AGENDA
COMMUNITY COMMITTEE
Tuesday, October 1, 2019 – 6:30 p.m.
Council Chambers
Fairview Heights City Hall
10025 Bunkum Road

Public Participation
Approval of Minutes – August 21, 2019

Development
Alderman Bill Poletti, Chairman

1. DRAFT Recommendations from Economic Dev. Strategy – Presentation from Consultant Team
2. Director’s Report
3. Sales Tax Collections – September (received in June)

Planning
Alderman Harry Zimmerman, Chairman

1. Director’s Report
2. Resolution declaring October Community Planning Month
3. Accept Planning Commission’s Recommendation to Approve an Amendment to a Site Development Plan for 120 Commerce Lane

Parks & Recreation
Alderman Brenda Wagner, Chairman

1. Director’s Report
COMMUNITY COMMITTEE MINUTES
Wednesday, August 21, 2019, 2019 - 7:00 p.m.
City Council Chambers
10025 Bunkum Road, Fairview Heights, IL

Committee Members in attendance – Ryan Vickers, Brenda Wagner, Harry Zimmerman, Bill Poletti, Mayor Mark Kupsky, Ex-officio

Committee Members absent – Frank Menn

Other Aldermen and Elected Official in attendance – Pat Peck, Anthony LeFlore, Pat Baeske

Staff in attendance - Parks and Recreation Director Angela Beaston, Economic Development Director Paul Ellis, Land Use and Development Director Andrea Riganti, City Attorney Andrew Hoerner, Lt. Jim Krummrich

Recorder – Cheryl Kleb

Public Participation – Morgan Freed, ID Life – presented information on how his business could be of service to The REC.

Approval of July 17, 2019
Motion and second to approve said minutes as corrected were made by Committee Members Harry Zimmerman/Bill Poletti. Motion carried.

Planning Committee
Alderman Harry Zimmerman, Chairman

Land Use & Development Director’s Report
Director Riganti presented the Director’s report to Committee for review. There were no questions.

Director Riganti presented to Committee the Illinois Municipal League Adult-Use Cannabis Resources handout regarding the 2019 Cannabis Regulation and Tax Act which becomes effective January 1, 2020, and outlined sample legislation and options. She focused her discussion on land use and zoning options.

Development Committee
Alderman Bill Poletti, Chairman

Economic Development Director’s Report
Director Ellis presented the Director’s report to Committee for review. There were no questions. Director Ellis informed the Committee that H & M will be opening September 9th.

Sales Tax
Director Ellis reported on the Sales Tax Report and factors that impacted sales taxes.
Parks & Recreation Committee  
Alderman Brenda Wagner, Chairman

**Parks and Recreation Director’s Report**  
Director Beaston presented the Director’s written report to Committee for review. There were no questions.

Alderman Bill Poletti moved to recess at 8:05 p.m. and continue the Community Committee meeting to August 29, 2019, at 7:00 p.m. Second by Alderman Ryan Vickers. Motion carried.

The meeting was reconvened and called to order by Mayor Mark Kupsky on August 29, 2019 at 7:00 p.m.

**Roll call showed:**

**Committee Members in attendance** – Ryan Vickers, Brenda Wagner, Harry Zimmerman, Bill Poletti, Mayor Mark Kupsky, Ex-officio

**Committee Members absent** – Frank Menn

**Other Aldermen and Elected Official in attendance** – Pat Peck, Anthony LeFlore, Pat Baeske, City Clerk Karen Kaufhold

**Staff in attendance** Land Use and Development Director Andrea Riganti, City Attorney Garrett Hoerner, City Attorney Andrew Hoerner

**Recorder** – Cheryl Kleb

**Planning Committee**  
Alderman Harry Zimmerman, Chairman

**Cannabis**  
Director Riganti presented to Committee handouts with overviews of the 2019 Cannabis Regulation and Tax Act which becomes effective January 1, 2020.

City Attorney Garrett Hoerner reviewed with Committee a detailed summary of the act which outlined State Regulation of Use and Possession and Permissible Municipal Regulation.

Additional information regarding the act will be forthcoming from Illinois Municipal League and will be distributed to Committee for review and possible legislation at a future meeting.

Meeting adjourned at 8:10 p.m.

Submitted By:

_________________________________
Recorder
MEMORANDUM

TO: Elected Officials
FROM: Paul A. Ellis, Director of Economic Development
DATE: September 27, 2019
SUBJECT: Economic Dev. Dept. - Director’s Report

1. The Steering Group for the Economic Development Strategy hosted a second Community Open House at The REC on September 12, and the final draft recommendations are being developed for community review.

2. The open house was only one of several presentations at which some or all of the plan’s draft recommendations were shared with members of the business community, including:
   a. Presentation to the Lodging Roundtable on Aug. 20;
   b. Partial presentation to the Military Affairs Committee of the Leadership Council Southwestern Illinois on Sept. 10;
   c. Presentation to the Business Advisory Commission on Sept. 17;
   d. Presentation to the Community Committee on Sept. 18;
   e. Presentation to the Metro East Chamber of Commerce on Oct. 11

3. On Aug. 29, Fairview Heights again hosted the Downstate Illinois P3 Luncheon for the International Council of Shopping Centers with a standing room only crowd of developers, economic developers, real estate brokers, and retailers; this event maintains the city’s positioning as “the retail hub of Southern Illinois.

4. Fairview Heights Plaza is now owned by Namdar Realty Group, a privately held, commercial real estate investment firm that owns and manages more than 42 million square feet of commercial real estate throughout the nation; Namdar has a history of buying underperforming malls around the country and attracting nontraditional tenants like gyms and senior centers to the unused space, according to published reports in communities where it already does business.

5. Following approval of the PACE financing program, the Director has been working with Sustainable Solutions Funding (SSF) of St. Louis and the Illinois Finance Authority to publicize this new incentive and its availability, for now, only in Fairview Heights.

6. The Vice President for Leasing from DLC Management Corporation, owner of the Marketplace Center, was in town this past week to meet with the Director to explore potential new tenants and ways to update the center.

7. The Intergovernmental Agreement for the Metro East Business Incubator (MEBI) is still being negotiated; meanwhile, discussions are continuing with regional businesses and foundations to secure funding needed to launch the initiative.
Economic Dev. Dept. – Director’s Report (continued)

8. The Director was sponsored by Regions Bank to participate in the St. Louis Opening Seminar for Inner City Capital Connections, an initiative designed to help business owners in economically-distressed areas build capacity for sustainable growth in revenue, profitability, and employment.

9. The Director has been named by St. Clair County to the Mid America Workforce Investment Board, a collaboration of business, economic development, education, human resources, community and labor leaders charged with developing and maintaining employment programs for five Illinois counties.

10. In October, the Director will again be moderating a panel discussion bringing together economic development experts from across the nation as part of his participation in the International Economic Development Council (IEDC) Annual Conference in Indianapolis.

Paul A. Ellis  
Director of Economic Development

Attachments:

a. Apparel is out of fashion [Retail Dive]
b. Is an Aging Population Hurting the U.S. Economy [Next Avenue]
c. Recommerce Surges as Retailers, Brands Get in the Game [Practical Ecommerce]
considering the number of apparel retailers on the ground and online, it would appear to be a winning category. But broad sales trends are not in the sector's favor.

Several apparel retailers are struggling. Ascena is regrouping as sales plummet, unloading its discount banners entirely. L Brands is propped up by its personal care brand Bath & Body Works as Victoria's Secret loses share. J. Crew is in disarray, hobbled by debt and putting its hopes into its much smaller Madewell brand.

Profits in the segment were down 24% in the first quarter, according to a Retail Metrics note cited by CNBC, the worst showing since the first quarter of 2008, when they fell 40%. Department stores aren't faring much better. Their "departments" have been reduced to mostly apparel, plus some beauty and home goods, a stark contrast to their heyday when they sold everything from books to wine.

The troubles go back even further, however. In 1987, the average consumer allocated 5.9% of their spending to apparel and services, but by 2017, that had plummeted to 3.1%, according to a Deloitte spotlight report last year. The challenges faced by consumers outside of top-tier incomes could be a factor: average spending on women and girls' apparel has especially declined for lower-income earners, with the "only bright spot" in footwear, where share in apparel expenditure has risen across income levels, according to that report.

Existing competitive forces — notably the discounts found at off-price retailers and at direct-to-consumer sites, including Amazon — are challenging apparel retail, but fundamental changes in
attitudes about what to wear are also at play. That is perhaps best exemplified by Lululemon, an apparel retailer who brought the word "athleisure" to the market and high-priced activewear style to fashion. It is also a rare winner in the category.

Assembling a strategy is complicated by the changing of the guard in fashion: The street has replaced the atelier.

**The new boss**

Fashion itself flipped the switch, according to Shawn Grain Carter, professor of fashion business management at the Fashion Institute of Technology. "When I saw this trend starting to emerge in the early 90s, really the 80s, I always link it historically to when Marc Jacobs did the grunge collection for Perry Ellis," she said. "Even though the collection was a disaster it was a major inflection point."

Jacobs famously lost his job after the 1993 collection was panned by fashion critics. That wouldn't likely happen today (in fact, Jacobs reprised the collection last year). Instead, brands are increasingly turning to pop culture for designs and trends — and to social media for approval.

"*When I worked at Bergdorf's as a buyer, you did not wear jeans past 50 — it was considered inappropriate unless you worked on a farm.*"

Shawn Grain Carter  
*Professor of Fashion Business Management, Fashion Institute of Technology*

"The youth are driving this look. Fashion editors have lost the cachet of driving what is in and what is out," Carter said. "We've always had celebrity endorsements — but now we have people involved who know nothing about fashion. I mean Justin Bieber, for god's sake, but this is where we are. And social media is global, driven by peer review and peer approval. You don't have to wait anymore to go to Europe for inspiration. Why would you hire a DJ
named Virgil Abloh? He is a creative genius but he's not a couturier."

(Abloh, who was named artistic director of Louis Vuitton’s men’s in March last year, in 2013 founded his own fashion label, Off-White, part of the Milan-based New Guards Group recently acquired by Farfetch.)

Other strong currents in society are affecting fashion, notably the value placed on sustainability, along with changing norms around gender and age, according to Carter. "When I worked at Bergdorf’s as a buyer, you did not wear jeans past 50 — it was considered inappropriate unless you worked on a farm. And the cultural trend of gender fluidity is no longer an experimentation in androgyny. If men are going to wear lipstick, young people think nothing of that — because your gender identity is determined by you and not by society."

Indeed, both Carter and Thomai Serdari, professor of luxury marketing and branding at New York University's Stern School of Business, see fashion trends as driven by consumers, who are willing to wear Balenciaga and Target at once. It's no surprise, then, that haute couture fashion houses are producing sneakers, they both say. But successful fashion brands are doing more than simply adding expensive kicks to their assortments, according to Serdari. They’re also relinquishing the power to dictate taste.

"You have this mix of high and low," she said. Even traditional fashion houses like Chanel and Gucci have allowed customers to be individuals and offered them choices by breaking up what were once sets like suits and twinsets.

"We don't see capsule collections any longer, but a focus on products, based on how people live their life. They're thinking about how these products can stand individually, this is what attracts people to Gucci right now. There is still a segment that shops the full outfit from brands. But their number is diminishing," Serdari said.

"With a greater focus on work-life balance, there's an increasing number of people taking an interest in
Future trends don't look promising either in light of Gen Z’s attitude toward paying full price for clothes. Gen Z shoppers who enjoy shopping said they buy clothes at full price 25% to 50% of the time, but those who don’t like shopping said they buy clothing at full price less than 25% of the time, according to a recent MakerSights report.

It’s not just a penchant for discounts, however. Consumers are not just aiming to pay less for clothing, they’re also buying less in the first place. That trend may be further compounded by tariffs slapped on goods made in China that could jeopardize sales, according to several retailers and the American Apparel & Footwear Association.

**Cold comfort in hot activewear**

Along with a democratization of who determines what is fashionable has come the casualization of apparel. Much of retailers' discomfort can be attributed to consumers' desire for comfort in all phases of their day.

Several analysts have pinpointed athleisure and other casual styles as rare growth areas for apparel retail. In an Aug. 5 note emailed to Retail Dive, Morgan Stanley analysts raised their five-year global activewear growth forecasts, citing "evidence of continued momentum for global brands in the US and accelerating DTC growth, coupled with a stronger 2018" and noting that retailers will be "increasingly challenged."

One reason is that fewer and fewer employees need a separate wardrobe for work. Even Goldman Sachs recently stopped requiring tailored suits for men, notes FIT’s Carter. "So now even the bankers don’t have to spend $3,000 on a bespoke suit," she told Retail Dive in an interview. "They can wear a sweater like..."
they're going on to the Hamptons. Everybody wants to have this hip look from the entrepreneurs who are revolutionizing society."

Euromonitor pins recent and future U.S. apparel sales growth on "changing consumer lifestyles" centered on health, wellness and activity. The firm measured 10% growth in U.S. apparel and footwear sales over five years (2013-2018) to $284 billion, according to data emailed to Retail Dive. That’s spilling into everyday wear, according to fashion analytics firm Edited. New sneaker arrivals for men, for example, have risen 34% year over year and for women 11%, while new arrivals for women’s pumps fell 3%, according to Edited data.

"With a greater focus on work-life balance, there’s an increasing number of people taking an interest in having an active lifestyle so in turn the idea of traditional workwear is evolving," Edited Market Analyst Kayla Marci told Retail Dive in an email. "Globally, the lines between workwear and everyday apparel are becoming more blurred. A great example is how sneakers are dominating footwear assortments, and worn outside of the gym and into the office."

And it’s not just work, Carter notes. "Tea, the Saturday and Sunday Sabbath, a wedding, a funeral," she said. "What are you going to get dressed up for? Whereas baby boomers always had clothes for career, clothes for socializing and clothes for special occasions, I can wear my sneakers to every single event."

"If my life had four activities per day, I needed four outfits, five days a week — that's a lot of outfits and people don't need that any longer."

Thomai Serdari
Professor of Luxury Marketing and Branding, New York University's Stern School of Business

It’s not hard to see why, for example, Nordstrom is struggling despite its retail innovations. Shoppers no longer flock there for special occasion and other pricier apparel, which led UBS analysts last month to deem the department store a "no-growth retailer," citing trends for less expensive and more casual attire.
That's unlikely to change, at least not much. Carter says she is seeing some return in the desire to dress up a bit more, with invitations to weddings and fundraisers now often calling for "smart casual," which is often open to a wide interpretation.

"Americans started this trend and it's here to stay. But they still get dressed for dinner in Europe, and you don't go to a meeting in Shanghai or Beijing in khaki pants," she said. "I'm seeing women dress up a little more. Cute ballet flats. And we're dressing up things that we didn't before, like sneakers and tote bags. We have to be careful to ensure that the expression through our fashion doesn't mean that we are sloppy in our lives."

Serdari isn't so sure. "If my life had four activities per day, I needed four outfits, five days a week — that's a lot of outfits and people don't need that any longer," she said. "I don't think our styling is going to change or go back. I think we're going to get even more relaxed."

And therein lies the hope for fashion — that it is a way to express yourself, according to Carter.

"People will always buy fashion because people like to escape, and we sell a fantasy," she said. "Most people wear fashion because they feel good. It has an emotional appeal and it is an expression of their individuality and their identity. I'm noticing more adjectives added to the word 'casual,' like 'casual chic.' These are all buzzwords for dressing with some class and sass, even if it's casual."
Is an Aging Population Hurting the U.S. Economy?

By Chris Farrell Unretirement Expert August 23, 2019

Credit: Adobe Stock

U.S. economic growth has been underwhelming for some time, averaging around 2% these days. In recent months, economic commentators have intensified their search for the underlying reason why the economy can't kick into higher gear. They've landed on this highly disputable explanation: Too many old people.

That's right. The dreaded "silver tsunami." The economic core of the fear-based narrative is that — with more Americans expected to be 65 and older than 18 and younger by 2035 — there'll be too few young workers to financially support too many dependent elders. Consequently, these analysts say, the U.S. economy is condemned to a permanent state of stagnant growth at best, and possibly much worse.

Sound and Fury of Doomsayers
Here are two examples that appeared in The New York Times: Ruchar Sharma, chief global strategist at Morgan Stanley Investment Management, wrote: “Demographics are usually the main driver of economic growth, so it is basically inevitable that these countries will now grow at a much slower pace.” And the Times’ economics writer Eduardo Porter observed that “the aging of the American population is carving an unexpectedly broad path of destruction across the economy... Many of our most intractable economic ills can be traced to some degree to this ineluctable fact: America is getting old.”

Can’t we shed this hidebound way of framing aging?

The economic pessimism about aging isn't limited to the U.S.

A recent United Nations report saying that global aging will weigh on economic performance around the world noted it would increase the “fiscal pressures that many countries will face in the coming decades as they seek to build and maintain public systems of health care, pensions and social protection for older persons.”

This message of worry resonated during the June meeting in Japan of leaders from the G20 nations, too, where aging was on the priority list for discussion for the first time. And not in a good way.
Winter of Our Discontent?

Bank of Japan Governor Haruhiko Kuroda worried there that an aging population could pose “serious challenges” for central banks, according to Reuters. Japanese Finance Minister Taro Aso warned his colleagues that they must act now on the issue of aging to take “effective measures against it.” (At least that’s better than when he asked older people “to hurry up and die” several years ago.)

Really? Can’t we shed this hidebound way of framing aging?

The dire-demographics-of-aging school routinely ignores a major social and economic paradigm shift among people in the second half of life: They’re working longer. The trend toward continuing to earn a paycheck later in life is well documented, yet the dramatic shift in behavior remains vastly underappreciated.

Economic Numbers Showing Some Analysts Protest Too Much
Consider this:

- Around 90% of the increase in employment in the U.S. since 1998 has come from higher employment of workers 55 and older, calculates Andrew Scott, economist at the London School of Business.
- The labor force participation rate for people age 65 to 69 has risen from roughly 28% in 1998 to 38% in 2019 for men and from 18% to about 30% for women.
- Adults between ages 55 and 64 made up 26% of new entrepreneurs in 2017, according to the Kauffman Foundation. That’s a significant increase over the 19% percent figure in 2007.

Scholars in a variety of disciplines have created a research-rich story highlighting the enormous opportunities for America opening up with aging populations. Chief reasons: Older adults are healthier, better educated and more productive than previous generations.

"Thanks to their ingenuity and economic demand, the boomers have the potential to open up possibilities for older adults across the economic spectrum, across nations, and even far into the future," wrote Joseph Coughlin, director of the MIT Age Lab and author of *The Longevity Economy: Unlocking the World's Fastest Growing, Most Misunderstood Market*.

Older workers are productive workers, concluded a series of studies demonstrating the benefits of experience, including several from the Munich Center for the Economics of Aging. Their conclusions remind me of Ronald Reagan's quip during the 1984 presidential
campaign when his ability to do the job was challenged because he was 75. Reagan promised not “to exploit, for political purposes, my opponent's youth and inexperience.”

Why Past Isn’t Prologue

It’s true, as a new MIT Technology Review article said, that Harvard economist Nicole Maestas and her colleagues have estimated that a 10% increase in the 60+ U.S. population between 1980 and 2010 reduced per capita Gross Domestic Product (GDP) growth by 5.5%. But, as the article also noted, Maestas says the past is no guarantee of the future since people are working longer these days. “Are we all getting less productive, and we’re stuck with that? Not necessarily,” Maestas said.

Instead of hand-wringing about aging, the exciting challenge is to create incentives and institutions that welcome experienced employees in the workplace and entrepreneurs in the second half of life. Given the opportunity to continue using their skills and knowledge, experienced workers can be a powerful force for rejuvenating businesses and nonprofits and, yes, boosting U.S. economic growth.

“Older people stand out for their combination of experience, interest, and ability to fill skill gaps. They are a human capital resource that is ready to contribute to companies, younger colleagues, and a vibrant economic future,” wrote Paul Irving and co-authors in the Milken Institute’s Center for the Future of Aging publication, Silver to Gold: The Business of Aging.

Here’s the thing. Despite the striking employment gains since the early 1990s, American society and employers have only just begun to reevaluate the promise of experienced workers. The supply of those people is much larger than their opportunities. The barriers of age discrimination and ageism are real.

We Ripe and Ripe

Yet the U.S. economy would gain if managements put out the welcome mat.

PwC, the giant consulting firm, created a Golden Age Index to quantify how countries in the Organization for Economic Co-operation and Development (OECD) are harnessing the power of older workers. New Zealand has the second highest rate of employment of workers 55+ in the OECD. The U.S. is down at No. 9.

The American economy would expand by over $815 billion if the U.S. increased its employment of the 55-to-64-year age group to New Zealand’s level, according to PwC.

“I would suggest that the ability to spot, mobilize and deploy older workers is the next biggest source of competitive advantage in the U.S. companies,” wrote Tyler Cowen, economist at George Mason University. “The sober reality is that many companies should retool their methods to fit better with the experience and sound judgment found so often
in older workers.“

No, aging and decline aren't synonymous. Just read the smart report from the Global Coalition on Aging and the Health and Global Policy Institute, “The Impact of Innovation Across Technology, Health, Care and Urban Design for Super-Ageing Societies.”

It looked at measures that would build more vibrant communities around the world. Two of the researchers’ insightful recommendations: encouraging age-friendly communities to become “test beds” for new products, technologies and social interventions and promoting education and training initiatives for older people, especially as caregivers.

To further increase the labor force participation rate of experienced workers (as well as workers of all ages), health and retirement systems could be redesigned to support a mobile workforce and to encourage older workers to stay in the job market longer. Employers could offer more late-career training and phased retirement programs that let people keep working in their 60s and beyond, just not 40-hour workweeks. And colleges could embrace education and training initiatives for workers in their 50s, 60s, 70s and older who want to boost their skills.

Framing matters when it comes to the U.S. economy. Stop playing the blame game with “old folks.” Instead of seeing growing older through the lens of inevitable decline and frailty, think about the opportunities an aging population could open in America's workplace and startup culture.

By Chris Farrell
Chris Farrell is senior economics contributor for American Public Media's Marketplace. An award-winning journalist, he is author of the books Purpose and a Paycheck: Finding Meaning, Money and Happiness in the Second Half of Life and Unretirement: How Baby Boomers Are Changing the Way We Think About Work, Community, and The Good Life. @cfarrellecon

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Recommerce — “resale commerce” — is the process of selling used products or excess inventory to companies or consumers. Both Millennials (birth years early 1980s to late 90s) and Generation Z (late 90s to roughly 2012) are embracing the concept of purchasing secondhand goods. They are more than two times likely to engage with recommerce than older consumers, according to GlobalData, an independent retail analytics firm that performed research for the “2019 Annual Resale Report” for recommerce apparel merchant thredUP.

While consumers have been buying used books, CDs, and DVDs for years, people under 40 are enthusiastically scooping up clothing, jewelry, shoes, and handbags. Gen Z is showing the highest growth rate for “thrifting.”

Fifty-six million women of all ages purchased secondhand products in 2018. While most buyers use the secondhand items themselves, others purchase goods for resale on sites such as eBay.

Recommerce merchants are growing 20-times faster than the broader retail market and five-times faster than off-price retailers, according to Coresight Research. The company forecasts that the total U.S. apparel resale market will grow at a compound annual rate of 13 percent, reaching $33 billion in 2021. Clothing, shoes, and accessories currently make up 49 percent of the total U.S. recommerce market. GlobalData estimates that the total worldwide apparel market (resale and donation) will...
thredUP accepts only certain brands but does not focus exclusively on luxury merchandise, although the site includes a high-end “Luxe” division that sells designer brands from invited sellers.

Individuals who wish to empty their closets can request a postage-paid clean-out kit to send clothes, shoes, handbags, and jewelry for consideration. thredUP is selective and accepts only 40 percent of items sent. All Luxe items are authenticated by in-house experts to ensure they are not counterfeit. Goods that are not accepted or that do not sell are recycled. Sellers can also ask for their clothing to be returned, but they must pay a fee to do so.

The company uses an algorithm that looks at the brand, style, season, and current inventory to price items. The company also offers donation bags for those who want to dispose of items.

Earlier this month, thredUP announced partnerships with J.C. Penney, Macy’s, and Stage stores. Pilot projects for the three retailers are in about 100 stores with a larger rollout planned.

The retailers pay to build thredUP spaces in-store, and they are stocked with thredUP’s inventory. Customers can also drop off their used clothes, which are sent to thredUP warehouses. Partner retailers intend to draw more shoppers into the stores, hoping some of them will purchase the store’s regular inventory.

TheRealReal

TheRealReal is an eight-year-old consignment company, which focuses on luxury brands (clothing, jewelry, art, home decor), also provides sellers with a pre-paid shipping package to send goods. Like thredUP, TheRealReal authenticates items to ensure they are not counterfeit. Products that haven’t sold after a year can be sent back to sellers, at their cost. Otherwise, unsold inventory is donated to charity.

Sellers are paid on a sliding scale. When an item sells, the seller receives a percentage of the sale price (50 percent for items priced at $200 or less, and up to 70 percent for products that sell for at least $10,000.)

Kering, the Paris-based parent company of Gucci, Balenciaga, Saint Laurent, and other luxury brands, partners with TheRealReal, placing unsold inventory on the site. A partnership with fashion
brand Stella McCartney lets sellers that consign pieces from this brand receive a $100 Stella McCartney gift card.

TheRealReal also has brick-and-mortar stores in Los Angeles and New York.

In 2018, TheRealReal processed 1.6 million orders for its second-hand items, 42 percent more than in 2017, according to the company. The site's gross merchandise value in 2018 was $710.8 million, up 44 percent over 2017, with total revenue of $207.4 million, up 55 percent. Nevertheless, the company is not yet profitable, with a net loss in 2018 of $75.8 million. In June, TheRealReal went public and raised $300 million, at $20 per share.

**Poshmark**

Poshmark is a marketplace for used goods. It does not use the consignment model. Sellers must manage their own listings, including photos, descriptions, and pricing. Sellers ship the sold goods to buyers using a prepaid shipping label provided by Poshmark. In exchange, sellers keep more of the sales proceeds than they would through a traditional consignment shop. For items with a sale price lower than $15, Poshmark charges a flat fee of $2.95. More expensive items are subject to a 20-percent commission.

Poshmark offers Posh Parties, which are virtual buying and selling events within the application. Individuals can browse, buy, and list together with friends.

**Other Sites**

Yerdle offers a white label service for apparel retailers Arc’teryx, Eileen Fisher, Patagonia (Worn Wear label), REI, and Taylor Stitch, letting customers return used goods for store credit. When Yerdle receives the goods, it repairs and refurbishes them so that the apparel companies can resell them as refurbished under their own brands with warranties.

Paris-based Vestiaire Collective allows consumers to list used luxury products themselves or use.
The equivalent of one garbage truck of textiles is sent to a landfill or incinerated every second, according to The Ellen MacArthur Foundation, a U.K.-based charity that promotes the circular economy. Consumers, especially younger ones, want the brands they buy to be conscious of the environmental impact of their practices. thredUP, for example, estimates that it has upcycled 65 million articles in the past five years — 21 million in 2018 alone — saving these items from landfills.

In 2018 British luxury fashion brand Burberry received scathing criticism for burning about $38 million worth of new, unsold clothing, accessories, and perfume so that none of it could reach the gray market. The company has responded to the criticism by declaring it will no longer destroy the goods.

Burberry is not unique; many brands destroy “deadstock” in the same way. Partnerships with recommerce merchants allow brands to showcase their sensitivity to the environment and increase customer loyalty.
CITY OF FAIRVIEW HEIGHTS, IL
SALES TAX REPORT
State 1% Municipal Tax Portion

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RESOLUTION

RESOLUTION OF THE CITY OF FAIRVIEW HEIGHTS, ILLINOIS RECONGINIZING OCTOBER AS COMMUNITY PLANNING MONTH

WHEREAS, change is constant and affects all cities, towns, suburbs, counties, boroughs, townships, rural areas, and other places, and

WHEREAS, community planning and plans help facilitate change by establishing the best choices for how people live, work, and play; and

WHEREAS, community planning provides an opportunity for residents and stakeholders to be meaningfully involved in making choices that determine the future of their community; and

WHEREAS, public officials and citizens work with public and private sector professional planners to support and guide sound planning processes and plan implementation; and

WHEREAS the month of October is designed National Community Planning Month throughout the United States of America; and

WHEREAS, the City of Fairview Heights publicly recognizes the participation, dedication and valuable contributions made by citizen and professional planners;

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF FAIRVIEW HEIGHTS, ILLINOIS:

That the month of October is 2019 is hereby designated as Community Planning Month in the City of Fairview Heights in conjunction with the celebration of National Community Planning Month.

PASSED:
APPROVED:

___________________________________
MARK T. KUPSKY, MAYOR
CITY OF FAIRVIEW HEIGHTS

ATTEST:

___________________________________
KAREN J. KAUFHLD - CITY CLERK
September 26, 2019

Fairview Heights City Council
10025 Bunkum Road
Fairview Heights, IL 62208

Dear Community Committee Member:

The petition listed below is hereby transmitted for your consideration at the October 1, 2019 Community Committee:

APPLICATION NUMBER: PC-09-19
REQUEST: Amendment to a Site Development Plan for 120 Commerce Lane to allow the use of the property for retail/fitness in the PB-Planned Business District
APPLICANT NAME: Bob Hamilton, PFMW Fairview Heights
ZONING: PB- Planned Business District
PROPOSED LAND USE: Fitness Center and Retail
COMMUNITY COMMITTEE ACTION: Accept or reject Planning Commission’s recommendation*, forward same to City Council.

*Note: Section 14-2-13.4.H.1.c applies to certain modifications to a site development plan. Specifically, if a proposed modification is a change not in substantial conflict with the originally approved plan, said amendment shall be reviewed and approved in the following manner:

*The Planning Commission shall approve or deny the modification and state finding of fact to support action. Commission decision is final and the requested amendment shall be deemed approved if there is no objection raised by the City Council by the conclusion of its next regularly scheduled meeting. An objection by Council to the amendment shall require a majority vote.*

Community Committee and City Council are being asked if accept or object to Planning Commission’s recommendation. Attached is the staff advisory and Plan Commission Resolution pertaining to the request.

Respectfully,

Jim Bramstedt
Jim Bramstedt, Chairman
Planning Commission
TRANSMITTAL TO PLANNING COMMISSION

APPLICATION NUMBER: PC-09-19

REQUEST: Amendment to a Site Development Plan for 120 Commerce Lane to allow the use of the property for retail/fitness in the PB-Planned Business District

APPLICANT NAME: Bob Hamilton, PFMW Fairview Heights

MEETING DATE: September 10, 2019

ZONING: PB- Planned Business District

PROPOSED LAND USE: Fitness Center and Retail

PLANNING COMMISSION ACTION: Consideration of an Amended Site Development Plan - recommend approval or denial; forward decision to the Community Committee and City Council for acceptance or objection.

Location Map: 120 Commerce Lane
1. BACKGROUND

Summary
The City of Fairview Heights Development Code divides the City into districts and establishes a set of land uses and regulations pertinent to the specific district. The “PB” Planned Business District is intended to encourage commercial development consistent with good planning practices and offer flexibility of site planning and design. Many land uses in the PB District are tied to a unique, approved site development plan rather than a list of permitted uses. The mechanism ensures that substantial changes to the approved site development plan are reviewed again by Planning Commission. Section 14-2-13.4.H.1.c applies to certain modifications to a site development plan. Specifically, if a proposed modification is a change not in substantial conflict with the originally approved plan, said amendment shall be reviewed by the Planning Commission. Specifically:

The Planning Commission shall approve or deny the modification and state finding of fact to support action. Commission decision is final and the requested amendment shall be deemed approved if there is no objection raised by the City Council by the conclusion of its next regularly scheduled meeting. An objection by Council to the amendment shall require a majority vote.

A Site Development Plan was approved for the subject site in November 1987. The approving legislation conditioned the use to retail only. The site was developed accordingly as a toy store, formerly occupied by Toys R Us.

It is the applicant’s intent to divide the existing building into two bays. One bay will be occupied by a fitness center and one bay to be occupied by a retail tenant (currently unknown). The change of use from approved retail to fitness center requires a Site Development Plan amendment.

Proposed development. The proposed development includes the renovation of the existing 44,950 square foot building formerly occupied by Toys R Us. The building will be divided into two spaces for re-occupancy. A Planet Fitness is proposed to occupy 28,450 square feet of the building, with the remaining 16,500 square feet for a future retail tenant.

Exterior building renovations will include façade improvements and minor improvements. New signage, parking lot improvements, and entrances are also proposed. The existing 273 parking spaces are to remain and will accommodate the proposed fitness use and any future retail tenant.

The site is served by public infrastructure. Minor upgrades will be necessary to comply with current building codes. The traffic and noise impacts are not anticipated to exceed that of the previous retail use.

A project narrative and site plan is attached. Please refer to these documents for detailed information.

Context
The subject property is located in the middle portion of the City, south of Interstate 64, west of N. Illinois Street. It is comprised of two lots for a total of 4.63 acres. The 44,950 square foot building is currently vacant.
The zoning and land uses of adjoining properties are PB-Planned Business District and primarily retail.

**Planning Considerations**

At issue is whether or not the proposed use meets the intent of the PB-Planned Business District, development code standards, and best planning principles.

**Area Land Use and Zoning.** The subject property and surrounding areas are zoned PB-Planned Business. The proposed uses are appropriate for the location, zoning district and consistent with long range plans for the area.

**Parking, Access, and Site Circulation.** Section 14-6-12 of the Development Code establishes the number of parking spaces required for this use. There are 229 parking spaces required and 277 are provided. The access points are via existing curb cuts, with no traffic control mechanisms or other changes to existing access proposed.

The parking area meets the requirements set forth in Section 14-6-5. Additional landscaping is recommended.

**Other Requirements.** Signage will be designed and installed as per the development code and sign permit requirements. A dumpster with appropriate enclosure as required in Section 14-3-9 is proposed.

**Exhibits**

1. Application and Supporting Documents
2. Resolution and Findings of Fact
Planning Commissioner Wesemann introduced the following resolution and moved for its adoption:

RESOLUTION PC 008 -19

A RESOLUTION ADOPTING FINDINGS OF FACT RELATING TO APPROVAL/DENIAL OF REQUEST TO AMEND A SITE DEVELOPMENT PLAN FOR 120 COMMERCE LANE WITHIN THE 'PB' PLANNED BUSINESS DISTRICT.

WHEREAS, Bob Hamilton of PFMW Fairview Heights, Inc. hereinafter referred to as the "Applicant," has properly applied for an Amendment to a Site Development Plan for a fitness center and retail use within the "PB" Planned Business District located at 120 Commerce Lane, PIN 03-28.0-200-053, and -054.

NOW THEREFORE, BE IT RESOLVED BY THIS PLANNING COMMISSION OF THE CITY OF FAIRVIEW HEIGHTS, ST. CLAIR COUNTY, STATE OF ILLINOIS that the findings of fact relating to the request are determined to be as follows:

1. That the Applicant appeared before the Planning Commission for a public hearing pursuant to Section 14-10-8 of the City of Fairview Heights Development Code on September 10, 2019 and that said public hearing was properly conducted and that the minutes of said public hearing are hereby incorporated by reference.

2. The subject properties are zoned "PB" Planned Business District.

3. That this permit will not require changes to traffic circulation and ingress/egress.

4. That this permit will require minor enhancements to landscaping, lighting, landscaping and the existing site usage.

5. That the proposed use will not be unduly dangerous or otherwise detrimental to persons residing or working in the vicinity of the use or to the public welfare.

6. That the proposed use will not substantially adversely impair the use, enjoyment, or market value of any surrounding property.

7. That the proposed use will not be hazardous or disturbing to existing neighboring uses.

8. That the proposed use will be served adequately by public facilities and services such as highways and streets.

9. That the proposed use will not create excessive additional requirements at public cost for public facilities and services, and it will not be detrimental to the economic welfare of the community.
10. That the proposed use will not involve activities and uses that will be detrimental to any persons, property, or the general welfare by reason of excessive production of traffic, noise, smoke fumes, glare or odors.

11. The proposed use will be consistent with the Comprehensive Plan.

12. That this Amended Site Development Plan approval will allow the applicant's development of a fitness center as proposed by the Applicant; with a future retail tenant to be in keeping with the permitted uses described in the PB-Planned Business zoning district.

13. That the Permittee shall be responsible for all City costs incurred in administering and enforcing this Permit.

14. That the Director of Land Use, and his/her designee, shall have the right to inspect the premises for compliance and safety purposes annually or at any time, upon reasonable request.

15. That this Development Plan Approval shall automatically expire if the use is not initiated within one year of City Council approval.

16. That this Development Plan approval allows for the site plan as presented.

The motion for the adoption of the foregoing resolution was duly seconded by Smith; upon vote being taken thereon, the following voted in favor thereof: Barkley, Herrington, Mensing, Coleman, Smith, Bramstedt, Hoppe, & Wesemann.

and the following voted against the same: None.
and the following abstained: None.
and the following were absent: McCarthy, Carthen, & Moats.

whereupon said resolution was declared duly passed and adopted by the Fairview Heights Planning Commission this the 10th day of September 2019.

______________________________
Planning Commission Chairman

ATTEST:

______________________________
Land Use Director
GENERAL SITE NOTES:
ALL CONSTRUCTION SHALL BE PERFORMED IN ACCORDANCE WITH THE LATEST CITY OF FAIRVIEW SPECIFICS, AND THE CLARK COUNTY DEPARTMENT OF TRANSPORTATION CODES, STANDARDS AND SPECIFICATIONS.

ANY PAVERING/REAVING INFRASTRUCTURE (AOS OR BELOW GRADE, VISUAL OR NOT) OR PROPERTY DAMAGED AS A RESULT OF CONSTRUCTION SHALL BE REPAIRED BY THE CONTRACTOR TO THE SATISFACTION OF THE CITY.

ALL CONSTRUCTION SHALL CONFORM TO THE APPLICABLE LOCAL, STATE, AND FEDERAL CODES AND THE MORE STRINGENT CODES APPLY. ALL EXISTING AND PAVERING MARKINGS SHALL COMPLY WITH THE LATEST EDITION OF THE MANUAL ON UNIFORM TRAFFIC CONTROL DEVICES (MUTCD) OR AS OTHERWISE SPECIFIED. INSTALLATION OF ALL SIGNS SHALL BE GOVERNED BY LOCAL CODES.

THE CONTRACTOR IS RESPONSIBLE TO SAVE ALL EXISTING UGILITIES EXCAVATED AND PROTECTED DURING CONSTRUCTION. THE CONTRACTOR SHALL NOTIFY THE UTILITY PROTECTION CENTER AT LEAST THREE (3) DAYS PRIOR TO ANY SITE WORK FOR IDENTIFICATION OF EXISTING UTILITIES.

THE CONTRACTOR SHALL VERIFY ALL DIMENSIONS AT THE PROJECT SITE BEFORE BEGNNING CONSTRUCTION.

SITE PAVING LEGEND:
[Legend includes details about various types of paving and markings.]

CIVIL SITE KEY NOTES:
[Key notes include details about existing features and requirements.]

SITE INFORMATION
PARCELS: 02-36-19-000-001, 02-36-19-000-003
SIZE: 64,955 SQ. YARDS
AREA OF LOT: TRACT 1: 5.66 ACRES
TRACT 2: 10.03 ACRES
EXISTING GROSS BUILDABLE AREA: TOTAL: 44,357 SQ. FT.
PLANET FITNESS: 16,456 SQ. FT.
METAL BUILDING: 13,900 SQ. FT.
MINIMUM LOT AREA: 33,585 SQ. FT.
MINIMUM BUILDING AREA: 4,150 SQ. FT.
MAXIMUM LOT COVERAGE: 60.68%
MAXIMUM BUILDING COVERAGE: 75.38%
REAR SETBACK: 75 FT.
SIDE SETBACK: 35 FT.
FRONT SETBACK: 35 FT.
REAR SETBACK: 35 FT.
SIDE SETBACK: 35 FT.

PARKING SPACES REQUIRED
RETAIL: 42/ACRE
ADA REQUIRED: 2
ADA REQUIRED: 4
PARKING SPACES PROVIDED: 4
ADA PARKING SPACES PROVIDED: 4

VICTORY MAP
NOT TO SCALE

Site Plan
C100
Following are the major action items or ongoing projects for the Department of Land Use and Development (LUD):

**Planning and Zoning**
- Zoning Board of Appeals did not meet in September 2019 due to lack of agenda items.

- Planning Commission met on September 10, 2019. One planning case was considered: an Amendment to a Site Development Plan for 120 Commerce Lane to allow the use of the property for retail/fitness in the PB-Planned Business District. It was approved unanimously. The Community Committee is being asked to “Accept Planning Commission’s Recommendation to Approve an Amendment to a Site Development Plan for 120 Commerce Lane”. The Zoning Code provides Planning Commission with final approval authority on this matter, as long as City Council does not object.

- Staff continues to consult with developers, property owners, and residents on new development, annexation and zoning related matters.

- Staff is preparing for National Community Planning Month, which is October. A resolution is attached for consideration. Staff will be speaking at local schools and promoting awareness of city planning activities.

- In conjunction with National Community Planning Month, there will be a Citizen’s Planners Workshop on October 29 from 6:00 p.m. to 8:00 p.m. at the Gateway Center in Collinsville. More information is attached.

- Staff continues to work with Economic Development Department and consultants on the Economic Development Strategy.

- Staff continues to work on TIF implementation and administration, including the Bunkum Road TIF.

- Staff continues to identify properties for strategic acquisition and assist in same.

- Staff continues to provide technical support to the Fox Creek Neighborhood Organization, which is in early formation stages.

- Staff continues to research the zoning implications of the state legalization of recreational marijuana and draft potential ordinance amendments.
Staff is working with the Planning Commission’s Development Code Committee (DCC) on additional revisions to the draft zoning code and proposed zoning map. The DCC will meet on October 3 at 9:30 a.m. in the Mayor’s conference room to discuss the map.

Code Enforcement
- Staff continues to perform routine inspections of problem properties and “hot spots” for potential property maintenance issues. Staff also responds to complaint driven issues for same.
- Staff continues to respond to animal control calls.
- Staff is evaluating the IML material on code enforcement best practices for possible program enhancements.
- During the winter months, staff will engage in property maintenance sweeps of commercial areas.
- Staff continues to establish a neighborhood preservation strategy. The program will include education, identifying repair assistance programs, volunteer assistance.

Building Division
- Staff is developing an application, brochures, and implementation processes for licensing electrical contractors in accordance with recently adopted 1838-2019 requiring same. The implementation date is October 28, 2019. Attached is the application.
- Staff continues to perform plan review and building related inspections. Construction activity is steady this time of year.

Please let me know if there are questions or concerns
Please join us for an evening of training and discussion focused on planning in the Metro East. The workshop is designed to provide guidance for appointed and elected officials who review zoning applications, subdivision proposals, and Comprehensive Plans. We will be providing tips on running an effective meeting, comparing the differences between SUPs and variances, and discussing how your Comp Plan can help guide tough decisions, among other topics. New and veteran officials are welcome and encouraged to attend! Light finger foods and tea/coffee/water will be provided.

*Please RSVP to Southwest IL APA*

Section Rep Scott Hanson, AICP

*at*

shanson@cmtengr.com

*by Friday, October 25, 2016*
PARKS AND RECREATION DEPARTMENT

INTER OFFICE MEMO

TO: Elected Officials
FROM: Angela Beaston, Director of Parks and Recreation
DATE: September 27, 2019
SUBJECT: Parks & Recreation Committee Agenda Overview

DIRECTOR’S REPORT

The following is a synopsis of the Parks and Recreation Department:

**Upcoming Events**: As the summer has come to a close, the Parks and Recreation Department is preparing for the fall season. The Recreation Department is currently preparing for the Fall Festival that will be held on October 12th at Moody Park. This is a wonderful opportunity for the families in our community to enjoy a fun filled day of games, music, food and fun at a very reasonable price. We also have a few new programs this fall, The Great Pumpkin Glow on October 22 and Track of Treats on October 24, please help support us by encouraging families and friends to attend these new events.

**PROJECT UPDATES:**

**George Lanxon Field Grandstand**: With the assistance of the St. Clair County Parks Grant Commission we have completed the agreement for the current grant. As you will see from the photos below, the renovation to the seats, dugouts and football posts definitely enhance the appearance of the athletic fields.
The Rec Complex continues to positively hold strong numbers within our memberships. Athletics Department is currently hosting our first session of Men’s Basketball League and is looking for more teams to join the next session that starts November 17, 2019. If you or anyone you know would be interested in this league, please contact the Athletic Manager, Herb Schuler at 489-2040 ext 1425.

While visiting the Rec on a weekend, visitors will definitely notice the amount of traffic that is created by all of the birthday parties held at the Rec. Since there is such an interest in the birthday parties we have decided to add a new element to the options. Families now have the choice to have a gym party along with the Clip n’ Climb and pool parties or even have a combo of two different choices. The addition of the gym parties will allow the Rec to host more birthday parties and increase revenues.