

DEKALB COUNTY REGIONAL PLANNING COMMISSION

February 21, 2019

6:30 p.m.

**Resource Bank
Community Center Room
102 S. Indian Rd, Shabbona, IL 60550**

AGENDA

- 1. Roll Call**
- 2. Approval of Agenda**
- 3. Approval of Minutes**
- 4. Public Comments**
- 5. DeKalb County's Comprehensive Economic Development Strategy (CEDs) Update**
- 6. Economic Development Opportunities**
- 7. Annual Dues**
- 8. Member Re-Appointments -- DeKalb, Maple Park, Malta, Waterman and DeKalb County**
- 9. 2019 Agenda Items**
- 10. Municipal Development Permits / Projects / Challenges / Champions**
- 11. Next Meeting Date -- March 28, 2019**
- 12. Adjournment**

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DeKalb County Government
Sycamore, Illinois

DEKALB COUNTY REGIONAL PLANNING COMMISSION MINUTES
(October 25, 2018)

The DeKalb County Regional Planning Commission (RPC) met on October 25, 2018 at 6:30 p.m. in the DeKalb County Administrative Building, Conference Room East, in Sycamore, Illinois. In attendance were Commission Members: Cheryl Aldis, Jo Ellen Charlton, Rich Gentile, Russell Kula, Steve Devlieger, Martha May, Les Redden, Dan Nolan, Becky Morphey, Brian Gregory, and Kevin Bunge. Also in attendance were: Jeff DeSplinter, of the USDA Rural Development (via phone); CEDS – Group 5 members: Dan Templin, Jerry Foster, Paul Borek, and Jennifer Groce; and, County Staff members: Derek Hiland, Jolene Willis, and Marcellus Anderson.

1. Roll Call – Commission members John Fisher, Bryan Rhodes, and Linda Swenson were absent. Commission member Martha May arrived late for the meeting.

2. Approval of Agenda

Mr. Gregory moved to approve the agenda, seconded by Ms. Morphey, and the motion carried unanimously.

3. Approval of Minutes – *Ms. Charlton moved to approve the minutes of the August 23, 2018 meeting, seconded by Mr. Gentile, and the motion carried unanimously.*

4. Public Comment

None.

5. Presentation – USDA Jeff DeSplinter Regarding Available Grants and Loans for Water & Wastewater Treatment Facilities

Mr. Jeff DeSplinter, Area Specialist with USDA Rural Development, joined the meeting via phone. Mr. DeSplinter gave a presentation regarding the USDA's Water and Wastewater Loan and Grant Programs and the Community Facilities Direct Loan & Grant Programs, including such topics as: interest rates; terms; the types of projects to which the funds may be applied; and, eligibility requirements. Ms. Willis distributed handouts, which summarized the information discussed by Mr. DeSplinter, and contained his contact information. Commission members posed some questions regarding the elements of the programs, which were then answered by Mr. DeSplinter and Ms. Willis.

6. DeKalb County's Comprehensive Economic Development Strategy (CEDS)

Ms. Willis informed the Commission that members of CEDS Team 5 (Dan Templin, Jerry Foster, Paul Borek, and Jennifer Groce) were in attendance at the meeting. The Team Members and the Commission members all introduced themselves, and it was noted that Commission member Brian Gregory and staff members Ms. Willis and Mr. Hiland were also members of Team 5. Ms. Willis gave a brief summary of the DeKalb County Comprehensive Economic Development Strategy (CEDS), and the process being used to implement CEDS. She informed the Commission that teams were formed to address each of the five goals identified in the planning process. She noted that CEDS Team 5's goal was "Collaborate countywide to maximize the economic health of all communities in DeKalb County", and explained that the team felt it was important for them to network with the RPC members to highlight the Commission's collaboration and communication and provide insight to the strategies assigned to Team 5.

Ms. Willis then elaborated on the Team 5 matrix included in the Commissioner's packet for the meeting, and explained that they would be focusing on Strategy a.: Marketing all communities in the County.

Mr. Gregory noted that what the Team needs to know what they are going to market, what are the communities good at and what sets them apart and makes them unique. He noted that by developing a countywide initiative of identifying elements for each community, then they all win together.

Ms. May asked what makes the County as a whole unique. Mr. Gregory responded that the County has a blending of agricultural, history, and heritage that creates opportunity for business, people, and community.

Mr. Nolan noted that something that makes Shabbona unique is the presence of the state park, but noted that the Village is marketed very poorly inside the park.

Mr. Borek noted that closely tied to this discussion is Goal 4: Branding DeKalb County. He noted that three key elements of the County are: agriculture, education, and innovation. He explained that while the DCEDC focuses mainly on industry and manufacturing, but has noticed that DeKalb County is a very diverse area. He also noted Team 4 is considering hiring a branding firm to help with this process.

Mr. Templin noted the need to build more familiarity with local businesses.

Ms. May inquired whether marketing for economic development would mean that DeKalb County would be changing from agricultural to industrial, and explained how not everyone may desire such a change. Mr. Gregory noted that being business friendly doesn't just mean industry, pointing out that agriculturally related businesses are still businesses. Mr. Devlieger noted that communities needed to look at what they are good at, what niche they fill, and build on it. Ms. Charlton noted that there are also food-related businesses that could build off local products: catering businesses; jam/jelly making; and other home-based businesses. Ms. Groce noted that you don't have to be different, just that you need to build on what you have, to enhance your existing strengths and positives, which in turn enhances the whole region.

Mr. Templin noted that a key issue was to consider the segments to be marketed to. He noted that not everyone around the County knows about each other. He highlighted that many local business chambers don't interact with each other, and noted that having multi-chamber events benefits everyone. He ended by emphasizing the need to know who is our audience, internal vs external.

Mr. Foster commented on the need to create a regional identity, noting that a focusing on agritourism could be an opportunity, an outlined an idea revolving around the use of a number of five to ten acres agricultural lots.

Ms. Groce re-iterated the goal of the maximizing the economic health of the County, and the need to create a county-wide business climate. She noted that the County and all the communities lying therein need to celebrate together for all their benefits. She pointed out that the regions of the County are very different from one another and that there is a need for these regions to sell themselves to each other first, so that they can then sell the whole County to the world.

Mr. Hiland noted that the economic health in each community varies greatly, and emphasized the need for the communities to learn from one another. He then suggested that the Commission consider moving around the location of some of its future meetings to occur within its constituent member communities.

Ms. May informed the Committee about the history of Lee, in particular highlighting its Norwegian heritage.

Mr. Templin suggested that thought needs to be given to just what does success mean, and how they should go about defining what success would be. Ms. Groce agreed with and elaborated on this idea.

Mr. Gregory noted that a success would be in changing the mindset of people to see the big picture, too much time is spent competing with each other, and discussed some of the things that need to change to benefit the County as a whole.

Ms. Aldis noted some of the issues and problems with implementing these ideas.

Mr. Redden described some of the struggles of businesses in the Sandwich. He highlighted the need for communities to develop relationships with their business people.

Ms. Charlton inquired as to where CEDS was at in its process and what kind of timeline it had. Ms. Willis noted that CEDS was in the very beginning, noting that tonight was the first meeting for Team 5.

Mr. Gregory asked the members to think about how they could help each other, how can we act so that everyone wins, and expounded on the possible role of the Commission in that process.

Ms. Aldis noted that one issue Cortland has is a lack of facilities, especially for small business.

Mr. Borek noted that the communities need to share their needs with each other, because maybe they would be able to help each other.

Mr. Gregory noted that maybe a good topic for the next meeting would be what opportunities exist within our communities.

Ms. Groce noted that there isn't enough support for local businesses in the County, and re-emphasized the need to educate the local communities about each other.

The Commission members then decided to go around the table and just name some of the things that make their communities unique.

Ms. May noted that many of Lee's streets were named after places in Norway, and that it is the highest point on the railroad between Chicago and the Mississippi.

Mr. Nolan informed the Commission that the streets of Shabbona were named after Native Americans, and noted the presence of the Shabbona State Park.

Ms. Morphey informed the Commission that Somonauk would be getting a new pathway to the nearby Sannauk Forest Preserve, and that there was a new bakery in town. She also recommended visiting the Village's Finding Heroes Park.

A brief discussion was had about how Sycamore still had penny parking meters

Ms. Charlton spoke about DeKalb's connection with the history of barbed wire, and the various cool, old neighborhoods within the City.

Mr. Bunge noted DeKalb County's agricultural history, and the County's efforts to encourage various agribusinesses. He also noted that a major plus for the County was all of the unique local communities within the County, noting that many of the suburban communities to the east were actively trying to acquire the types of downtowns that the County's local communities already have. Mr. Bunge also discussed the railroad history of the unincorporated community of Clare.

Mr. Gentile talked about Genoa's historic downtown, and suggested everyone visit the Kishwaukee Heritage Museum. He then spoke about Genoa's efforts to highlight its connection to the Kishwaukee River, noting the parks and trails they have along the River. It was noted that a number of river activities occurring along the river, such as river rafting and kayaking, and Genoa's annual "Kayak the Kish."

Mr. Kula noted the eateries South Moon BBQ and Dairy Joy as popular destinations in Hinckley. He also noted that a new Escape Room business had opened in the Village.

Ms. Aldis informed the Commission that Cortland was one of the few communities in the County to have never burned down. She also highlighted the Town's train-related history, noting that a remnant of the old DeKalb – Aurora electric rail line still existed within the town. Ms. Aldis also noted the Town's agricultural history.

Mr. Redden noted the presence of amenities in Sandwich not typical for a city of its size, such as: The Sandwich Opera House, a hotel, and an 18-hole golf course. He discussed the annual "Plano Baloney Sandwich" Day, in which the Cities of Plano and Sandwich celebrate the fictional town of Baloney, said to lie between the two closely situated communities. Mr. Redden did note however that not having the interstate nearby was a disadvantage for the City.

Mr. Devlieger noted Kirkland's annual 4th of July celebration, which is far bigger (and more successful) than would be typically expected from a village of its size. He noted that the Village is a tight-knit, family-oriented community, and that the residents are really good about supporting its local restaurants. Mr. Devlieger talked about Kirkland's history as a location a major loading point where sheep used to be loaded onto the trains for transport into the Chicago, noting that there used to be a stockyard in the Village. He also noted that the Village was exploring ways to highlight the presence of the Kishwaukee River and the nearby state park.

Ms. Willis asked the Team 5 members to consider the following questions:

- How often did they want to meet?
- How long did they want to engage with other groups, such as the RPC or CBB?

Ms. Willis also asked the Commission what they would like the Team 5 to focus on.

Mr. Gregory and Mr. Hiland suggested that both the Commission members and the Team 5 members think about these questions and the items discussed, and be ready to talk about it at the Commission's next meeting on January 24th.

Mr. Hiland noted the lack of any document that highlighted most of the mentioned in the meeting and suggested that such a document could be useful in highlighting the County and its communities.

It had been suggested earlier that the maybe the Commission meeting rotate its location among its member communities. It was asked if one of the member communities would be able to host the Commission' January meeting. Mr. Nolan responded that he believed that Shabbona could host the meeting at the Community Center at the Resource Bank.

Mr. Foster noted that, as representatives from Malta and Waterman were not present, he wanted to point out the presence of the orchards near both are unique, and the winery near Waterman. He also noted that the winery in Sycamore had not been mentioned.

7. County / Community Updates

- a. Sustainable Energy Projects and Ordinances
- b. Building Code Updates around the County
- c. Emergency Alert Processes (e.g. Tornado Sirens)

8. Municipal Development Permits / Projects / Challenges / Champions

The Commission decided that the topics to be discussed under Items 7.a, 7.b, and 8 of the agenda had already been covered during the Item 6 discussion.

Mr. Devlieger related that Kirkland was contacted by the unincorporated community of Fairdale and asked why the tornado siren did not sound during a recent storm event. He noted that Fairdale informed the Village that they had been previously told by the Village it had been informed that the Village would be responsible for deploying the siren during bad weather events. Mr. Nolan inquired as to what protocols were used by the other communities.

Mr. Nolan noted that in Shabbona, the fire department activates the siren. Ms. Aldis noted that in Cortland, their police department does it. It was noted there are protocols for when to sound the siren, and it was suggested that they contact one of these entities for further insight on the matter.

9. Next Meeting Date

The next meeting will be held on January 24, 2019, at 6:30 p.m. in the Community Center located on the property of Resource Bank, 102 Indian Road, Shabbona.

- 10. Adjournment** – *Mr. Gregory motioned to adjourn, seconded by Ms. Morphey, and the motion carried unanimously.*

Respectfully submitted,

Cheryl Aldis
Chairman, DeKalb County Regional Planning Commission

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2017-2022 CEDS Implementation - Goal, Strategy, and Indicators Alignment – Final Report Version 4.13.18

Goal	Strategies	Lead Organization/Conveners	Support	Needed Resources	Activity	Initiation Date	Completion Date	Potential Performance Indicators
1. Ensure DeKalb County has a talent pipeline that meets the needs of workers and employers.	<ul style="list-style-type: none"> a. Conduct and update a labor market analysis b. Strengthen employer relationship with NIU, Kishwaukee College and high schools c. Support development of worker housing d. Use commuting data to identify new worker recruitment targets 	Kishwaukee College / NIU / DCEDC Convener: Kishwaukee College	<ul style="list-style-type: none"> • Illinois workNet Center • Kishwaukee Education Consortium (KEC) • DOWDC • Regional Office of Education • Waubensee Community College • Indian Valley Vocational Center (IVVC) 	<ul style="list-style-type: none"> • Labor Market Analysis 				<ul style="list-style-type: none"> • Skills gap analysis • Data on supply and demand • Job vacancy data • Placement rates • Employer satisfaction with referrals
2. Identify and recruit target industries.	<ul style="list-style-type: none"> a. Identify strong and growing industry sectors b. Focus recruitment on logistics, agriculture, and other known targets c. Attract tech-based companies to an R & D park in collaboration with NIU 	<ul style="list-style-type: none"> • DCEDC Executive Committee • NIU Division of Research and Innovation Partnerships • NIU Facilities Management Convener: DCEDC	<ul style="list-style-type: none"> • Municipalities • NIU CGS • Kish College • Illinois workNet Center • NIU Business • NIU Engineering • I-39 Logistics Corridor • City of DeKalb • INTERSECT IL 	<ul style="list-style-type: none"> • Refined Industry Cluster/Supply Chain Analysis • Target Recruitment Software 				<ul style="list-style-type: none"> • New jobs • New companies • New start-ups • NIU engagement • Patents • Capital investment • New industrial parks • Spec building(s) • New Industrial EAV • Industrial EAV % • New food processing /distribution/production companies
3. Create a countywide business climate in DeKalb County that contributes to business success.	<ul style="list-style-type: none"> a. Streamline regulations for business location and expansion b. Convene Economic Development (ED) Boot Camp for local officials c. Encourage adoption of consistent ED marketing messages d. Publicize available ED tools 	<ul style="list-style-type: none"> • DeKalb County Government • Individual Municipalities Convener: Jolene Willis, DeKalb County Government Economic Development Coordinator	<ul style="list-style-type: none"> • DCEDC • DeKalb County Regional Plan Commission • ComEd • Nicor Gas • Chambers of Commerce • Business Associations 					<ul style="list-style-type: none"> • Building permits • Business testimonials • Enterprise zone projects • Business satisfaction (customer service feedback) • Participation in ED Boot Camp
4. Brand and promote the “DeKalb County Experience” that focuses on the county’s unique assets.	<ul style="list-style-type: none"> a. Support entrepreneurship and innovation throughout the county b. Incorporate the county’s innovative agricultural practices into messaging 	<ul style="list-style-type: none"> • DCEDC • Interagency Public Relations & Marketing Committee Convener: DCEDC	<ul style="list-style-type: none"> • DeKalb Area Ag Heritage Association • NIU Research & Innovation Partnerships • INTERSECT Illinois • DCEDC Public Relations & Marketing Committee 	<ul style="list-style-type: none"> • Branding Analysis • Marketing and Advertising Plan 				<ul style="list-style-type: none"> • Establish food hub • Establish farm-to-table • Network/distribution/sales outlets • New food processing /distribution/production companies • Development of brand strategy • Execution of brand

	<ul style="list-style-type: none"> c. Increase awareness of area arts, culture, and entertainment d. Create and maintain a quality of life dashboard 		<ul style="list-style-type: none"> • DeKalb Co. Convention & Visitors Bureau (DCCVB) • Chambers of Commerce • Business Associations • Proudly DeKalb • DeKalb County Regional Planning Commission 					<ul style="list-style-type: none"> • Promotion program • No. of media placements • Recognition of brand
5. Collaborate countywide to maximize the economic health of all communities in DeKalb County.	<ul style="list-style-type: none"> a. Market all communities in the county b. Coordinate and communicate activities between countywide stakeholders c. Market strategically important development targets d. Promote opportunities for communities to benefit from collaboration e. Fund infrastructure improvements 	<ul style="list-style-type: none"> • DeKalb County Regional Planning Commission <p>Co-Convenor: Jolene Willis, DeKalb County Government Economic Development Coordinator and the Regional Planning Commission</p>	<ul style="list-style-type: none"> • DCEDC • Municipalities • Kishwaukee College • DCCVB • Chambers of Commerce • Business Associations 	<ul style="list-style-type: none"> • Community Economic Development • Marketing Fund 				<ul style="list-style-type: none"> • Increased participation by communities in countywide initiatives • Increased no. of community, institutional and business engagement activities



MEMORANDUM

TO: Regional Planning Commission

FROM: Derek M. Hiland
Regional Planning Commission Director

DATE: January 17, 2019

SUBJECT: Annual Dues -- 2019

The Regional Planning Commission (RPC) voted in 2007 to assess annual dues to its member communities. For the past 12 years the Communities of DeKalb County have continually supported the efforts of the RPC. These dues are intended to offset the County's costs of providing staffing, meeting room and materials. An invoice will be sent the week of January 20, 2019 to each member community for the \$500 dues. Dues are requested to be received by the end of February 2019. Staff appreciates members' attention to this detail.

DMH:dmh

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DeKalb County
Regional Planning Commission
110 East Sycamore Street
Sycamore, IL 60178
(815) 895-7188

MEMORANDUM

TO: DeKalb County Regional Planning Commission

FROM: Derek M. Hiland
Regional Planning Commission Director

DATE: January 18, 2019

SUBJECT: Re-appointment of Members

By consent of the members of the Regional Planning Commission, member terms are staggered by one-, two- and three-year terms. The following member's terms are due to expire in April of 2019:

<u>Municipality</u>	<u>Appointed</u>	<u>Alternate</u>
City of DeKalb	Jo Ellen Charlton	Open
Village of Malta	Bryan Rhodes	Robert Croyl
Village of Waterman	Linda Swenson	Open
Village of Maple Park	Liz Peerboom	Open
DeKalb County	Kevin Bunge	Misty Haji-Sheikh

These individuals are requested to work with their city council/village board to forward in writing to County Board Chairman Mark Pietrowski, Jr., or email Tasha Sims at tsims@dekalbcounty.org the names of a representative to the Regional Planning Commission and an alternate. The names of the member representative and an alternate need to be received no later than March 31, 2019, so that the County Board Chairman can make appointments at the April 17, 2019 meeting of the DeKalb County Board. Once appointed, terms will be for a three-year period.

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DeKalb County
Regional Planning Commission
110 East Sycamore Street
Sycamore, IL 60178
(815) 895-7188
www.dekalbcounty.org

MEMORANDUM

TO: Regional Planning Commission

FROM: Derek M. Hiland
Regional Planning Commission Director

DATE: January 18, 2019

SUBJECT: 2019 Agenda Items

The Regional Planning Commission has, since its inception, served as an important forum for communication, coordination and cooperation between the units of local government on issues that cross jurisdictional boundaries. Each year, several such issues are discussed and related information is shared. Issues previously highlighted have included: the County's Comprehensive Economic Development Strategy (CEDS); stormwater management; groundwater information; freedom of information laws; GIS data; the Countywide fiber optics project; urban agriculture; small wind energy regulation; sidewalk programs and pedestrian infrastructure; property maintenance codes; intergovernmental agreements and boundary agreements, medical marijuana, video gambling, the Illinois Concealed Carry law, the County's Zero Waste Policy, watershed planning, and the County's Enterprise Zone. The Commission has sponsored workshops and seminars on subjects of interest to entities that have land use regulation authority.

At their last meeting in 2018, Commissioners discussed a few possible topics for the upcoming year. Those included a Zoning 101 Training; Small Business Development Overview; Elevate Energy/ComEd Streetlights Program and ComEd Public Sector Energy Efficiency Programs. Commissioners are requested to discuss possible topics of interest with elected and appointed officials in their municipalities, and be prepared to bring up these additional issues and ideas at the Regional Planning Commission meeting. Consideration should be given to what issues are currently taking place within member communities, with an eye toward sharing lessons learned from experiences and seeking input and ideas from each other.

DMH:dmh

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