

# Village of Lombard

*Village Hall*  
255 East Wilson Ave.  
Lombard, IL 60148  
[villageoflombard.org](http://villageoflombard.org)



## Minutes

Monday, October 13, 2025

6:00 PM

Village Hall - Community Room

## Economic & Community Development Committee

*Brian LaVaque Chairperson  
Jessie Hammersmith, Alternate Chairperson  
Dennis McNicholas, Garrick Nielsen,  
Paula Dillon, Lindsay Brown, Kevin Sterk,  
Anthony Selvaggi, Rita McCarthy,  
Nick Agliato and Zolanda West  
Staff Liaison: Trevor Dick*

## 1.0 Call to Order and Pledge of Allegiance

*The meeting was called to order by Chair LaVaque at 6:00 p.m.*

*The Pledge of Allegiance was recited.*

## 2.0 Roll Call

**Present** 7 - Brian LaVaque, Dennis McNicholas, Garrick Nielsen, Lindsay Brown, Kevin Sterk, Anthony Selvaggi, and Rita McCarthy

**Absent** 2 - Paula Dillon, and Nick Agliato

Also Present: Trevor Dick, FAICP, Director of Economic Development and Planning.

## 3.0 Public Participation

None

## 4.0 Approval of Minutes

**A motion was made by Mr. McNicholas, seconded by Ms. Brown, that the 7-14-25 meeting minutes be approved.**  
**The motion carried by the following vote:**

**Aye:** 7 - Brian LaVaque, Dennis McNicholas, Garrick Nielsen, Lindsay Brown, Kevin Sterk, Anthony Selvaggi, and Rita McCarthy

**Absent:** 2 - Paula Dillon, and Nick Agliato

## 5.0 Unfinished Business

None

## 6.0 New Business

250340

### **Placer.ai a location analytics software platform purchase**

Request for consideration the purchase a subscription for Placer.ai software, a location analytics platform. Placer.ai provides, real-time mobility and foot traffic data that will provide informed data driven decisions to attract and retain business support downtown activities and evaluate development opportunities. (DISTRICT ALL)

*Trustee LaVaque started the discussion by how the Village needs to look at economic development throughout the entire Village,*

*specifically how each corridor/subarea has its own set of opportunities and constraints. This proposed new tool will help the Village create appropriate plans and programs for all areas.*

*Trevor Dick introduced the concept of Placer.AI and staff's recommendation through a PowerPoint presentation. With the goal of expanding our economic development efforts proactively, Trevor acknowledged that Placer.AI is a relatively new tool that can be very beneficial for the Village. His presentation touched on several key topics including the purpose of the presentation that was to seek the ECDC's recommendation to purchase a year-long subscription for Placer.ai, a location analytics platform. Placer.ai would be a tool to help economic development efforts.*

*There was discussions with members about several topics. Privacy was one of the questions that was raised by multiple members. Trevor showed on the screen the privacy measures that Placer.ai follows to ensure that users are kept anonymous. Kevin Sterk discussed how he read the proposed contract and how he spoke to other municipal clients that already utilize the software, and he felt comfortable with the privacy measures proposed. Rita McCarthy added that privacy was her biggest question but after hearing from the group, and from seeing the material provided by Placer.AI she felt comfortable.*

*The Committee discussed possible uses of the software, including business attraction and retention. How the data is shared and used will be an on-going process as the Village begins to use the data, but the Committee Members discussed how the Village should be mindful and strategic on how it is shared.*

*Anthony Selvaggi asked questions about how the data could be used and/or shared and it led to discussions from several members about how data could be used and could data from other municipalities be acquired.*

*Cruise nights were discussed as a real-life example of how the software could be used, including showing number of visitors, where they come from, and where they go after. The idea would be to support Economic Development and Tourism. Paula Dillon discussed how this one-year subscription could be considered a "pilot" program. Trustee LaVaque also added that if the Village did not want to move forward after one-year this could be an option.*

*Trevor discussed how the next step would be to present this to the Community Promotion and Tourism Committee in November to seek their approval in purchasing a year-long subscription.*

**A motion was made by Mr. Nielsen, and seconded by Mr. McNicholas, the ECDC unanimously voted to approve the request**

**The motion carried by the following vote:**

**Aye:** 7 - Brian LaVaque, Dennis McNicholas, Garrick Nielsen, Lindsay Brown, Kevin Sterk, Anthony Selvaggi, and Rita McCarthy

**Absent:** 2 - Paula Dillon, and Nick Agliato

[250341](#)

### **Downtown Grant Program Boundary Expansion**

Staff recommends approval of a boundary expansion of the Downtown Grant Program to include properties south along Main Street.

*Trustee LaVaque started the discussion by highlighting the benefits to expanding the boundary, specifically how it would relate to allowing more businesses along Main Street to take advantage of potential Village Incentives.*

*Trevor Dick introduced the recommendation to expand the Downtown Grant Program Boundary through a PowerPoint Presentation. Trevor explained that as stated in the Village's existing policy, the purpose of the Downtown Grant Program Policy is to increase the economic viability of the identified area by improving the aesthetics of the building and properties, improving signage, accessibility, exterior site enhancements and increase the availability and ease of parking. It is also intended to provide a partial funding source for selected retail business establishments and sit-down restaurants.*

*According to the Village's Policy to Qualify for the Downtown Grant Program (DGP), the property must be located within the geographical area identified. Trevor explained that essentially the current Downtown boundary ends near Ash Street, and that staff is recommending expanding the boundary south along Main Street to the cemetery on the west, and the new library on the east.*

*Trevor noted how expanding the Downtown Grant Program Boundary south along Main Street would be a strategic move for several reasons:*

- 1. Improve the image and identify of a key entrance into the Downtown.*
- 2. Encourage revitalization of underutilized areas.*
- 3. Strengthen the rest of Downtown by improving the key*

gateway.

*Kevin Sterk asked if the boundary could be extended even further south, however, after discussion it was decided that the currently proposed expansion boundaries were preferred because they are in keeping with current land use and zoning classifications.*

**A motion was made by Dennis McNicholas, seconded by Kevin Sterk, that this Development Project be approved by the committee. The motion carried by the following vote:**

**Aye:** 7 - Brian LaVaque, Dennis McNicholas, Garrick Nielsen, Lindsay Brown, Kevin Sterk, Anthony Selvaggi, and Rita McCarthy

**Absent:** 2 - Paula Dillon, and Nick Agliato

## 7.0 Other Business

### 8.0 Information Only

[250349](#)

#### **Review of existing incentive programs/policies and historical usage data**

*Trustee LaVaque began by stating how it would be important for all members to hear about the Village's current incentives, programs and policies and how over the years the ECDC have recommended projects to the Village Board that have been approved throughout the entire Village.*

*Trevor gave a PowerPoint presentation to provide an overview of the Village's existing incentive programs and policies as well as a historical review of the projects that have been funded. Trevor spoke about how Lombard, through its adoption of its Economic Development Plan in 2011, has identified a number of strategies that should be undertaken to assist the private sector in the development of key properties and/or attracting desired businesses to the community.*

*Trevor highlighted the Village's success in the Downtown TIF District, the current three TIF Districts and the Yorktown/Butterfield Business Improvement District. Trevor also summarized the four incentives the Village uses.*

*Dennis McNicholas spoke about TIF District #1 and how it benefited the Downtown.*

*Finally, Trevor showed a spreadsheet showing the historical review of TIF and Business Grants. Trustee LaVaque provided a highlight of the key projects that he recalled being a part of during his time on the*

*ECDC.*

## **9.0 Adjournment**

**On a motion by Mr. Nielsen and a second by Mr. Sterk, the meeting adjourned at 7:10 p.m.**