

**MINUTES OF THE  
COMMITTEE OF THE WHOLE MEETING  
VILLAGE OF NORTHFIELD  
TUESDAY, JANUARY 19, 2021**

The Committee of the Whole meeting was called to order remotely via Zoom, due to the COVID-19 crisis, by Village President Joan Frazier on Tuesday, January 19, 2021, at 6:00 p.m. Village Clerk Stacy Sigman called the roll as follows:

**Committee Members Present:**

Trustee Tom Terrill  
Trustee John Goodwin  
Trustee Greg Lungmus  
Trustee Charles Orth  
Trustee Todd Fowler  
Trustee Tom Whittaker

**Absent:**

President Joan Frazier

**Others Present:**

Village Manager Stacy Sigman, Community Development Director Steve Gutierrez, Finance Director Kyle Cratty, and Village Attorney Everette Hill.

**Approval of the December 1, 2020 Report of Proceedings.**

Trustee Terrill made a motion, seconded by Trustee Goodwin, to approve the December 1, 2020 Report of Proceedings. Approval was unanimous.

**Discussion on the license agreement request to use the Village right of way adjacent to 352 Jeffery Lane.**

President Frazier indicated the next item was a discussion on a license agreement request to use the Village right of way adjacent to 352 Jeffery Lane.

Manager Sigman stated a License Agreement had been requested for the use of a portion of the public right of way (ROW) at the end of Jeffery Lane. Tracey Mendrek is the new owner of the home at 352 Jeffery Lane and is requesting a License Agreement to allow her to erect a fence and use a 45' x 83' portion of the Village's 100' wide right of way for her dog run. The Village right of way immediately adjacent to this home was extensively planted and partially fenced off by the prior owner. Ms. Mendrek would like to extend that existing fence 83' east, to the front line setback of the home, and add a 43' section to fully enclose the area. As proposed, the 43' section would include a 12' double gate to allow the Village and other utility companies to have access. Public Works inspected the area and made Ms. Mendrek aware of the existing 10" water main and 12" sanitary sewer main in this portion of the ROW. If approved, the existing sanitary sewer would be within the fenced area but the water main would not. The water main is located

north of the proposed fence. Public Works had no objections to the fence installation and noted that the 12' wide access gate would be very helpful if/when they need to access the area.

The Board had full consensus to go forward with the license agreement and agreed to waive the \$1,000,000 insurance coverage as long as the Village of Northfield is named as an "additional insured" on Ms. Mendrek's homeowner insurance policy. Ms. Mendrek acknowledged the criteria and agreed to fully comply with the standards. Staff was directed to prepare a license agreement for consideration at the February Village Board meeting.

### **Update and discussion on the "Eat. Shop. Explore. Find it in Northfield" initiative.**

President Frazier indicated that over the past couple of months, Trustees Orth and Whittaker had assisted staff in developing a program to promote Northfield businesses, especially in light of the negative, financial impact of COVID-19.

Trustee Orth stated that in November and December, the "Shop. Eat. Explore. Find it in Northfield" campaign was developed, and includes a new logo, banner for the community event sign, and targeted ads for social media. Trustee Orth, Trustee Whittaker, and several staff members worked to quickly get a program established during the holiday season but they want to build on that initiative to promote our local businesses long term. Some initial ideas for future programs include:

- Northfield Gift Card that could be used at all local Northfield businesses
- Targeted promotions for holidays (Valentine, Easter, Mother's Day) or other weekly promotions like #TakeoutTuesday or #FeaturedFoodFriday
- Feature the new logo on our 2021 vehicle stickers
- Social media campaign where people submit pictures of themselves in front of our stores or restaurants with merchandise/take-out food to win a raffle prize/gift card. The pictures would then be used to promote "Shop. Eat. Explore. Find it in Northfield."
- "Northfield influencer" would blog about purchasing a different food item or other merchandise (i.e. shoes, baby outfit, or a massage) from a business in Northfield. They could take attractive pictures and include an enticing, brief description of their experience to be placed on social media each week.
- Put the "Shop. Eat. Explore. Find it in Northfield" logo on face masks and showcase them with staff, our boards, and commission members. Photos would be posted on our website and social media. The masks could also be made available to the public with the proceeds being used to further support our businesses.
- Economic Recovery Task Force in conjunction with Northfield Now
- Grant or no-interest loan Program (using Village reserves) to help businesses pay for COVID-specific costs
- Northfield weekly online coupon book.
- Northfield Dine Out program where people can submit receipts of over \$25 to the Village and be in a raffle every week for prizes.

Trustee Fowler suggested coordinating with the Chamber of Commerce and noted that Winnetka's logo was featured on the Chamber's website but Northfield's was not. He noted that there was good feedback among the businesses and they felt the Village was behind them.

President Frazier noted that Lake Bluff, Mt. Prospect, Niles, Northbrook, Wilmette, and Winnetka have all invested hundreds of thousands of dollars into assisting their businesses through programs such as grants, PPE purchase reimbursements, fee forgiveness/deferrals, and no-interest loans. She asked the Board to consider doing something along these lines for Northfield's businesses. She also suggested a coupon book program, which she has seen in other towns. President Frazier stressed keeping the dialogue open with all Northfield businesses.

Several trustees stated their concerns with the dangers and complexities involved in offering grants or loans using the Village Reserves. They questioned what type of money and support would be needed to truly help businesses survive. They noted that some businesses had received forgivable loans and that it would be challenging to pinpoint those in need.

President Frazier and all of the trustees liked the "Shop. Eat. Explore. Find it in Northfield" initiative. They thought it showed good faith to the businesses, educated people about the businesses, and showed creativity. They believed that it was great for relationship building and created a strong foundation as a recruiting tool for future businesses in Northfield.

The Village Board was supportive of all of the ideas and in favor of moving forward with the program beyond COVID-19. The Board agreed to an additional \$15,000 in expenditures for the remainder of this fiscal year for this program. Trustee Orth and Trustee Whittaker will then also develop a dollar figure for this program for consideration during the budget process for FY 2021/22.

#### Other Business

Trustee Fowler made a motion, seconded by Trustee Whittaker to adjourn the meeting.

AYES: Orth            NAYS: 0            ABSTAIN: 0            ABSENT: 0  
Fowler  
Lungmus  
Goodwin  
Whittaker  
Terrill

The meeting adjourned at 6:55 p.m.

