

**VILLAGE OF GLENVIEW  
Glenview Connect Workshop 2 (Virtual)  
November 18, 2020**

**M I N U T E S**

President Patterson called the Glenview Blueprint Projects Board Glenview Connect Workshop 2 to order at 7:09 PM

**1. ROLL CALL**

Present: President Patterson, Trustees Cooper, Gitle, Hinkamp, Jenny, Karton, Khoja

Absent: None

Also Present: Village Manager Formica, Deputy Director of Community Development Rogers, Recorder McDonagh

A quorum was present.

**Opening Statement - Village President James Patterson**

The Board is meeting for the 16<sup>th</sup> time in this virtual way. A state law amending the Open Meetings Act expressly authorizes public bodies to meet remotely without requiring the presence of a physical quorum at the meeting place after the Governor issued a disaster declaration. In accordance with that state law, President Patterson determined it was not practical or prudent to schedule an in-person Village Board workshop tonight because of the health risks from the COVID-19 pandemic. Participation for tonight's workshop was provided through Zoom and by telephone. Members of the public had the opportunity to submit written comments in advance of this meeting. Also, these methods of public participation were publicized on the Village's website, through e-Glenview and on the agenda for tonight's meeting. Public comments were limited to 3 minutes.

Questions from the Village Board and the public were addressed throughout the evening.

**Presentation Speakers from CallisonRTKL Inc are:**

Ms. Angela Acosta, Senior Associate Vice President

Ms. Katie Sprague, Senior Vice President in charge of strategy and community engagement

Ms. Sarah Wicker, Vice President in charge of data collection and research

Mr. Erich Dohrer, Senior Associate Vice President of Planning and Urban Design (Village geography and plans)

Ms. Lori Lampe, Associate & Brand Strategist

Ms. Alexia Chuck, Designer, Brand Strategy

**2. BOARD WORKSHOP**

Ms. Angela Acosta welcomed everyone to Glenview Connect Workshop 2 where the consultants will hear community feedback about future developments around the Village, and specifically the revitalization of the downtown. Tonight's agenda includes interactive discussions throughout the evening. There will be a mini-visioning exercise to write future newspaper headlines, and a SWOT (Strengths, Weaknesses, Opportunities and Threats) Analysis to identify where Glenview is doing well and where it needs to be improved. The SWOT Analysis also helps urban planning and the prioritization of the areas of development based on the community's visions and feedback. The meeting timeline was reviewed.

The two Blueprint Projects will run concurrently with a unified goal to grow the Village's legacy for future generations. (1) The Development Blueprint establishes business retention and recruitment polices across the Village to create a tool box to take actionable steps, and (2) the Downtown Blueprint brings preferred concepts up-to-date by balancing design, community input and financial feasibility for the downtown.

At the October 17<sup>th</sup> Workshop, various opportunities were available to the community to participate in the development of the Blueprint Projects. Baseline research was presented that was balanced with current trends and future economic trends to help envision how Glenview's future might be impacted. Additionally, urban mapping and observation of the downtown was reviewed to consider what's possible based on current conditions. Tonight's workshop will build onto this evolving process. Visit [www.glenviewconnect.com](http://www.glenviewconnect.com) to view the video from the October 17<sup>th</sup> workshop, the approved minutes, and more.

**a) Mini-Visioning Exercise**

Ms. Lori Lampe provided an introduction to the virtual whiteboard from *Miro* software, which facilitated virtual sticky notes used by the Village Board and the public to submit comments for this evening's interactive exercises.

Ms. Katie Sprague led the mini-visioning exercise by asking the public and the Board to envision newspaper headlines for Glenview in five years.

**INTERACTIVE POLL** – This was held to give consultants a sense of what matters most to Glenview.

**Top three newspaper headlines submitted by the Trustees:**

Destination Location in the North Suburbs for Home, Work and Play  
Glenview Named Top Ten Small City for 2025  
Downtown Revitalization a Rousing Success

**Top newspaper headline submitted by members of the public:**

Glenview is Voted the Most Healthy, Vibrant and Progressive Town in Illinois

**b) SWOT (Strengths, Weaknesses, Opportunities, Threats) Analysis**

Ms. Sprague explained that a SWOT Analysis is a useful tool when starting a strategic process because it requires open and honest conversations about Glenview's strengths, weaknesses, opportunities, and threats. Ms. Acosta guided the Trustees and the public through an interactive exercise for each of the four categories. *Miro* software was used to document the "mind mapping" comments that were submitted. There was strong participation in the SWOT Analysis exercises. The feedback reflected some common themes.

**S – Strengths** - What makes the Village of Glenview great in comparison to surrounding towns?

Eight key strengths were identified by the Trustees, which became the basis for identifying priorities. Both the Trustees and the community submitted comments to support each of the eight key strengths. The feedback reflected some common themes (listed in no particular order).

- (1) Regional Attractions
- (2) Parks and Open Spaces
- (3) Schools
- (4) Innovative Government
- (5) Transit
- (6) Great Park System
- (7) Retail / Commercial
- (8) Highly Educated Population

**W - Weaknesses**

A "roll-storming" exercise generated feedback on what Glenview lacks as seen through the lens of the following demographic groups (identified from the research data). The three groups that the Village wants to attract are high in the Top 12 communities but not represented or are low in Glenview.

Existing Demographic Groups

- Top Tier - Wealthy, educated and has sophisticated tastes
- Exurbanites – Active and affluent residents living an urban lifestyle
- Urban Chic - Busy professionals living a sophisticated lifestyle

Glenview Demographic Groups that may not live in the Village but there is a desire to attract them here

- Metro Renters – Urban renters who work hard to be at the top of their professions
- Emerald City – Well-educated, well-employed and highly connected individuals
- City Lights – Savers and dreamers living an active lifestyle

**O - Opportunities**

Ms. Alexia Chuck reported that opportunities are openings or chances for something positive to happen. No opportunity was considered too small or too big for tonight's discussion. This exercise was meant to identify future growth opportunities in Glenview. It was noted that current weaknesses can often be turned into future opportunities.

**T - Threats**

Ms. Lampe led the discussion about threats and how to take action on potential threats so better decisions can be made to address them. Threats are internal and external obstacles and challenges that can negatively impact the Village efforts to reach its goals of having a bright future and growth. Current threats might include over regulation, the financial condition of the state of Illinois, the impact from the pandemic, the vacancy of the Allstate site (which may also be a great opportunity) and more. Glenview is losing population growth and Chicago is also losing population growth. Some people are moving to southern states or to the sunbelt, and younger professionals have been leaving the state. Higher taxes imposed by Cook County have hindered the Village's effort to attract new business.

There was significant feedback related to threats to the Village. It was noted that there needs to be an understanding of what has impacted the village in the past and how to translate those impacts into the new realities that the village is currently facing. Open conversations are needed to identify what has worked in the past, what is working now, and what are the Village's weaknesses to better understand the future goals for Glenview, including what the Village wants in terms of future population growth.

### WRAP UP

Mr. Eric Dohrer provided a summary of what has been done to this point in the process, why it was done and where the development of the Blueprint Projects is going. In a previous Glenview Connect Workshop, a strategy for community engagement was introduced. Trends and preliminary mapping were also presented to set the stage for understanding the attributes and elements of the community as it relates to those efforts. Tonight's discussions looked at ways to consider the issues at hand so they could be prioritized and ultimately used to help develop the recommendations for the Blueprint Projects.

The first Glenview Connect Open House will be held on December 17<sup>th</sup>. It will be a highly interactive meeting with a format that is different from the first two workshops. At the Open House, the community will take the lead on identifying issues and the Village Board will actively observe (they will also provide feedback). There will be discussion about preliminary mapping and what it means for the physical conditions and attributes of the five study areas: (1) Downtown Glenview (2) The Glen (3) Waukegan Road Corridor (4) Willow Road Corridor (5) Milwaukee Avenue Corridor. Additionally there will be discussion about the opportunities and constraints based on the various feedback responses received to-date and what that means for the market. Ultimately, the community's vision for Glenview will be merged with the Board's vision and the physical conditions of the Village. The consultants are working in concurrence with the Blueprint Project for the downtown, which is a smaller area.

**INTERACTIVE POLL** – The feedback gives the consultants a sense of what matters most to Glenview.

**Top Strengths** – Open Spaces (sporting activities, dog park, etc), Education, and Population

**Top Weaknesses** – Entertainment Options, Retail Vacancies especially related to the Downtown

**Top Opportunities** – Incentivize New Businesses, Increase Economic Development and Develop Business Retention Strategies; Increase Public Programming with more Festivals and Winter Events, and Subsidized Public Safety Support Services for those events.

**Top Threats** – Expecting the Softening of Brick and Mortar Retail Real Estate Market

### 3. NEXT STEPS

Ms. Acosta reviewed the timeline for future meetings. The feedback generated during the development process for the Blueprint Projects provides helpful information for the consultants to analyze. She asked residents to respond to the survey at [www.glenviewconnect.com](http://www.glenviewconnect.com) and to consider participating in the self-guided case study tours (in person or virtually) which end on November 30<sup>th</sup>.

The Board and the community were well-engaged in tonight's discussion. The Glenview Connect Open House will be held on December 17<sup>th</sup>, where the community will lead the feedback and the Board will actively listen.

### 4. COMMENTS PRESENTED BY THE PUBLIC – Comments limited to three minutes for each speaker.

**Mr. Steve Basic**, 1306 Hawthorne Lane, said he and his family moved to Glenview a year ago. He is pleased that the Village is working to improve developments around town and especially in the downtown area. He wants the Village to not lose sight of its identity as a family-oriented town with family values, safety and security. These are what people think about when moving to Glenview.

**Mr. Rachel Dose**, 1807 Wagner, reflected on the small townhomes being built on the old Village Hall site (1225 Waukegan Road), which is close to the downtown. Construction has stopped possibly due to COVID-19. These small townhomes are great for those who are just starting out or don't want a large home. If this development is successful, this type of smaller housing would be important to the Village.

**Mr. Brian Barrett**, 441 Lotus Lane, asked if the annual Street Fair could be moved back to Glenview Road in order to show support of the retailers and offices. It would also give the community a better identity because this event has always been a lot of fun. President Patterson said Village staff would forward Mr. Barrett's remarks to the Chamber of Commerce who hosts this event.

**Mr. Brian O'Grady**, 2208 Dewes Street, asked that the Village give deep thought to whether or not it really wants to improve the things that need improvement. He wants Glenview to continue being a family-oriented community. There needs to be a focus on why people want to move to Glenview. He believes the Village needs more entertainment and nightlife to help attract people to the downtown.

**e-COMMENT – COMMENTS RECEIVED PRIOR TO THE MEETINGS: None**

**5. ADJOURNMENT**

President Patterson thanked the community members who participated in tonight's workshop and Village staff's creativity in finding the consulting firms that are providing such a unique process for gathering feedback from the Village Board and the community.

The Glenview Connect Workshop Open House will be held on Wednesday, December 17, 2020.

Trustee Jenny made a motion to adjourn at 9:55 PM, seconded by Trustee Cooper.

On Roll Call:

AYES: Trustees Cooper, Gitles, Hinkamp, Jenny, Karton, Khoja

NAYS: None

ABSENT: None

Respectfully submitted, Joanne McDonagh, Recording Secretary