



# 5<sup>th</sup> Avenue Development

## Agenda for Monthly Meeting with Ryan/City Staff

Location: Naperville Municipal Center  
Date: Friday, December 08, 2017  
Time: 11:00am – 12:00pm  
Meeting Facilitator: Jim McDonald  
Attendees: Becky Diehl  
Kyle Schott  
Allison Laff  
Amy Emery  
Marcie Schatz  
Jennifer Louden  
Michael DiSanto  
Linda LaCloche

### **Progress Updates (20 min)**

- **Survey**
  - 510 completed surveys
  - On average we receive 5-10 completed surveys each day
  - Commuters make up 42% of respondents
  - Security / integrity of the survey
    - Survey security is set up to drop a cookie
- **Community Outreach**
  - 286 Individual emails (158 in the last month alone)
  - The second e-newsletter was distributed on 11/24 to the 254 people who requested to receive it. The email had an 68% open rate and a 35% click through rate.
    - December e-newsletter is scheduled for 12/21.
  - 16 one-on-one meetings
    - 3 Recent resident meetings 11/17, 12/6, 12/7
- **Steering Committee**
  - Postcard to area residents dropped 12/1
    - In home this week
  - Update from Amy Emery
    - Senior task force has selected Jim Hill as their representative
    - Applications have been up for neighborhoods just before Thanksgiving

- City has received 4 applications
    - Echo and Whoa process
    - Pilgrim addition will have meeting at the municipal center in January
    - Park Addition will have meeting at Kregers in January
      - Ballets can be put in a lock box at Kraegers 1/11-1/13
- **Working Groups**
  - Applications will be available in February
  - Steering Committee participation
    - Jim McDonald presented current list of stakeholders and action plan
    - Discussions have already begun for several stakeholders
- **Key Stakeholders**
  - Progress to date:
    - Naperville Area Homeowners Confederation presentation - 10.21.17
    - NDP Board of Directors presentation - 10.26.17
    - Attended DuPage Children's Museum - Building Strategy Committee meeting – 11.06.17
    - Scheduled to present at NACC Legislative Forum Meeting - 11.13.17
  - Upcoming meetings:
    - N/A (due to holidays)

### **Group Input Sessions (25 min)**

- **Recap of the 9 Group Input Sessions**
  - 169 residents have attended the input sessions.
  - 56% were a 5<sup>th</sup> Avenue area residents, the remaining live in Naperville outside of this area
  - 25% were commuters
  - 5 were 5<sup>th</sup> Avenue area business owners
- **Group Input Deliverable**
  - Intent: Summarize the input provided in an effort to identify key themes or issues for the Working Groups
  - Table of Contents:
    - Executive Summary
    - Subject Matter Specifics
    - Complete Input Session Notes
  - Discuss approach to Parking Lot issues
    - Ryan looks to city staff to provide direction on what to do with "Parking Lot" issues
- **Discussion**
  - Discuss resident comments about the process to date.
    - Jim McDonald share several positive and negative comments from residents



### **Discuss City Council Meeting Deliverable**

- Ryan will provide a bound document containing all Input Meeting notes and an executive summary
  - This content will be available on the city website 12/15
- Residents and staff provided several great suggestions for organizing the Input Meeting notes which Ryan will execute

### **Miscellaneous Discussion**

- Resident questioned the local codes for this development pertaining to nightlife in the area
- Resident inquired about list of residents who have met 1:1 with Jim McDonald
  - The city has been informed of all 1:1 meetings and will talk offline to discuss making this list public
- Resident questioned selling of the land vs. leasing
  - Looking for cultural elements
  - Not all elements need to be for profit
  - Underground parking needs to be considered
- Resident suggested that Amtrak be added to the stakeholders
  - Ryan confirmed that they will be added
- Should the workshop on 12/19 go longer than 60 minutes it will reconvene after the Council Meeting