



Village of Carpentersville
Comprehensive Plan Update
Steering Committee 1 | Meeting Minutes | August 25th 3-5pm

Attendees:

Steering Committee

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| <ul style="list-style-type: none">▪ Dexter K. Ball, Faithwalk▪ Jeff Frost, Trustee, Village of Carpentersville▪ Rob Gorman, <i>virtually by Zoom</i>▪ Adam Parchert, Zillion Social/HZO Church▪ Dave Peterson, Dundee Township Park District | <ul style="list-style-type: none">▪ Jose S. Rivera, La Alcancia▪ Michael Salvaggio, Resident▪ John Svalenka, Village of Carpentersville <p style="text-align: center;">Absent</p> <ul style="list-style-type: none">▪ Jeff Provisor, Main Street Bicycles▪ Nick Scarpelli, Dundee Township Park District |
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Village Staff & Consultants

- Benjamin Mason, Community Development Director, Village of Carpentersville
 - Felip Ballesteros, Purple Group
 - Benito Garcia, Teska Associates
 - Scott Goldstein, Teska Associates
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1. Welcoming and Introductions

Carpentersville's Village Manager, Eric Johnson, started the meeting by thanking everyone for participating in the Comprehensive Plan Update, explained the Village is taking on this initiative due to current needs and events, the Vision from the 2007 plan has changed and stressed the significance of crafting a plan that is reflective and inclusive of all residents. He continued to highlight the importance of re-evaluating goals & priorities and celebrating what the Village has to offer, both to locals and visitors. Today's meeting will be introducing the Steering Committee to their role in the plan update, tasks & milestones of consultants, a brief but informative presentation on market conditions & next steps and concluding with a mapping exercise.



Ben Mason, emphasized the message of bridging the community together, setting a trajectory for the Village, and reassess the goals and objectives highlighted from the 2007 Comprehensive Plan. The Village wants to continue providing exceptional service to residents and the business community but also improving upon that, making the Village marketable to future populations & industries, and having a positive, collaborative relationship with those in the region.

2. What is a comprehensive plan?

Scott Goldstein described what a comprehensive plan is, underlining that is not a regulatory document but rather a participatory process to create a vision for the Village, to outline future plans relating to development and growth, and improving communications with other units of government. Ben Mason continued with discussing how things have changed since the 2007 plan, and the need to update the plan focusing both on what brings Carpentersville together as well as subareas within the Village and a vision for key sites.

3. Steering Committee Role

The role of the Steering Committee is to: serve as ambassadors to the larger community, to guide the engagement process and to provide input into the content of the plan. Key to this is for everyone to actively seek out input from the larger community.

4. Visioning Exercise

The meeting then shifted to an interactive discussion, asking the steering committee how they would describe Carpentersville in one word. Many responded with its growing, there's a sense of optimism, the Village is going in the right direction, untapped potential exists, it's interesting, and it's a place to call home. All agreed the Village Staff has done a wonderful job so far to address issues/concerns.

Scott proceeded to then ask what they would like to see in ten (10) years, in one word. Commentary included a destination, a popular place, having more local businesses, and to be described as a flourishing community.

Next came the challenges and what the biggest opportunities can be. The obstacles entailed bridging the east and west sides of Carpentersville, COVID, improving the quality of life, people getting involved in festivities together and becoming one, a one unified Carpentersville. The opportunities were filling in the vacancy of empty lots & buildings, having a downtown area, being a community with no regards to race or color, providing missing services such as cafes & restaurants, creating a sense of place with Spring Hill Mall, and changing the perception of Carpentersville.

5. Communications and Branding

Felip Ballesteros then spoke on the communications and branding strategies they are planning to pursue. He talked about how "Re-Imagining Carpentersville Together" is the key message to sum up a collective vision for the future of the community and how engaging with different stakeholders, that may not be fully active with the Village, will be a vital role in shaping the plan update. Purple Group intends to reach out to El Centro, a local Latino/Latina organization, ensure the local newsletter goes



out to all, hard copy and electronically, contacting the schools, accommodating those that may not be tech savvy, receiving feedback from longtime residents, and going out to the senior citizen population. Felip asked the steering committee if they have other organizations in mind that consultants should reach out to and if so, to please send contact information.

6. Market Facts

Scott then highlighted some key demographic data, showing the population grew approximately 300 residents based on 2020 Census data. Carpentersville is a family-oriented environment with a healthy growth of young professionals, and showing manufacturing is the strongest employment sector, followed by services (retail, restaurants, etc.).

7. Asset and Challenges

The mapping exercise came next, which the intent was to show where there are physical barriers, safety concerns, where services are located, and where there's room for improvement. This was done by placing different colored stickers with symbols. The steering committee all collaborated and helped one another out.

8. Next Steps

The meeting then concluded with next steps, with Teska assigning a task to the steering committee, to reach out a person connected to the Village and having an informal conversation. The purpose is to get as much perspective from residents and get as much insight as possible that will help shape the plan. Copies of the Conversation Café exercise were distributed, and then will be emailed to the Steering Committee by Ben Mason.

The following upcoming meetings were also highlighted:

- Fall Fest Pop Up – September 25
- Steering Committee #2: October 27 – 3:00-5:00 PM
- Community Meeting: November 9 – 6:00-7:30 PM
- Submit photos & comments to: bgarcia@teskaassociates.com