

**Minutes of the Special Meeting of the President and the Board of Trustees
Held on Wednesday, April 21, 2010
In Community Room A**

Mayor Collins called the meeting to order at 7:00 p.m. Present were: Trustee Peck, Trustee Racich, Trustee Bonuchi, Trustee Kachel, and Trustee Lamb. Trustee Fay was absent. Others present: Brian Murphy, Village Administrator; Michelle Gibas, Village Clerk; Michael Garrigan, Planning Supervisor; Traci Pleckham, Management Services Director; Allen Persons, Public Works Director; and Kevin Greco, Police Commander. There were no audience members present.

Mr. Chip Rogers, Senior Vice President for Buxton, presented the Buxton Community ID Report. Mr. Rogers stated to begin the Community ID process, the Village of Plainfield selected three (3) sites to be analyzed for possible retail development or revitalization. Buxton examined the retail potential of the three (3) sites based on the following analyses:

- A primary drive-time trade area was delineated for each site
- The customers in each trade area were segmented according to buying habits and lifestyles
- A profile of the Village of Plainfield's customers within each of the three (3) trade areas was developed
- The surplus and leakage for 11 major store types was determined for each potential trade area.

The purpose of these analyses is to develop the Village of Plainfield's Customer Profile. By overlaying the Village of Plainfield's Customer Profile with over 4,500 retail matching profiles in Buxton's proprietary database, Buxton is able to identify major categories of retail that are candidates for location in the Village of Plainfield. With this analysis and Buxton's recommendations, the Village of Plainfield can make a more informed decision about investments in infrastructure and can focus resources on areas of higher retail development potential.

There was some general discussion regarding the Buxton Report. Mr. Murphy stated that the next step for the Village is to create customer marketing packages and market to customers and retailers. Staff will bring some marketing options to the Board at the next Committee of the Whole Workshop.

Trustee Racich moved to adjourn. Seconded by Trustee Peck. Voice Vote. All in favor, 0 opposed. Motion carried.

The meeting adjourned at 8:02 p.m.

Michelle Gibas, Village Clerk