

**MINUTES  
CITY OF DEKALB  
ECONOMIC DEVELOPMENT COMMISSION MEETING  
MARCH 6, 2020**

The Economic Development Commission (EDC) of the City of DeKalb, Illinois held a regular meeting on March 6, 2020 in the Executive Conference Room of the DeKalb Municipal Building, 200 S. Fourth Street, DeKalb, Illinois.

The meeting was called to order at 8:30 a.m.

**A. ROLL CALL**

Executive Assistant Ruth Scott called the roll and the following EDC members were present at roll call: Chair Jeff Richardson, Members Grant Goltz, Mark Sawyer, and Brian Scholle, and Ex-Officio members Paul Borek (DCEDC) and Matt Duffy (DeKalb Chamber of Commerce).

EDC Member Vernese Edghill-Walden arrived at 8:32 a.m. EDC Member Sam Walt was absent.

Others present included City Manager Bill Nicklas, Transit Manager Marcus Cox, and Executive Assistant Ruth Scott.

**B. APPROVAL OF THE AGENDA**

MOTION

Mr. Sawyer moved to approve the agenda; seconded by Mr. Goltz.

VOTE

Motion carried by a voice vote of the majority of members present.

**C. APPROVAL OF MINUTES**

1. February 7, 2020.

MOTION

Mr. Sawyer moved to approve the minutes; seconded by Mr. Scholle.

VOTE

Motion carried by a voice vote of the majority of members present.

**D. PUBLIC PARTICIPATION**

Mike Embrey noted he invited Will Heinisch of the DeKalb Area Rental Association (DARA) as a small business interest.

Mr. Heinisch stated that community sentiment towards the City of DeKalb has become very positive.

Brief discussion followed regarding locations for electric charge stations within the city.

## **E. REPORTS**

### 1. City Manager Report.

City Manager Nicklas provided an update on the Ferrara Candy Company project, as well as the ongoing Ventus Tech Services, LLC project. Mr. Nicklas stated the predevelopment agreement with Ventus would be going before Council on March 9 and encouraged members of the EDC to attend in a show of support.

Discussion ensued regarding a letter of support for the Ventus project from the EDC. Those members present were in agreement that the letter should be written.

Brief discussion ensued regarding housing and transportation.

### 2. DeKalb Chamber of Commerce Report.

Mr. Duffy reported on upcoming events sponsored by the DeKalb Chamber of Commerce including workforce training. He also noted that In the Loop videos are still ongoing. Future videos will feature the Census, the Egyptian Theatre, and signage changes, and minimum wage changes. Mr. Duffy asked the EDC to contact him if they had any topics they would like to see addressed with an In the Loop video.

Mr. Duffy also reported on the upcoming Community Expo on April 4 at the DeKalb High School fieldhouse, noting a home show component has been added this year.

### 3. DeKalb County Economic Development Corporation Report.

Mr. Borek reported that the DCEDC has been working with the City regarding Ventus and other projects.

Mr. Borek also provided each EDC member with a questionnaire, which will be used to prepare a branding and messaging plan to attract businesses and families to DeKalb County, noting the plan will be rolled out in the middle of the year. He asked each member to complete the questionnaire and return it to him at their earliest convenience.

## **F. OLD BUSINESS**

### 1. Business Retention Program Business Update.

Mr. Borek stated that he and Mr. Sawyer met with Wehrli Custom Fabrication as part of the EDC's business retention program and provided each EDC member with a copy of the questions and answers.

Brief discussion ensued regarding the responses on the questionnaire.

Brief discussion also ensued regarding upcoming changes to the City's signage code and setbacks.

2. AGN Resource Guide.

Transit Manager Cox provided an update on the resource guide based on thoughts and ideas provided at the last EDC meeting, which included the question and answer section, text readability, adding routes to Kishwaukee College and Elburn on the map, and route icons to places of interest and employment. He noted that the "must have" information was edited for trip planning and bus tracking capabilities and a QR code will be added.

Discussion ensued regarding the number of copies to be made, in English and in Spanish, of the resource guide, as well as how to get the information out to the public.

Brief discussion ensued regarding fares, the possibility of a monthly transit pass, a prepaid pass, and branding of the buses.

**G. NEW BUSINESS**

1. Economic Development Commission Mission Statement.

It was decided that this item will be returned for discussion at the next EDC meeting.

**H. NEXT MEETING: APRIL 3, 2020.**

There was no discussion regarding this item.

**I. ADJOURNMENT**

MOTION

Mr. Goltz moved to adjourn the meeting; seconded by Mr. Scholle.

VOTE

Motioned carried by a voice vote of the majority of members present. The meeting was adjourned at 9:30 a.m.

Respectfully submitted,

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**RUTH A. SCOTT**, Executive Assistant

Approved by the Economic Development Commission: July 10, 2020.