. The budget was approved with these minor changes.

Organization Name Discussion:

Board Member Pekny moved to accept "Alliance of Downtown Glen Ellyn" as the new Organization Name. Ex-Officio Hulseberg seconded. The motion carried.

New Member Proposed Membership Fees:

Discussion ensued on new member membership fees. It was decided that it will still be a \$250 membership fee for the year, but donations will be accepted, and sponsorship opportunities will be made available.

Bylaws Discussion:

A draft of the bylaws were distributed and discussed. Some changes will be made. The draft will be continued to be discussed at the December 22, 2010 meeting at 8 A.M.

ADJOURNMENT:

At 9:12, Trustee Koch moved to adjourn the regular meeting. Trustee Pekny seconded. The motion carried.

Maria Tachna
Secretary

**TRANSITIONAL DOWNTOWN ORGANIZATION
MEETING MINUTES
DECEMBER 22, 2010 at 8:00 am
CIVIC CENTER ROOM 306**

Call to Order

The meeting was called to order by Janet Avila at 8:00 a.m.

Board and Ex Officio Members Present: Janet Avila, Pat Melady, Jessica Pekny, Georgia Koch, Janie Patch, Jim Meyers, Sue Cleary

Board and Ex Officio Members Absent: Beth Howley

Others in Attendance: Carol White

Staci Hulseberg arrived at the meeting at 8:15am.

Approval of Minutes

December 15 minutes. Jim Meyers moved, Pat Melady seconded. Motion approved.

DGEA Status

Carol White reviewed new information received in the past week. When the DGEA was formed, by a different group than in existence today, the proper filing with the IRS for non for profit status was never completed. Also, no income tax returns were filed. The current DGEA became aware of the necessity of filing income tax returns in June 2010 and has since done so. Jessica Pekny received letters from the IRS fining the DGEA for late returns. Carol White and Jessica Pekny met with accountant, Dick Olinger on December 21, 2010 to draft letter asking for forgiveness of fines as the organization did not know they were not in compliance. We are awaiting IRS response.

New Organization Name

Janie Patch discussed the need to change the name to reflect a group not destination. It was agreed to to change the new name of the organization to The Alliance of Downtown Glen Ellyn. This organization will begin with no debts. Janet Avila will complete Secretary of State paperwork and return to Rob Renfro, Attorney and Accountant, Dick Olinger so he may file with IRS for non for profit status. The minutes from December 15, 2010 will be amended to reflect this.

Independent Contractor Agreement

Pat Melady discussed adding to the Independent Contractor Agreement in section 3: The Contractor shall serve at the pleasure of the Transitional Downtown Organization Board and the Downtown Glen Ellyn Alliance to assure that Carol White, Temporary Executive Director is covered by insurance. This will be added and the final draft will be discussed on Wed, January 12, 2011.

Bylaw discussion

The changes were reviewed from the last meetings discussion and final changes for the entire document were discussed. On Wed, January 12, 2011 we will vote to approve bylaws for The Alliance of Downtown Glen Ellyn.

Action Plan Discussion

This item was deferred to a future meeting.

New Business

Carol White asked to spend \$2750 on 50 banner ads to assist members in advertising their events. Pat Melady moved, Jim Meyers seconded. The motion passed.

PDF documents

Carol White will electronically send all documents to the TDO Board in a PDF format so all can open the documents

Executive Director Job Description

Carol White will put together a rough draft to be discussed at Wed, Jan 12, 2011 meeting at 8am.

Adjournment

Jessica Pekny made a motion to adjourn that was seconded by Janie Patch. The motion carried.

The meeting was adjourned at 9:07 am.

The next event meeting will be Wed. Jan 5, 2011 at 8am. The next planning meeting for the new organization is Wed. Jan. 12, 2011 at 8am.

Respectfully Submitted by: Carol White

THE ALLIANCE OF DOWNTOWN GLEN ELLYN
MEETING MINUTES
January 5, 2011 at 8:00 am
CIVIC CENTER ROOM 306

Call to Order

The meeting was called to order by Janet Avila at 8:00 a.m.

Board and Ex Officio Members Present:

Janet Avila, Jim Meyers, Pat Melady, Staci Hulseberg, Jessica Pekny, Janie Patch, Maria Tachna, Sue Cleary

Board and Ex Officio Members Absent: Georgia Koch, and Beth Howley,

Others in Attendance: Carol White

Minutes of Previous Meeting:

Jim Meyers moved to approve the revised minutes of December 22, 2010 as presented. Pat Melady seconded. The motion passed.

Vote on By-Laws for Alliance Of Downtown Glen Ellyn:

Jim Meyers moved to approve the By-Laws for the Alliance of Downtown Glen Ellyn as amended at prior meetings. Pat Melady seconded. The motion passed.

Update on Alliance of Downtown Glen Ellyn Tax Situation:

All paperwork has been submitted and forwarded to the appropriate person. At this time, the Alliance has not heard anything back yet.

Independent Contractor Agreement Discussion:

Pat Melady moved to approve the Independent Contractor Agreement which has been amended based on prior discussions. James Meyers seconded. The motion passed. Staci Hulseberg explained that the Agreement must now be approved by the Village Board and signed by the Village President. She will handle this item.

Action Plan:

Carol White passed out the Action Plan and asked that everyone look over it and be able to discuss it at the next meeting. Page 13 shows the list of events scheduled. Some discussion ensued of working with the Chamber of Commerce and enhancing events like the Sidewalk Sale and Halloween Walk. Carol and Janet will set up a meeting with the Chamber to discuss these options. Different categories that should be included in the plan consist of: downtown implementation support, general marketing, events, skills enhancement, and Ombudsman role. Carol asked that everyone read through the plan in it's' entirety and notify her of any suggestions. Staci suggested that everyone not focus on wordsmithing this version of the agreement, but rather focus on sections or content that should be added or revised.

New Business:

A new billboard will go up February 7th, highlighting Glen Ellyn's salons and spas. The billboard will be on display from February through April. January 21st, a half page ad will be in the Daily Herald featuring Spa Hop, and an article will come out in the Glancer in February.

Adjourn:

Janet Avila made a motion to adjourn that was seconded by Janie Patch. The motion carried. The meeting was adjourned at 9:05 am.

The next event meeting will be Wednesday, January 19, 2011 at 8 am.

The next planning meeting for the new organization is Wed. Jan. 26, 2011 at 8am.

Respectfully Submitted by: Maria Tachna

THE ALLIANCE OF DOWNTOWN GLEN ELLYN
MEETING MINUTES
January 26, 2011 at 8:00 am
CIVIC CENTER ROOM 306

Call to Order

The meeting was called to order by Janet Avila at 8:07 a.m.

Board and Ex Officio Members Present:

Janet Avila, Pat Melady, Staci Hulseberg, Janie Patch, Maria Tachna, Sue Cleary, Georgia Koch

Board and Ex Officio Members Absent: Beth Howley

Others in Attendance: Carol White

Minutes of Previous Meeting:

Pat Melady moved to approve the minutes of January 12, 2011 as presented. Janie Patch seconded. The motion passed.

New Organization Filing Update:

Filing will cost approximately \$1,100, but as of now, it is still in the process.

Update on Alliance of Downtown Glen Ellyn Tax Situation:

The Alliance of Downtown will not be able to electronically file until February.

Action Plan:

The Alliance Action Plan, due to start at the new fiscal year in May 2011, was updated and handed out. All members agreed and liked the marketing campaign format. An updated copy will be sent out for members to read in its' entirety for discussion at the next meeting.

Executive Director Job Description Discussion:

Carol White passed out the Executive Director Job Description. The members of the board agreed that the job description is satisfactory for the time being.

New Business:

Discussion of moving the Backyard BBQ to the downtown area ensued. This has taken place at Glenbard West in the past. Closing off Main Street was offered as a possibility and using the parking lot of McChesney was also suggested.

Spa Hop is coming up quickly. A new billboard will go up February 7th, highlighting Glen Ellyn's salons and spas. The billboard will be on display from February through April. January 21st, a half page ad was placed in the Daily Herald featuring Spa Hop, and an article will come out in the Glancer in February.

Adjourn:

Georgia Koch made a motion to adjourn that was seconded by Staci Hulseberg. The motion carried.

The meeting was adjourned at 9:05 am.

The next event meeting will be Wednesday, February 9th at 8 am.
The next planning meeting for the new organization is Wednesday, February 16th, 2011 at 8am.

Respectfully Submitted by: Maria Tachna

**TRANSITIONAL DOWNTOWN ORGANIZATION
MEETING MINUTES
FEBRUARY 9 at 8:00 am
CIVIC CENTER ROOM 306**

Call to Order

The meeting was called to order by Janet Avila at 8:03 a.m.

Board and Ex Officio Members Present: Janet Avila, Pat Melady, Susan Cleary, Janie Patch, Georgia Koch, Staci Hulseberg, Beth Howley

Board and Ex Officio Members Absent: Jim Meyers, Maria Tachnia, Jessica Pekny

Others in Attendance: Carol White

State of the Organization

Discussion took place as to when the village will give the approval to move forward with the new permanent Downtown organization. Staci Hulseberg stated the meetings at the village on February 28 and March 7 should contain discussion regarding the new Downtown organization's funding for FY 2012 and should be attended by TDO board members.

The TDO board discussed that the February 23 meeting would consist of voting on the final action plan and job description for the Executive Director. Staci Hulseberg passed out other towns Executive Director job descriptions to be used in the finalization of the job description for our Executive Director position. The next items for completion, meeting with Downtown residents/board associations and seeking new board members, are challenging without further approval from the village on the funding for the permanent organization.

Janet Avila will send a letter to the Village President and Trustees addressing the concerns of TDO board regarding the need for finality of the funding issue for the permanent organization. This is necessary in order to plan beyond May 1, 2011.

Proposed Budget Discussion

The TDO discussed replacing the Downtown Barbeque in September with a coupon mailer that was successfully done in the summer of 2010. The reason is based on of the conclusion that bringing the Backyard Barbeque Downtown would not result in bringing shoppers inside businesses. The allocated \$5000 in funds would be split with \$3000 towards the coupon mailer and \$2000 for the Shopper's Trolley during the Final Friday of August during Festival of the Arts.

Bank Account

Staci Hulseberg made a motion to open a new account at Harris that was seconded by Georgia Koch. The motion carried. Pat Melady will set up a new bank account for the

Alliance of Downtown Glen Ellyn at Harris Bank. All newly collected monies will be deposited in this account.

Adjournment

Georgia Koch made a motion to adjourn that was seconded by Pat Melady. The motion carried.

The meeting was adjourned at 9:10am.

Respectfully Submitted by:

Carol White