



**TENTATIVE A g e n d a**  
**President and Board of Trustees**  
**Monday, November 9, 2009**  
**Village Hall**  
**123 Madison Street**

**Executive Session at 6:30 pm in Room 130 to Discuss Property, Labor, Litigation, Personnel**

**Special Meeting/Study Session at 8:30p.m. Room 101**

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Call to Order

Agenda Approval

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**Instructions for Agenda Public Comment**  
(3 minutes per person; 3 items per person maximum)

Comments are 3 minutes per person per agenda item, with a maximum of 3 agenda items to which you can speak. In addition, the Village Board permits a maximum of three persons to speak to each side of any one topic that is scheduled for or has been the subject of a public hearing by a designated hearing body. These items are noted with a (\*).

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- 1. Resolution Authorizing Request by DTOP for Free Parking on Saturdays during November and December (10 min)**  
DTOP is requesting that the Village subsidize the parking for shoppers on Saturdays during certain dates in November and December.
- 2. Review of TIF s (30 min)**  
Staff will review the status of TIF agreements in preparation of the upcoming Annual Joint Review Board meeting and the Council of Governments meeting.
- 3. Budget Wrap-Up (if needed) (30 min)**  
The Village Board will review if there are any further questions on the proposed 2010 budget prior to final adoption on November 16, 2009.
- 4. Ordinance Authorizing an Amended Sales Contract for the Sale of 1030 S. Taylor Avenue**  
The prospective buyers are requesting an extension until November 20, 2009.

**Adjourn**

For more information regarding Village Board meetings and agendas, please contact the Village Manager's Office at 708.358.5770.

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VILLAGE OF OAK PARK  
AGENDA ITEM COMMENTARY

Special Meeting  
Agenda # 1

**Item Title: Resolution Authorizing Free Parking at Meters and Garages On Saturday, December 5<sup>th</sup>, 12<sup>th</sup>, and 19<sup>th</sup>, 2009**

Resolution or Ordinance No. \_\_\_\_\_

Date of Board Action: November 9, 2009

Submitted by: \_\_\_\_\_

Loretta Daly  
Loretta Daly, Business Services Manager

Staff Review:

Village Manager's Office: \_\_\_\_\_

W/O

**Item History (Previous Board Review, Related Action, History):**

Staff recommends the Village authorize free parking at all Village Meters and Garages on Saturday December 5<sup>th</sup>, 12<sup>th</sup>, and 19<sup>th</sup> 2009 to help promote shopping in Oak Park during the Holiday Season. The free parking would be available at all parking meters and in the following public parking garages:

- The Avenue
- Holley Court
- Lake and Forest

This action is consistent with the free holiday parking authorized in 2008 but is expanded to include Saturday's between Thanksgiving and Christmas. The last time the Village authorized an expanded "free parking" program was in 2005,

**Item Policy Commentary (Key Points, Current Issue, Recommendation):**

The free parking event would include 2,388 parking spaces in parking garages and 1,753 parking metered spaces.

**Item Budget Commentary: (Account #; Balance; Cost of contract)**

Since the beginning of 2009, the average daily revenue from meters and garage was \$4,632 per day. Total loss of potential Revenue is \$13,896

The Village would not incur staff time associated with this event as it is proposed that no bagging of meters occur. Staff would work with the local business districts to promote the one-time free parking event. The Village will incur a small cost for signage in parking garages and software programming for the pay stations in the garages.

**Proposed Action: Approval of the Resolution.**

## RESOLUTION

**AUTHORIZING FREE PARKING IN OAK PARK AT  
PARKING METERS,  
HOLLEY COURT PARKING GARAGE,  
THE AVENUE PARKING GARAGE,  
AND THE LAKE AND FOREST PARKING GARAGE  
ON  
Saturday, December 5<sup>th</sup>, 2009  
Saturday, December 12<sup>th</sup>, 2009  
AND  
Saturday, December 19<sup>th</sup>, 2009**

**BE IT RESOLVED** by the President and Board of Trustees of the Village of Oak Park, Cook County, State of Illinois, that free parking is hereby authorized at parking meters in Oak Park and at the Holley Court Parking Garage, The Avenue Parking Garage and the Lake and Forest Parking Garage on Saturday, December 5<sup>th</sup>, 2009, Saturday, December 12<sup>th</sup>, 2009 and Saturday, December 19<sup>th</sup>, 2009

**THIS RESOLUTION** shall be in full force and effect from and after its adoption and approval as provided by law.

ADOPTED this 16th day of November 2009, pursuant to a roll call vote as follows:

AYES:  
NAYS:  
ABSENT:

**ADOPTED AND APPROVED** by me, this 16th day of November 2009.

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David G. Pope

Village President  
ATTEST:

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Teresa Powell  
Village Clerk

# Memo

**To:** Tom Barwin, Village Manager  
**From:** Loretta Daly, Business Services Manager  
**CC:** Lisa Shelley, Deputy Village Manager  
Cara Pavlicek, Interim Manager Parking & Mobility Services  
**Date:** November 5, 2009  
**Re:** Free Holiday Parking

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In response to the request recently submitted by Downtown Oak Park, and subsequently supported by The Avenue Business Association, The Oak Park Arts District, South Marion Association, The Roosevelt Road Business Association, and the Chamber of Commerce, for free holiday parking in Oak Park's Commercial area's, staff has analyzed the fiscal implications of this request and weighed this against the potential benefit to the Community to offering an additional parking subsidy.

While it is impossible to accurately quantify the benefit to the local retailers and Community that free holiday parking represents, this targeted subsidy has undeniable marketing benefits especially in light of these challenging economic times. As such, staff would recommend that the Board authorize free holiday parking as outlined below.

### **Holiday Parking Request**

Downtown Oak Park submitted a request to the Village on Monday, November 2<sup>nd</sup> that the Village consider extending the Free Thanksgiving Holiday Parking Program to include the three Saturday's in December immediately preceding Christmas. The free parking dates requested at Saturday, December 5<sup>th</sup>, 12<sup>th</sup>, and 19<sup>th</sup>.

### **Fiscal Implications**

Since the beginning of 2009, the average daily revenue from meters and garages was \$4,632 per day. Utilizing this figure the total cost to the Village in lost revenue for these above referenced dates is \$13,896.

### **Staff Recommendation**

Staff would recommend that the Village Board approve the request for Free Holiday Parking on Saturday December 5<sup>th</sup>, 12<sup>th</sup> & 19<sup>th</sup> with the following stipulations:

- Free Holiday Parking marketing will be the sole responsibility of the Business Associations.
- Free Parking will extend throughout the Community with no exceptions for any one district
- Each Business District will take full responsibility for marketing the meters as they see appropriate, however meter signage plans must first be approved by the Parking Services Department
- Parking Services will manage garage signage.

The following were the key points that lead to Staff's recommendation:

- Staff agrees that a significant portion of annual sales tax generation occurs during the Holiday Season, and considering the fact that consumers are expected to continue to curb their holiday spending, a "gift" of free parking would be well received, and should translate into increased sales during this critical time.
- Staff recognizes this as an opportunity for the Village to help sponsor the annual Shop Local campaign that was very well received last year, and is currently under development for 2009.
- Industry trends indicate that this could be a very challenging Holiday Shopping Season as consumers continue to curb their holiday spending, and the offer of "Free Parking"

registered to offer investment advisory services in the following states: IL, NJ & WI.

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**From:** Pat Zubak [mailto:pzubak@downtownoakpark.net]  
**Sent:** Monday, November 02, 2009 3:04 PM  
**To:** 'Barwin, Thomas'; 'Bob Loro'; 'Libbey Paul'; 'Dan Haley'  
**Cc:** 'Dan Finnegan'; 'Daly, Loretta'; 'Paul Zimmermann'; 'Georgina Mitchell'; lydia@tantrvl.com; Goldschmidt, Edward; 'Powell, Teresa'; 'Nick Gambino'; 'Green Home Experts'; 'Geppetto's Toy Box'; 'Linda Sahagian'; dennismarani@hotmail.com; 'Terry Muller'; 'Daly, Loretta'; 'Pavlicek, Cara'; 'Budrick, Jim'; 'Shanon Williams'  
**Subject:** RE: Request to the Village

Tom, Thank you for your support of our efforts to promote local shopping. It seems that our joint efforts last year to "shop the village" were acknowledged and well received, by some letters and emails I've recently received from the community. I'm sure I speak for almost all the districts when I thank you for the recommendation for free parking over the Thanksgiving weekend.

Speaking for DTOP, we would be happy to cover the meters, or put up signage in our district to help the village control the additional costs incurred with the free parking program.

I do understand that you must somehow evaluate our request for free parking on the three other Saturdays between Thanksgiving and Christmas, and the inclination is to look directly at the lost revenues associated with the parking fund. You have quantified it to be a total loss of \$15,000-\$20,000

I would respectfully ask you to also look at the potential revenue from retail sales taxes for the same three days. The village has projected \$3,800,000 for 2009 sales tax revenues. That is an average of \$10,410.00 per day, or \$73,076 per week. We can probably assume conservatively that about 30% of merchants weekly sales occur on Saturdays. Therefore, the village probably earns on average \$21,923.00 in sales tax revenue each Saturday. However, most retailers make a much higher percentage of their total yearly sales in the last few weeks before Christmas. If we take 30% of the Village's total yearly tax revenue, and attribute that to December sales taxes, (\$1,140,000), or \$285,000 per week. If 30% of sales occur on Saturdays, then we can attribute \$85,500.00 in sales tax revenue to Saturdays over the holiday season.

That number is a conservative revenue projection, but it illustrates the importance of holiday sales to both the retailers and the Village's budget.

Free parking is irresistible – especially to people in our community. And, retailing has become very difficult. A few short years ago we were concerned about folks hopping the train to go to downtown Chicago instead of spending their holiday weekend shopping in Oak Park. That's no longer the situation. We'll hope that if they do go downtown, they will come back and shop in our stores too.

Our "Shop the Village" campaign is an effort to keep spending local, and build the retail sales tax coffers. Last year as you recall we quantified \$2,100,000 in local sales over a nine week period. That is \$230,000 per week. Our campaign didn't begin to measure the true impact of the campaign – or the total sales.

I ask you to reconsider your request to the village board to include three more Saturdays.

We all appreciate your efforts to support us and our districts.

*Pat Zubak*

Executive Director

Downtown Oak Park

1010 Lake St., #114

Oak Park, IL 60301

11/3/2009

Village of Oak Park  
Local Motor Fuel Tax Data

Year	VOP	Collections	Change in Collections		Imputed Volume	Change in Volume		
			\$	%		# of gallons	%	
2004	0.020	\$ 474,704.08	NA	NA	23,735,204	NA	NA	
<b>2005</b>	<b>0.030</b>	<b>\$ 633,662.81</b>	<b>\$ 158,959</b>	<b>33.49%</b>	<b>21,122,094</b>	<b>(2,613,110)</b>	<b>-11.01%</b>	
2006	0.030	\$ 670,943.69	\$ 37,281	5.88%	22,364,790	1,242,696	5.88%	
2007	0.030	\$ 605,439.27	\$ (65,504)	-9.76%	20,181,309	(2,183,481)	-9.76%	
<b>2008</b>	<b>0.050</b>	<b>\$ 953,585.09</b>	<b>\$ 348,146</b>	<b>57.50%</b>	<b>19,071,702</b>	<b>(1,109,607)</b>	<b>-5.50%</b>	
2009est.	\$0.050	\$ 1,021,871.11	\$ 68,286	7.16%	20,437,422	1,365,720	7.16%	
<i>Scenario A</i>	<b>2010 A</b>	<b>0.06</b>	<b>\$ 1,177,195.51</b>	<b>\$ 155,324</b>	<b>15.20%</b>	<b>19,619,925</b>	<b>(817,497)</b>	<b>-4.00%</b>
<i>Scenario B</i>	<b>2010 B</b>	<b>0.07</b>	<b>\$ 1,316,169.99</b>	<b>\$ 294,299</b>	<b>28.80%</b>	<b>18,802,428</b>	<b>(1,634,994)</b>	<b>-8.00%</b>

**Bold** denotes rate change

I estimate a 1-cent increase in the local motor fuel tax would generate an additional \$150,000 in revenue and a 2-cent tax would generate \$300,000.