

**Minutes of the Business Outreach Subcommittee  
Elmhurst Economic Development Commission  
Monday, September 17, 2019  
City Hall – Conference Room #4**

Present: Diane McGinnis, Bill Shanklin, Brian Stolper, Melissa Villanueva

Absent: None

Also Present: Erin Jason, Ken Bartels

Call to Order

Business Development Coordinator Erin Jason opened the meeting at 4:04 p.m. noting a quorum was present.

Public Comment

None.

Discussion: Local Outreach Efforts for 2020

The Committee discussed the existing retention visit structure and potential alternative methods to utilize in the future to bring an additional value add to the visit for businesses and the Commission. Among ideas discussed was targeting specific industry clusters each quarter, partnering with another Commissioner, pairing individual Commissioners with businesses based on particular fields or geographic locations, adding a social media component to visits, and assigning a one group of Commissioners structured visits and another group impromptu visits. The Committee also looked at ways to remove barriers to retention visits and engage more commissioners in the process such as a template for scheduling appointments and approaching businesses.

Discussion: Regional Outreach Efforts for 2020

BDC Jason discussed regional economic development efforts the City participates in and reviewed past EDC meeting with commissioners from other communities, site visits, and other opportunities to learn more outside of Elmhurst. The Committee discussed setting up a quarterly or bi-annual experience outside of Elmhurst with other communities or businesses to broaden their knowledge base and discuss best practices in economic development and business/community relationships.

Other Business

None.

Announcements

The next EDC Business Outreach Committee meeting is scheduled for Tuesday, November 19, 2019 at 9:30 a.m. at City Hall.

Adjournment

Melissa Villanueva moved to adjourn the meeting, Diane McGinnis seconded. Voice vote, unanimous. Motion carried. The meeting was adjourned at 5:07 p.m.

Submitted as a draft by Erin Jason.