

**VILLAGE OF RIVER FOREST
ECONOMIC DEVELOPMENT COMMISSION MEETING MINUTES
July 10, 2020**

A meeting of the Village of River Forest Economic Development Commission was held on Friday, July 10, 2020, at 7:30 a.m. in the 1st Floor Community Room of Village Hall, 400 Park Avenue, River Forest, Illinois.

1. CALL TO ORDER/ROLL CALL

The meeting was called to order at 7:30 a.m. Upon roll call, the following persons were:

Present: Lee Neubecker, Timothy Brangle, Donna Slepicka, Robert Graham, Nena Maas, Carr Preston

Absent: Cuyler Brown

Also Present: Village Administrator Eric Palm, and Liz Holt OPRF Chamber of Commerce Executive Director

MOTION made by Mr. Graham to allow participation by electronic means. Seconded by Mr. Preston. Motion passes by unanimous vote. All members participated electronically.

2. PUBLIC COMMENTS – None

3. APPROVAL OF MEETING MINUTES - MOTION made by Ms. Maas to approve the meeting minutes from April 24, 2020. Seconded by Mr. Graham. Motion passes by unanimous vote.

4. DISCUSSION: BUSINESS CORRIDOR MURAL REQUEST

Chairman Neubecker introduced Barrington Lopez. Mr. Lopez is a River Forest resident who is interested in creating a public art – mural program in River Forest. Programs like these help engage the community and businesses. It shows value for the community, can drive traffic as a destination point as well as a branding opportunity.

Mr. Lopez reviewed areas in town that could be eligible for murals in River Forest including the Lake Street corridor. He also reviewed other examples of murals throughout the area. There are opportunities for local artists to engage with schools for education purposes. Mr. Lopez indicated that he is not looking for funding for these projects. Looking for feedback and direction if this is something the community supports.

Chairman Neubecker encouraged Mr. Lopez to continue working with the Village in exploring this concept.

5. UPDATE: SHOP RIVER FOREST

Village Administrator Eric Palm reviewed the report that summarized the “Shop River Forest – We Got You Covered” campaign that was created by the EDC. This was the Village’s first digital /social media ad buy. Overall there were 366,000 impressions which reached 92,000 people – for the four videos. The program was well received by the community. The overall expense for the content creation is \$4,000.

Jackie Kortaba, owner of LaParrillita on North Avenue, stated that she was very appreciative for the efforts of the Village and saw an increase in sales as a result.

Liz Holt stated that this is a great example of how a Village can support the business community.

Chairman Neubecker shared some statistics related to COVID-19. The stats were through the 4th of July weekend.

6. ADJOURNMENT

Mr. Graham made a MOTION to adjourn the Economic Development Commission meeting at 8:17 a.m.
Seconded by Ms. Slepicka.

MOTION PASSED by voice vote. The meeting adjourned at 8:18 a.m.