

**VILLAGE OF HUNTLEY  
VILLAGE BOARD MEETING  
January 26, 2012  
MINUTES**

**CALL TO ORDER:**

A meeting of the Village Board of the Village of Huntley was called to order on Thursday, January 26, 2012 at 7:00 p.m. in the Municipal Complex, Village Board Room, 10987 Main St., Huntley, IL 60142.

**ATTENDANCE:**

**PRESENT:** Mayor Charles Sass; Trustees: Pam Fender, Ron Hahn, Harry Leopold and John Piwko.

**ABSENT:** Trustees Nick Hanson and Niko Kanakaris

**IN ATTENDANCE:** Village Manager David Johnson, Senior Assistant to the Village Manager Lisa Armour, Management Assistant Barbara Read, Business Retention and Expansion Coordinator Margo Griffin, Business Recruitment Coordinator Vic Narusis and Village Attorney Mike Coppedge.

**PLEDGE OF ALLEGIANCE:** Mayor Sass led the Pledge of Allegiance.

**PUBLIC COMMENT:** None

**CONSENT AGENDA:**

(All items listed under Consent Agenda have been discussed at the Committee of the Whole and may be approved/accepted by one motion.)

- a. Approval of the January 26, 2012 Bill List in the amount of \$1,241,476.63
- b. Approval of Ordinance (O)2012-01.03 – Granting the Issuance of a Temporary Sign Permit and the Waiving of Fees to the Huntley Area Chamber of Commerce for the Installation of Temporary Banners for the Home and Business Expo
- c. Approval of Ordinance (O)2012-01.04 – Granting Approval of a Third Wall Sign for Centegra Healthbridge, 10450 Algonquin Road
- d. Place on File the Metra Marengo Extension Commuter Rail Feasibility Study, Draft Final Report
- e. Approval of Ordinance (O)2012-01.05 – An Ordinance Amendment to Huntley Liquor Control Ordinance Section 110
- f. Authorization to Enter into a Letter of Understanding with the Huntley Park District for the use of Village Owned Property/Donald Drive Field
- g. Accept and Place on File the Recap of the 2011 Special Events and Authorization to Proceed with the Implementation of the 2012 Special Events

Mayor Sass asked if the Village Board had any comments or changes to the Consent Agenda; there were

none.

**A MOTION was made to approve the Consent Agenda.**

**MOTION: Trustee Leopold**  
**SECOND: Trustee Piwko**  
**AYES: Trustees Fender, Hahn, Leopold and Piwko**  
**NAYS: None**  
**ABSENT: Trustees Hanson and Kanakaris**  
**The motion carried: 4-0-2**

**PRESENTATION:**

a. Village of Huntley Economic Development Strategic Plan 2012-2016

Village Manager David Johnson reported that Vision 5 of the Village's 2011-2015 Strategic Plan is to maintain and enhance the business environment to attract quality commercial, office, service, and business park development, creating more opportunities for residents to work and shop in Huntley. Goals associated with the vision statement include attracting quality employers and retailers that create economic strength and employment options, and facilitating the location and expansion of businesses to retain and create new jobs. To implement these goals, staff has prepared an Economic Development Strategic Plan to guide business recruitment and retention/expansion efforts for 2012-2016.

The Economic Development Strategic Plan identifies a mission statement, goals, and strategies that serve as the framework for an aggressive program to recruit new businesses and to work with existing businesses to retain them and identify opportunities to assist with their expansion. The FY2012 budget includes \$35,000 for economic development activities.

Village Manager Johnson reported that Vic Narusis and Margo Griffin would present a Power Point Presentation and reviewed an overview of the plan and the new Economic Development Website.

1. MISSION STATEMENT

*Identify, coordinate and create opportunities to attract, expand and retain business activity in the Village of Huntley so as to diversify the Village's tax base, enhance municipal revenues, create/preserve jobs, and improve the quality of life.*

2. GOALS

- a. Business decision-makers and their consultants learn about the opportunities and unique benefits of locating or expanding operations in Huntley through an aggressive and well planned marketing program.
- b. Those who contact Village staff receive prompt, accurate and clear assistance and direction.
- c. Staff receives frequent communication and information from ED personnel, and that non-ED staff understand and work together in a way which balances the need to effectively implement Village ordinances and expand economic activity.
- d. A strong relationship between staff and elected officials results in similar ED goals and progress toward the ED Mission Statement.
- e. For manufacturing, industrial and office segments, make all efforts financially available to communicate the "Huntley First!" message: Huntley, being located in suburban Chicago, provides all the benefits of being located in the largest Midwestern metro area, with all the cost

benefits of smaller Midwestern cities (such as St. Louis, Louisville, Indianapolis, Milwaukee, Kansas City, etc.).

- f. For retailers, identify and communicate circumstances that will allow for expansion of retail opportunities to support a fully developed Rt. 47 retail corridor.
- g. For residential developers, identify circumstances that will keep Huntley among the fastest growing communities in the Chicago area.
- h. For existing businesses (commercial & industrial), identify avenues to provide community support for local businesses, solve immediate individual business concerns, improve the competitiveness of local businesses in a way that fosters growth and expansion of businesses, and to compile an inventory of existing businesses with contact information.

### 3. STRATEGIES

- a. SWOT Workshops and Ongoing SWOT Follow Up  
Continually identify Huntley's internal strengths and weaknesses and external threats and opportunities to economic development. *ALWAYS answer the "Huntley First!" question: "How is Huntley different and better than competing locations?"*
- b. Create the significant elements of the "Huntley First! message.
- c. Implement an ED Relationship Cultivation Plan as the primary ED tool.
- d. Implement a new ED Web Portal as the primary, non-personal means of marketing the Huntley's economic development initiative.
- e. Identify and pursue industries and firms which receive significant benefit from Huntley's unique and new circumstances.
- f. Enhancement of Business Retention and Expansion efforts (BRE).
- g. Become an active member in various organizations.
- h. Establish a Coordinated Incentive Plan for Relocation and Expansion
- i. Implement a Fiber Optic Access Program which creates additional reason for business to locate in Huntley.
- j. Create a 10 year "Anticipated Development Calendar".

### 4. BENCHMARKING

- a. Quarterly and Annual Reporting
- b. Input Measurements (primarily 2012 and 2013)
- c. Output Measurements (primarily 2014-2016)

Strategically located in suburban Chicago at the crossroads of Interstate 90 and Route 47, Huntley is among the fastest growing communities in the Chicago area, a vibrant business-friendly community offering unique benefits to business:

- Over \$100 million in roadway improvements (Rt. 47 widening and I-90 interchange construction),
- Second highest number of new housing starts in suburban Chicago during 2011,
- Located within 30 miles of two international airports, a population base of 2.7 million residents, 6 interstate highways and numerous Class 1 railroads,
- Among the lowest wage rates in Metro Chicago - lower than most other major Midwestern cities,
- Efficient and swift municipal approvals through fast track permitting,
- Business-friendly and professional village board focused on economic development activities,

- Acclaimed municipal government leadership in the areas of finance, public safety and public works,
- Strong municipal financial sustainability - no tax increases budgeted for 2012,
- Direct backbone access to fiber optic communications,
- Property taxes significantly lower than those of Cook County,
- No personal property taxes makes Illinois' effective overall tax rate among the lowest in the US (Ernst & Young study, April 2011)
- Wastewater treatment facility capacity to accommodate major business expansion and relocation,
- Over 200 acres of developed business park land capable of accommodating construction of buildings up to 500,000SF,
- Over 750 acres of undeveloped land identified for industrial, manufacturing, office and business park uses, and
- Over 400 acres identified for retail uses with nearly 250 acres fully developed and ready for construction.

*Combining location, low cost, and now full interstate access, Huntley provides a superior location for business. Think Huntley First!*

Mayor Sass asked if the Village Board had any comments or questions.

Trustee Piwko told staff that they did a great job and asked Staff if they were going to advertise the plan and website via radio or newspapers/publications. Village Manager Johnson reported that immediately Staff will be meeting face to face with site selectors and will use the website, trade shows and special broker events. Village Manager Johnson reported that while thousands of dollars could be spent on radio and or newspaper advertising, reports show that results are not worth the funds spent. Mr. Narusis reported that the most effective ways to reach the target audience is through one-on-one meetings. Trustee Piwko suggested that trade magazines might be a way to promote Huntley to possible businesses in different areas of the country; Mr. Narusis reported that focusing on the site selectors will enable the Village to get the word out to different areas of the country.

Trustee Hahn suggested that a billboard sign near the Huntley I-90 exit listing the Huntley First website address be investigated.

Trustee Leopold noted that the exit signs still say Woodstock and not Huntley; Village Manager Johnson reported that the signs will change with the completion of the full interchange project.

There were no other comments or questions.

**VILLAGE ATTORNEY'S REPORT:** None

**VILLAGE MANAGER'S REPORT:**

Trustee Piwko asked for an update on the Kreutzer Road signals; Village Manager Johnson reported that Aldridge Electric is still working on Route 47. Trustee Leopold asked if they were also still working of the street lights; Village Manager Johnson said that they were still working on the street light activation.

**VILLAGE PRESIDENT'S REPORT:** None

**UNFINISHED BUSINESS:** None

**NEW BUSINESS:** None

**EXECUTIVE SESSION:** None

**ACTION ON CLOSED SESSION ITEM:** None

**ADJOURNMENT:**

**There being no further items to discuss, a MOTION was made to adjourn the meeting at 7:25 p.m.**

**MOTION: Trustee Piwko**

**SECOND: Trustee Fender**

**The Voice Vote noted all ayes and the motion carried.**

Respectfully submitted,

Barbara Read  
Recording Secretary