

**AGENDA**  
**Economic Development Committee**  
**Wednesday, February 12, 2020**  
**7:00 p.m. – Darien City Hall**

- 1. Call to Order**
- 2. Public Comment**
- 3. Approval of Minutes – January 8, 2020**
- 4. New Business**
  - a. New Business Prospects – Incentive Prospects**
- 5. Old Business**
  - a. Implementation of Business Outreach Program Update**
    - i. Business Visits**
    - ii. Next round of business mailings**
  - b. Census Update**
  - c. Previous Follow Up/Hanging Matters**
- 6. Next Scheduled Meeting**
- 7. Adjournment**

City of Darien  
Minutes Economic Development Committee  
Wednesday, January 8, 2020

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1. **Call to Order** – Chairwoman Beilke called the regular meeting to order at 7:07pm. Other Committee Members present were: Angelo Imbrogno, Matthew Weberling, Nick Pitzer, Louis Mallers, Bryan Gay, Alderwoman Mary Sullivan, Mayor Joseph Marchese.
2. **Public Comment – No public comments.**
3. **Approval of Minutes – December 11, 2019** - Motion made by Commissioner Imbrogno, seconded by Commissioner Gay. Motion was approved by unanimous vote.
4. **New Business**
  - a. **New Business Prospects –**
    - i. **Cannabis Business Establishments** - Committee members discussed additional locations for recreational cannabis retail sales. Brookhaven is no longer being considered as a retail sales location. There have been additional requests for cannabis cultivation locations, and several retail locations. Parking will be an issue at most existing retail locations in the City.
    - ii. **Lace School Property** – Mayor Marchese discussed the possibility of City of Darien purchasing the 12.5 acres that Lace School and adjacent parks are currently located on. Meeting with school district officials on January 28<sup>th</sup> District Board Business Meeting. Contacted planning companies for preliminary concepts for new sustainable living development on the property.
    - iii. **Brookhaven Shopping Center** – Mayor Marchese gave an update regarding Brookhaven Center development. City Council approved the variances recommended from Planning and Zoning Commission and an incentive agreement to supply Mr. Manos up to \$150,000 after 14 days of receipt of the new building’s certificate of occupancy.
    - iv. **Chuck’s Express** – Chuck’s has expressed an interest in a smaller concept, take-out only retail location in Darien, close to Lemont Road.
5. **Old Business**
  - a. **Implementation of Business Outreach Program Update**
    - i. **Outreach letter from Mayor** – Letter from Mayor on behalf of Economic Development Committee will be finalized soon. Targeted deadline for responses within three weeks. Dan Gombac supplied a list of potential business contacts from the City. Lists have been sorted and grouped, home based businesses removed for first round of contacts.

- ii. **Business Contacts – First round** – Priority types of businesses will be determined by EDC and Mayor’s Office for first round of contacts. Outreach to existing businesses will begin in January and will go out 50 +/- at a time.
- iii. **Business Contacts – Next Steps** – Data to be collected by EDC in an Excel database after first round of contacts and interviews. Potential future incentives should be developed based on data and feedback from businesses interviewed throughout outreach.
- iv. **Promotional Videos** – Interviews are currently being conducted with City staff and elected officials. Production should be complete by end of January. Videos will be available on City’s website for business attraction efforts.

**b. 2020 Census Update** – DuPage County are offering very competitive wages for Census employees. City Council approves resolution to form a “Complete Count” committee within the City of Darien. Census committee will be run through EDC to streamline efforts. City will be reaching out to faith-based and community organizations to encourage residents to complete their 2020 census questionnaire.

**c. Previous Follow-Up Items/Hanging Matters** – Carriage Green had a very successful December and holiday season.

**6. Next Scheduled Meeting** – Wednesday, February 12, 2020.

**7. Adjournment** – Motion to adjourn was made by Commissioner Mallers and seconded by Commissioner Imbrogno at 8:49pm. Motion was approved by unanimous vote.

**AGENDA MEMO**  
**ECONOMIC DEVELOPMENT COMMITTEE**  
**February 12, 2020**

**Issue Statement**

COMPLETE COUNT COMMITTEE: On January 6, 2020, the Mayor proclaimed the City's support of the Census 2020 Partnership and announced the formation of a Complete Count Committee as led by the Economic Development Committee.

Complete Count Committees are encouraged through all levels of government to promote both the importance of the Census and aid in information disbursement at a local level. This outreach is intended to ensure active resident participation and target populations that are historically difficult to count. The below information is intended as guidance for the Committee as outlined by the US Census Bureau.

**General Information**

**OBJECTIVES**

Develop Committee Policy to support Census Operation.

- Promote the Census and importance of a Complete Count to the community through local groups and organizations, Council updates, and electronic materials.
- Disseminate information that will encourage the community to complete the Census and provide targeted assistance to "hard-to-count" groups where needed.
- Emphasize the Census Bureau's commitment to confidentiality to further increase participation from the community.
- Create public service announcements as promotional tools in oral, written and electronic format.
- Support the recruitment of employees to conduct the Census.

**GENERAL GUIDELINES**

1. Select Committee Chair
2. Select Committee Secretary
3. Meeting Schedule Ideas
4. Refine plan of action for timeline and task assignments for activities for Census Day promotion, Census Day, and Census implementation.

**PROPOSED TIMELINE**

- 1/6 CC proclamation
- 2/12 EDC – CCC formation, discuss objectives, duties, announce appointments, review available materials
- 3/11 EDC – outreach efforts – push of information for April 1
- 4/8 EDC – outreach efforts
- 5/13 EDC – targeted outreach based on census response updates
- 6/10 EDC – process summary, accomplishments, dissolve subcommittee

## ANTICIPATED AGENCY COORDINATION / MEMBER OUTREACH

### Economic Development Committee

- Chamber of Commerce
- Local Businesses

### School Districts

### Library Districts

### Faith-based Organizations

### Philanthropic Organizations

### City of Darien

- Staff – see attached schedule of information releases
  - Direct Connect
  - Website
- Mayor
  - Council Updates
  - Other Events

# *Mayoral Proclamation*

## *Census 2020 Partnership*

*Whereas, an accurate census count is vital to our community and residents' well-being by helping planners determine where to locate schools, day-care centers, roads and public transportation, hospitals and other facilities, and is used to make decisions concerning business growth and housing needs; and*

*Whereas, more than \$675 billion per year in federal and state funding is allocated to states and communities based on census data; and*

*Whereas, census data ensure fair congressional representation by determining how many seats each state will have in the US House of Representatives as well as the redistricting of state legislatures, county and city councils, and voting districts; and*

*Whereas, the 2020 Census creates jobs that stimulate economic growth and increase employment opportunities in our community, and*

*Whereas, the information collected by the census is protected by law and remains confidential for 72 years, and*

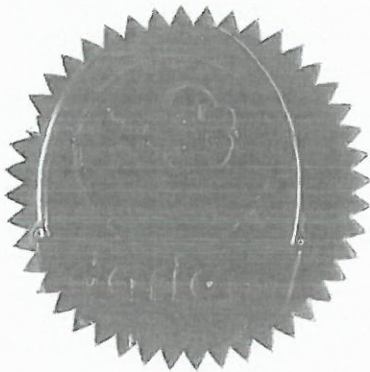
*Whereas, the City of Darien, Illinois recognizes the importance and the impact of the 2020 Census on the overall well-being and quality of life for all residents in its community. Every resident in Darien counts, and deserves to be counted; and*

*Whereas, the City of Darien, Illinois agrees to be one of the local governments in partnership with the United States Census Bureau by forming a 2020 Complete Count Committee that will include representatives from local government, businesses, residents, and other community organizations.*

*Now, therefore, I, Joseph A. Marchese, Mayor of the City of Darien, do hereby proclaim full support of the 2020 Census by forming a Complete Count Committee to be led by the Economic Development Committee, to ensure that all residents in our community are counted.*

*In Witness Whereof, I Have Hereunto Set My Hand And Caused To Be Affixed The Seal Of The City Of Darien.*

*DONE, this sixth day of January Two-Thousand Twenty.*



*Joseph A. Marchese*  
Joseph A. Marchese, Mayor

Attest:

*JoAnne E. Ragona*  
JoAnne E. Ragona, City Clerk

## SCHEDULE OF INFORMATION

**1/3/2020**

### Message

#### **2020 Census: What is the Census? Census Made Simple**

As mandated by the U.S. Constitution, the census is a once every-decade count of everyone living in the country. When we know how many people live in your community, organizations, and businesses are better equipped to evaluate the services and programs needed, such as clinics, schools, and roads. It also determines how seats in Congress are distributed among the 50 states. In March of 2020, the U.S. Census Bureau will send every household an invitation to complete a simple questionnaire about who lives at your address on April 1st. You will have the opportunity to respond online, by phone, or by mail, and federal law keeps those responses safe and secure. Shape your future. Start here. Visit [2020CENSUS.GOV](https://2020census.gov)

### Page Links

2020 Census (main US Census page)

<https://2020census.gov/en.html>

2020 Census Jobs (job link)

<https://2020census.gov/en/jobs.html>

### Video Weblink

2020 Census Made Simple

<https://2020census.gov/en/partners/psa-toolkit/made-simple.html>

**1/24/2020**

### Message

#### **2020 Census: FAQ**

What is the census? The census is a count of every person who lives in the United States and its territories. It happens every 10 years. In early 2020, you will be asked to count everyone who lives in your home as of April 1. Responding to the 2020 Census is a chance to shape your future. Visit [2020CENSUS.GOV](https://2020census.gov)

### Page Links

CENSUS 101: WHAT YOU NEED TO KNOW

<https://2020census.gov/content/dam/2020census/materials/partners/2019-10/census101.pdf>

### Video Weblink

What Is the 2020 Census?

<https://2020census.gov/en/partners/psa-toolkit/what-is.html>

**2/7/2020**

### Message

#### **Why We Ask**

The 2020 Census is easy. The questions are simple.

Responses to census questions provide a snapshot of the nation. Census results affect your voice in government, how much funding your community receives, and how your community plans for the future.

When you fill out the census, you help:

- Determine how many seats your state gets in Congress.



- Inform how more than \$675 billion in federal funding is distributed to states and communities each year.
- Create jobs, provide housing, prepare for emergencies, and build schools, roads and hospitals.

Page Links

Why We Ask

[https://2020census.gov/content/dam/2020census/materials/partners/2019-10/Handout About Why We Ask Each 2020Census Question.pdf](https://2020census.gov/content/dam/2020census/materials/partners/2019-10/Handout_About_Why_We_Ask_Each_2020Census_Question.pdf)

Video Weblink

How Will 2020 Census Data Be Used?

<https://2020census.gov/en/partners/psa-toolkit/data.html>

**2/21/2020**

Message Focus – 2020 Census FAQ

Video - How Does the 2020 Census Affect Representation?

**3/6/2020**

Message Focus – 2020 Census Invite

Video - How Do I Take the 2020 Census?

**3/20/2020**

Message Focus - Confidentiality

Video - Is My 2020 Census Data Safe?

**4/3/2020**

Message Focus – Census Underway

Video - They Also Count

**4/17/2020**

Message Focus – Groups

Schools/Children

Aging Population

Renters

Other Groups – Community and Faith-Based Organizations

Video - Today I Learned

**5/1/2020**

Message Focus – Continued Census efforts (non-response follow-ups)

Video - Every Moment Counts

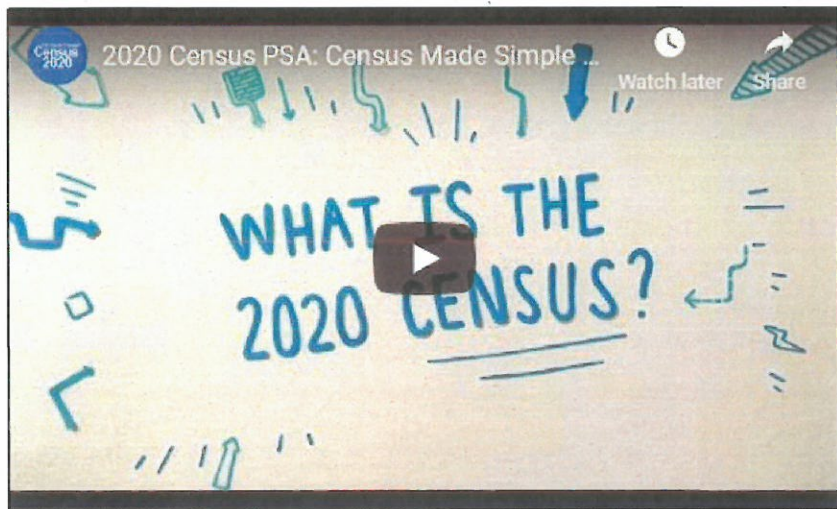
# News & Announcements

## 2020 Census : What is the Census?

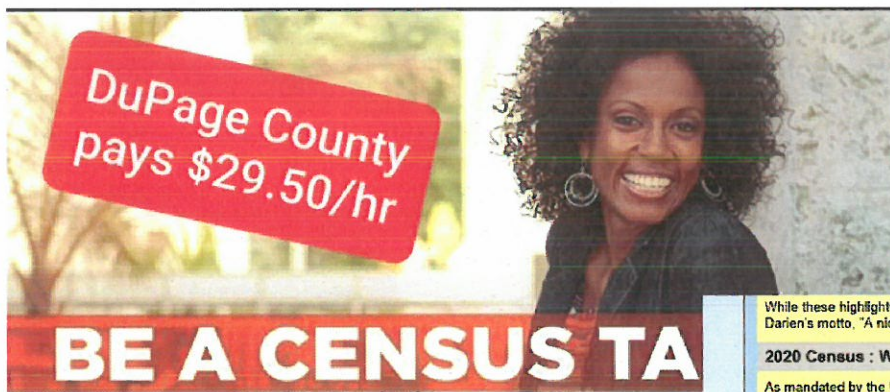
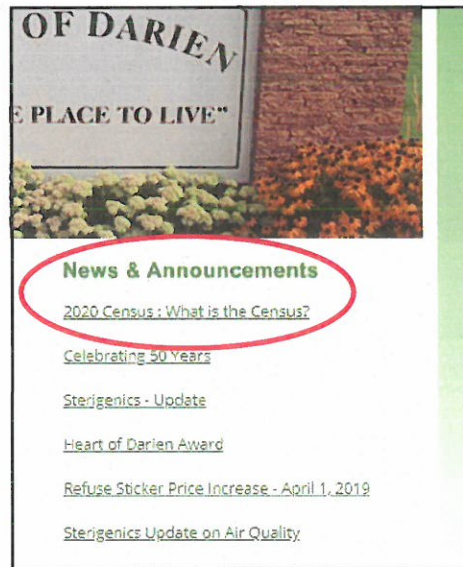
As mandated by the U.S. Constitution, the census is a once every-decade count of everyone living in the country. When we know how many people live in your community, organizations, and businesses are better equipped to evaluate the services and programs needed, such as clinics, schools, and roads. It also determines how seats in Congress are distributed among the 50 states. In March of 2020, the U.S. Census Bureau will send every household an invitation to complete a simple questionnaire about who lives at your address on April 1st. You will have the opportunity to respond online, by phone, or by mail, and federal law keeps those responses safe and secure. Shape your future. Start here. Visit 2020CENSUS.GOV

<https://2020census.gov/en.html> - 2020 Census

<https://2020census.gov/en/jobs.html> - 2020 Census Jobs



### Darien Home Page



### Direct Connect

While these highlights are not exclusive, the City will continue to focus on preserving Darien's motto, "A nice place to live".

#### 2020 Census : What is the Census?

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<https://2020census.gov/en.html> - 2020 Census

<https://2020census.gov/en/jobs.html> - 2020 Census Jobs

<https://2020census.gov/en/partners/psa-toolkit/made-simple.html> - Video Weblink for 1/13/2020

news on the City of Darien Official Facebook

**TWITTER:** The City of Darien's Tweets! Please follow twitter @CityofDarienPoliceDept @DarienP

**SMART PHONE APP:** The City of Darien's smart phone app is now available! The app is easy, mobile access to information, services at your request. There is also an app on this app to Common Edison website, which is a source of information during outages. This FREE app is available on the Apple Store and the Google Play Store.

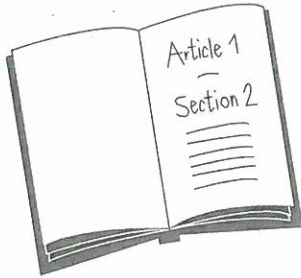
**Agendas for City of Darien Committee Meeting:** The following links will direct you to the City Meeting and Committee Meeting agendas and packet information on our website. Stay informed on upcoming City Council Meeting A

# CENSUS 101: WHAT YOU NEED TO KNOW

The 2020 Census is closer than you think!  
Here's a quick refresher of what it is and why it's essential that everyone is counted.

## Everyone counts.

The census counts every person living in the United States once, only once, and in the right place.

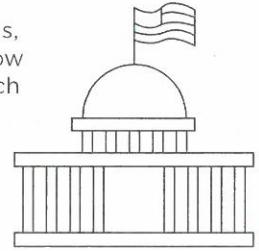


## It's in the Constitution.

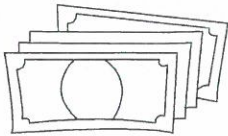
The U.S. Constitution mandates that everyone in the country be counted every 10 years. The first census was in 1790.

## It's about fair representation.

Every 10 years, the results of the census are used to reapportion the House of Representatives, determining how many seats each state gets.

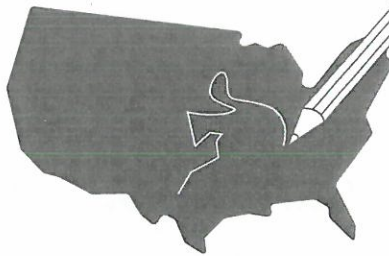


## It's about \$675 billion.



The distribution of more than \$675 billion in federal funds, grants, and support to states, counties, and communities are based on census data.

That money is spent on schools, hospitals, roads, public works, and other vital programs.



## It's about redistricting.

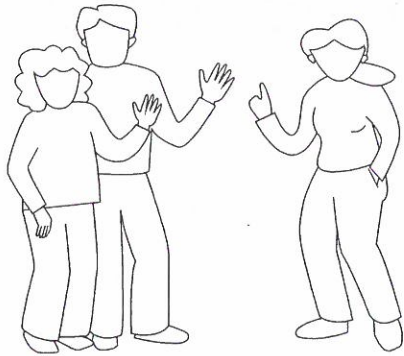
After each decade's census, state officials redraw the boundaries of the congressional and state legislative districts in their states to account for population shifts.

## Taking part is your civic duty.

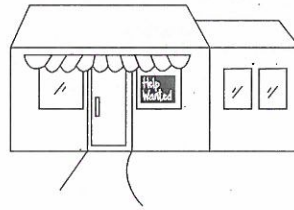
Completing the census is mandatory: it's a way to participate in our democracy and say "I COUNT!"



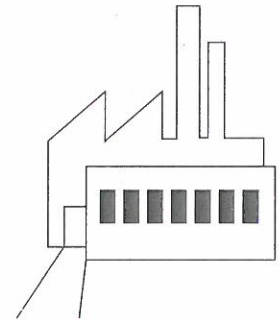
# Census data are being used all around you.



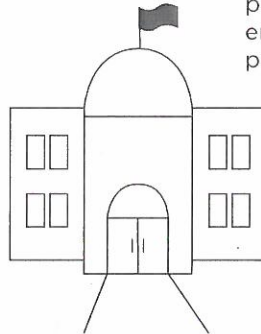
Residents use the census to support community initiatives involving legislation, quality-of-life, and consumer advocacy.



Businesses use census data to decide where to build factories, offices, and stores, which create jobs.



Local governments use the census for public safety and emergency preparedness.



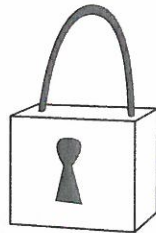
Real estate developers use the census to build new homes and revitalize old neighborhoods.



# Your privacy is protected.

It's against the law for the Census Bureau to publicly release your responses in any way that could identify you or your household.

By law, your responses cannot be used against you and can only be used to produce statistics.



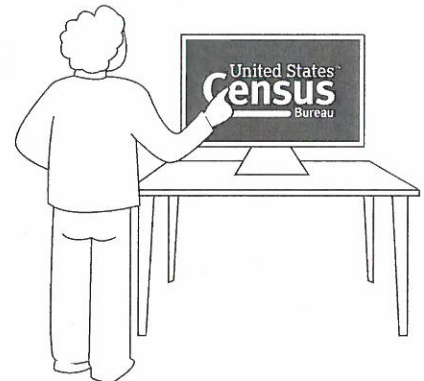
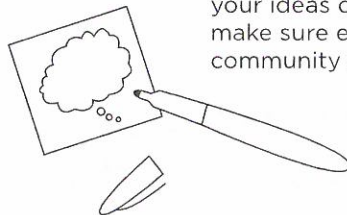
# 2020 will be easier than ever.

In 2020, you will be able to respond to the census online.



# You can help.

You are the expert—we need your ideas on the best way to make sure everyone in your community gets counted.



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**Census**  
Bureau

FIND OUT HOW TO HELP AT  
[2020CENSUS.GOV/PARTNERS](https://2020census.gov/partners)

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**Census**  
**2020**

# Why We Ask

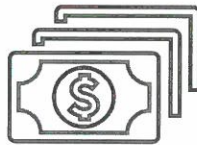
## The 2020 Census is easy. The questions are simple.

Responses to census questions provide a snapshot of the nation. Census results affect your voice in government, how much funding your community receives, and how your community plans for the future.

### When you fill out the census, you help:



Determine how many seats your state gets in Congress.



Inform how more than \$675 billion in federal funding is distributed to states and communities each year.



Create jobs, provide housing, prepare for emergencies, and build schools, roads and hospitals.

## The 2020 Census will ask for the following information:

### Number of people at address

We ask this question to collect an accurate count of the number of people at each address on Census Day, April 1, 2020. Each decade, census results determine how many seats your state gets in Congress. State and local officials use census counts to draw boundaries for congressional districts, state legislative districts, and school districts.

### Any additional people living or staying there

Our goal is to count people once, only once, and in the right place according to where they live on Census Day. Keeping this goal in mind, we ask this question to ensure that everyone living at an address is counted.

### Owner/Renter

We ask about whether a home is owned or rented to create statistics about homeownership and renters. Homeownership rates serve as an indicator of the nation's economy and help in administering housing programs and informing planning decisions.

### Phone number

We ask for a phone number in case we need to contact you. We will never share your number and will only contact you if needed for official Census Bureau business.

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**2020**

## **Name**

We ask for names to ensure everyone in the household is counted. This also helps us to keep ancestry records. Listing the name of each person in the household helps respondents include all members, particularly in large households where a respondent may forget who was counted and who was not.

## **Sex**

We ask about the sex of each person to create statistics about males and females. Census data about sex is used in planning and funding government programs, and in evaluating other government programs and policies to ensure they fairly and equitably serve the needs of males and females. These statistics are also used to enforce laws, regulations, and policies against discrimination in government programs and in society.

## **Age and date of birth**

We ask about age and date of birth to understand the size and characteristics of different age groups and to present other data by age. Local, state, tribal, and federal agencies use age data to plan and fund government programs that provide assistance or services for specific age groups, such as children, working-age adults, women of childbearing age, or the older population. These statistics also help enforce laws, regulations, and policies against age discrimination in government programs and in society.

## **Hispanic, Latino, or Spanish origin**

We ask about whether a person is of Hispanic, Latino, or Spanish origin to create statistics about this ethnic group. The data collected in this question is needed by federal agencies to monitor compliance with anti-discrimination provisions, such as the Voting Rights Act and the Civil Rights Act.

## **Race**

We ask about a person's race to create statistics about race and to present other statistics by race groups. The data collected in this question is needed by federal agencies to monitor compliance with anti-discrimination provisions, such as the Voting Rights Act and the Civil Rights Act.

## **Whether a person lives or stays somewhere else**

Our goal is to count people once, only once, and in the right place according to where they live on Census Day. Keeping this goal in mind, we ask this question to ensure individuals are not included at multiple addresses.

## **Relationship**

We ask about the relationship of each person in a household to one central person to create estimates about families, households, and other groups. Relationship data is used in planning and funding government programs that provide funds or services for families, people living or raising children alone, grandparents living with grandchildren, or other households that qualify for additional assistance.

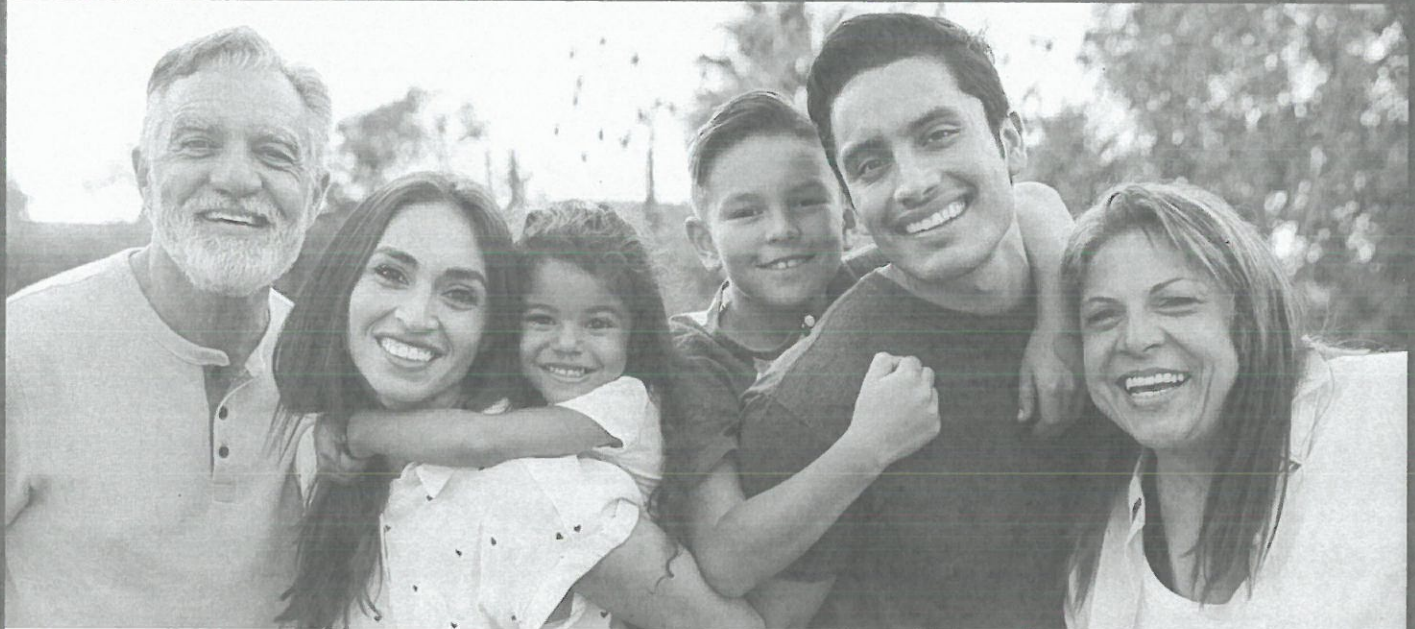
For more information, visit:

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# How the 2020 Census will invite everyone to respond

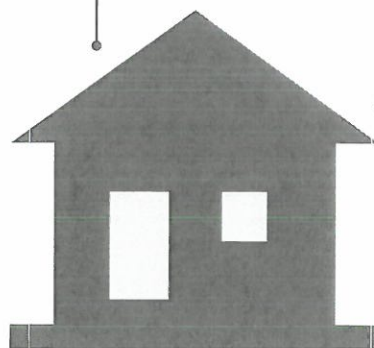
Nearly every household will receive an invitation to participate in the 2020 Census either in the mail or from a census taker.

## 95% of households

will receive their census invitation in the mail.

## Almost 5% of households

will receive their census invitation when a census taker drops it off. In these areas, the majority of households may not receive mail at their home's physical location (like households that use PO boxes or areas recently affected by natural disasters).



## Less than 1% of households

will be counted in person by a census taker, instead of being invited to respond on their own. We do this in very remote areas like parts of northern Maine, remote Alaska, and in select American Indian areas that ask to be counted in person.

Note: We have special procedures to count people who don't live in households, such as students living in dorms, people living in nursing homes, or people experiencing homelessness.

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**2020**

# What to expect in the mail

**When it's time to respond, most households will receive an invitation in the mail. Every household will have the option of responding online, by phone, or by mail.**

Depending on how likely your area is to respond online, you'll receive either an invitation encouraging you to respond online or an invitation along with a paper questionnaire.

## Letter invitation

- Most areas of the country are likely to respond online, so most households will receive a letter asking them to go online to complete the census questionnaire.
- We are working with the U.S. Postal Service to stagger the delivery of these invitations over several days. This way we can spread out the number of users responding online, and we'll be able to serve you better if you need help over the phone.

## Letter invitation and paper questionnaire

- Areas that are less likely to respond online will receive a paper questionnaire along with their package. The package will also include information about how to respond online or by phone.

## We understand that you might miss our initial letter in the mail.

- Every household that hasn't responded will receive reminders and will eventually receive a paper questionnaire.
- If you don't respond online, by phone, or by mail, we will follow up in person.

## What we will send you in the mail:



### March 12-20

An invitation to respond online to the 2020 Census.  
(Some households will also receive paper questionnaires.)



### March 16-24

A reminder letter.



### March 26-April 3

A reminder postcard.



### April 8-16

A reminder letter and paper questionnaire.



### April 20-27

A final reminder postcard before we follow up in person.

For more information, visit:

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