

MINUTES OF THE PUBLIC HEARING

Public Hearing to consider contributing \$93,600.00 over three years to allow certain interior renovations at Gurnee Mills Shopping Center to facilitate relocating four Alpha Media radio stations to the Center. Financial assistance includes a three year radio advertising package for the Village.

GURNEE VILLAGE HALL FEBRUARY 5, 2018

Call to Order

Mayor Kovarik called the public hearing to order at 6:45 p.m.

Other Officials in Attendance

Patrick Muetz, Village Administrator; David Ziegler, Assistant Village Administrator/Community Development Director; Bryan Winter, Village Attorney; Brian Gosnell, Finance Director; Christine Palmieri, Director of Human Resources; Tom Rigwood, Director of Public Works; John Kavanagh, Fire Chief; Kevin Woodside, Police Chief; Tracy Velkover, Planning Manager; Ellen Dean, Economic Development Director, Jack Linehan, Assistant to the Administrator

Roll Call

PRESENT: 6- Thorstenson, Jacobs, Ross, Garner, Balmes, Hood
ABSENT: 0- None

Ellen Dean, Economic Development Director, provide the following PowerPoint presentation:

Background:

Alpha Media is looking for a new location to house four of its radio stations, two of which are located on Route 120 and two are located in Wisconsin:

- Four stations – Waukegan (WXLC, WKRS) and Kenosha (WIII, WLIP)
- Sites under consideration – IL and WI
- Preference to own real estate
- Gurnee Mills: central location, Tollway access, opportunity for community partnerships

Alpha has identified a location at Gurnee Mills between Burlington and Floor and Décor at the north end of the Mall.

Project Benefits:

- 10-year lease for 8,600 square feet
- No permanent tenants for 10+ years
- North wing – pull shopper traffic
- Proximity to other entertainment uses
- Broadcast operations visible
- Reactivate Show Court – 32 events annually (local and regional)
- Exterior entrance
- Immediate payback via advertising provided to the Village

Redevelopment Agreement with Gurnee Mills:

- All four stations be operational before incentive is takes effect
- Tenant space improvements required >=\$93,600.
- Village reimbursement for verified expenses: \$31,200/year for three years
- Storefront construction including glass walls, ceiling, flooring, lighting, sound isolation, IT infrastructure, radio tower and communications, life safety, FF&E
- Construction budget estimated >\$266,500

Separate Trade Agreement between Alpha Media and Gurnee:

- Weekly, on-air Gurnee's Got It segment – WXLC morning show
 - Partners may be included
- Monthly, spot bank of 40 commercials
- Creative/Production for 30-second and 60-second spot, change 4x year
- "Trade" spots or on-air time for additional services needed, e.g. production or talent

– Minimum 32 events/year at Gurnee Mills

Randy Ebertowski, General Manager Gurnee Mills, stated the Mills is very excited about this opportunity and the entertainment factor is brings to the Mall.

Karl Wertzker, General Manager Alpha Media, echoed Mr. Ebertowski's comments on the excitement and fun factor with upwards of 32 or more events being held at Gurnee Mills each year. He said the proximity can't be beat and they will bring consumers to the Mall.

Haynes John, Operations Manager and Program Director WXLC, said we the station has a lot of partnerships with the Village of Gurnee already and is excited about this opportunity. He said he is especially excited about the show court and the stage that will be put to good use. He stated one quarter of our workforce already lives in Gurnee.

Trustee Balmes asked about the height of the tower and the dish that will be put on top of Gurnee Mills.

Mr. Wetzler said the dish is small adding that everything in radio broadcasting these days is much smaller. He said everything is relayed to another location and the pole at the Mall will not be taller than 14 feet.

Trustee Balmes said how small the dish will be.

Mr. Wetzler said like the size of a Direct TV dish stating it will not create an eyesore.

Trustee Thorstenson asked if the new tower will give the radio stations greater strength.

Mr. Wetzler said coverage areas will remain the same.

Trustee Thorstenson said the incentives don't kick in until all four stations move in.

Ms. Dean said the plan is to have all four moved in by the end of the year.

Trustee Garner asked what station will have the advertising for Gurnee.

Mr. Wetzler said mainly WXLC and that is the station that will promote the Gurnee's Got It campaign.

Mr. Haines said WXLC advertising will potentially reach 400,000 listeners and 1.8 million people live under the broadcast signal.

Trustee Garner asked why all for stations aren't going to advertise Gurnee simultaneously.

Mr. Wetzler said the plan is for 40 commercials per month and the Village can use them how they would like adding they can also be banked.

Mayor Kovarik explained the Village will be developing a communication's plan to map out what will be advertised and when.

Trustee Garner reiterated his point all four stations should be included in the Village's advertising package and broadcast the Village's commercials simultaneously.

Trustee Balmes motioned, seconded by Trustee Jacobs, to recommend approving a contribution of \$93,600.00 over three years to allow certain interior renovations at Gurnee Mills Shopping Center to facilitate relocating four Alpha Media radio stations to the Center. Financial assistance includes a three year radio advertising package for the Village.

Roll call,

AYE: 6- Hood, Thorstenson, Jacobs, Ross, Garner, Balmes

NAY: 0- None

ABSENT: 0- None

Motion Carried.

H. PUBLIC COMMENT

None.

Adjournment

It was moved by Trustee Balmes, seconded by Trustee Garner, to adjourn the Public Hearing.

Voice Vote: ALL AYE: Motion Carried.

Mayor Kovarik adjourned the Public Hearing at 7:13 p.m.

**Andrew Harris,
Village Clerk**