VILLAGE OF
LINCOLNSHIRE

**MINUTES**
**COMMITTEE OF THE WHOLE MEETING**
**September 29, 2026**

Present:

Mayor Brandt
Trustee Kelly
Trustee Munger
Trustee Raizin
Village Attorney Simon
~~Chief of Police Leonas~~
~~Public Works Director Woodbury~~

Planning & Development Manager Zozulya

~~Trustee Grujanac~~
Trustee Mitchell
Trustee Pantelis
~~Village Clerk Mastandrea~~
Village Manager Burke
~~Village Treasurer/Finance Director Rossi~~
Assistant Village Manager/CED Director Davies

## 1.0 ROLL CALL

Mayor Brandt called the meeting to order at 7:22 p.m., and Deputy Village Clerk Burke called the roll.

## 2.0 ITEMS OF GENERAL BUSINESS

2.1 Planning, Zoning, and Land Use

### 2.11 Consideration of an Ordinance Approving Variances from Section 6-11-2(b)(3)(a) (Parking Setback) of the Lincolnshire Village Code (121 Schelter Road – Fitzgerald Architecture Planning Design on Behalf of TZ Properties LLC)

Planning & Development Manager Zozulya provided a brief summary of the proposed Ordinance approving variances from Section 6-11-2(b)(3)(a) (parking setback) of the Lincolnshire Village Code noting the request received a unanimous favorable recommendation, both from the Zoning Board regarding the setback variance, reducing the parking setback from eight to one feet, as well as the design review from the Architectural Review Board.

It was the consensus of the Board to place this item on the Consent Agenda for approval at the next Regular Village Board meeting.

### 2.21 Receipt of Marketing Partnership Update from Visit Lake County (Visit Lake County)

Mayor Brandt moved up Item 2.21.

Village Manager Burke introduced John Maguire, President of Visit Lake County.

Mr. Maguire provided a marketing partnership update from Visit Lake County including past years' visitor spending, which exceeded the $2 billion mark; 2025 – 2026 Strategic Marketing recap; partnership

funding; group business listings and opportunities; seasonal campaigns; and publicity platforms and statistics.

Trustee Raizin asked whether only the paid partner restaurants are included in Visit Lake County's marketing efforts or if other restaurants also receive exposure. Mr. Maquire explained community partners pay to participate, and restaurants within those communities are highlighted on the Visit Lake County website, social media, and referrals.

Trustee Munger asked whether any particular advertising platforms generate greater interest than others. Mr. Maguire stated social media is the most effective. Visit Lake County uses a mix of advertising to reach different lifestyles and age groups. Visit Lake County staff recently started exploring the use of AI in marketing efforts. The tourism industry is finding travelers increasingly use AI tools rather than websites to research and plan trips.

Trustee Kelly asked how foot traffic is measured. Mr. Maquire stated foot traffic is measured using hotel revenues and estimates based on group visits and stays. The countywide $2 billion figure comes from an outside research company. Cellphone tracking and a check-in app is used for the Libation Trail, though those provide only partial or anecdotal information. Village Manager Burke stated the most recent report on occupancy in the hotels is back to 2019 levels, noting a portion of the increase in hotel revenues is attributable to significantly higher room rates.

Mr. Maquire stated they are also paying close attention to the short-term rental market throughout the county.

Mayor Brandt thanked Mr. Maquire for the report and expressed her support for the Village's continued partnership with Visit Lake County.

**2.12 Presentation and Consideration of Draft Affordable Housing Policy (Village of Lincolnshire)**

Planning & Development Manager Zozulya introduced the draft Affordable Housing Policy presentation including the Zoning Board's recommendation and rationale for considering affordable housing strategies. Planning & Development Manager Zozulya stated the Zoning Board analyzed this matter per the Village Board's direction and recommended considering a flexible affordable housing policy rather than an inclusionary housing ordinance or other mandates. Planning & Development Manager Zozulya noted the State estimates Lincolnshire has 2.2% of affordable housing units, falling short of the State's 10% benchmark for Illinois communities.

Mayor Brandt asked if the Riverside Foundation is figured into the Village's affordable housing calculation. Planning & Development Manager Zozulya noted staff reached out to State representatives for clarification and was informed the data the State uses does not provide a breakdown. Mayor Brandt suggested looking into this

further.

Village Attorney Simon explained for the purpose of the Affordable Housing Planning and Appeal Act, the State uses data from the American Community Survey, which is published by the Census Bureau rather than auditing individual properties and housing costs. Village Attorney Simon noted the State only requires the Village to adopt an affordable housing plan and will not be able to tell which houses on a particular street are affordable or not.

Assistant Village Manager/Community & Economic Development (CED) Director Davies stated, based on staff's conversations with other communities, other municipalities are experiencing similar challenges with the data used in the calculations. Assistant Village Manager/CED Director Davies noted the proposed 2027 Village budget includes potential funding for a consultant to help establish a clearer understanding of the Village's affordable housing baseline and provide a basis for measuring future progress.

Village Attorney Simon stated another drawback of the data the State uses is the median income for Lake County. Lake County is a tremendously diverse county which affects what the median income is used for Lincolnshire as well.

Planning & Development Manager Zozulya continued the presentation with an overview of affordable housing, with a focus on rental housing, and information gathered from other communities. Planning & Development Manager Zozulya stated there is no single approach to addressing affordable housing and the Zoning Board determined Lincolnshire should consider an approach based on its demographics, local market conditions, and Village goals.

Trustee Mitchell asked if any other communities looked at ways to reduce housing costs. Planning & Development Manager Zozulya stated communities may use incentives to offset development costs. Explaining the high cost of land makes affordable housing difficult and that Federal and State tax credits may not fully close the financing gap.

Trustee Mitchell asked for additional information regarding tax credits. Planning & Development Manager Zozulya discussed programs available in Illinois that provide financial incentives to developers in exchange for providing affordable housing. Assistant Village Manager/CED Director Davies shared that the Low-Income Housing Tax Credit (LIHTC) can function like grant dollars and provide funding to buy down development costs.

Trustee Mitchell asked if anyone talked about reducing real estate tax for affordable housing units. Village Attorney Simon explained that certain programs can be used to affect the assessed value of affordable housing which may reduce the resulting property tax burden. Village Attorney Simon shared this occurs through the assessment process rather through the Village assigning different

property tax rates to individual properties.

A discussion regarding the assessed values of a home, real estate taxes, tax credits, possible strategies to lower development costs, and their relationship to affordable housing followed.

Planning & Development Manager Zozulya provided a list of possible tools for supporting affordable housing, including State and County programs, tax credits, tax increment financing (TIF), and coordination with the county assessor's office. Planning & Development Manager Zozulya stated the Village could partner with a local non-profit like Community Partners for Affordable Housing to create a community land trust, through which a property could be acquired or developed and maintained as affordable housing long-term through deed restrictions.

Discussion regarding the State's 10% affordable housing benchmark and Village's current affordable housing percentage followed.

Assistant Village Manager/CED Director Davies explained that affordable housing funds often come from inclusionary housing ordinances, which require developers to make a portion of new units affordable or pay a fee in lieu. Assistant Village Manager/CED Director Davies stated the Zoning Board supported advancing affordable housing efforts but was not in favor of imposing mandates without further direction from the Village Board.

Village Attorney Simon provided a hypothetical scenario to illustrate how an affordable housing set-aside or density incentive could work. Village Attorney Simon explained that a community could require a portion of units within a development to be affordable or, alternatively, provide additional density allowing a developer to construct additional in exchange for designating those additional units as affordable.

Mayor Brandt expressed concern regarding the Village's limited development opportunities, availability of land, and the need to better understand the implications of the proposed policy.

Trustee Kelly stated that establishing a goal could be beneficial but noted concern that any mandate may discourage residential development and work against the Village's affordable housing objectives.

Mayor Brandt recommended bringing this back at a later date for further discussion and suggested being sure to include Trustee Grujanac in future discussions on the topic.

2.2 Finance and Administration

**~~2.21 Receipt of Marketing Partnership Update from Visit Lake County (Visit Lake County)~~**

Mayor Brandt moved up Item 2.21 under Planning, Zoning, and Land Use

**2.22 Consideration of 2027 Proposed Calendar and Meeting Schedule (Village of Lincolnshire)**

Village Manager Burke provided a brief summary of the 2027 proposed calendar and meeting schedule.

It was the consensus of the Board to place this item on the Consent Agenda for approval at the next Regular Village Board meeting.

2.3 Public Works
2.4 Public Safety
2.5 Parks and Recreation
2.6 Judiciary and Personnel

## 3.0 UNFINISHED BUSINESS

### 3.1 Urban Air Update

Planning & Development Manager Zozulya provided an update on the Urban Air proposal, stating the franchisees have tried to arrange a meeting with the Riverside HOA to discuss concerns, including lighting and landscaping, but have not received a response. The continued public hearing remains scheduled for October 13. The franchisees plan to provide additional information regarding hours of operation and bring corporate representatives to address operational questions, including parking.

Trustee Kelly commended Assistant Village Manager/CED Director Davies and Planning & Development Manager Zozulya for their efforts managing the large attendance at the September 8 Zoning Board public hearing. Trustee Kelly expressed surprise that the Rivershire HOA had not responded to the franchisees given the concerns raised at the hearing.

Trustee Mitchell asked whether concerns and recommendations regarding the proposal should be considered through the Zoning Board and Village Board processes rather than negotiated directly between the Rivershire HOA and franchisees. Village Manager Burke explained that because the Zoning Board Public hearing was continued, the Zoning Board encouraged the franchisees and the HOA to discuss the concerns raised and determine whether any could be addressed prior to the continued hearing. Village Manager Burke noted the Zoning Board will ultimately consider Findings of Fact and make a recommendation regarding the Special Use application.

Trustee Mitchell expressed concern that requests made by the HOA could potentially discourage the franchisees from proceeding with the project. Village Attorney Simon clarified the Village had not indicated that it was adopting the HOA's position. Village Attorney Simon stated the Zoning Board continued the hearing to provide an opportunity for the parties to have a discussion, after which the hearing will resume, and the Zoning Board will consider a recommendation.

Planning & Development Manager Zozulya stated the Urban Air franchisees understand the HOA's role and the Village's zoning process. Reducing the number of parking spaces is not an option for the franchisees, but they are

open to addressing other concerns, including additional evergreen screening and clarifying how lighting and noise will be mitigated. Planning & Development Manager Zozulya stated the franchisees wanted to meet with the HOA and have expressed a desire to be good neighbors.

Discussion regarding next steps and the Zoning Board's continued public hearing followed.

Trustee Mitchell expressed disappointment that the Zoning Board continued the public hearing, and the project has been delayed.

### 3.2 Budget Workshop Meeting

Village Manager Burke noted the Budget Workshop meeting is the same night as the continued Zoning Board public hearing and suggested having the Budget Workshop at Public Works instead of the Village Board room.

Mayor Brandt suggested Village Manager Burke send out a few more dates to possibly reschedule the Budget Workshop so it would not conflict with the Zoning Board meeting scheduled for October 13.

## 4.0 NEW BUSINESS

## 5.0 EXECUTIVE SESSION

### 5.1 Executive Session Pertaining to 5 ILCS 120/2(c)(1) –5 ILCS 120/2(c)(2) – Collective Bargaining

Trustee Kelly moved and Trustee Munger seconded a motion to go into Executive Session pertaining to 5 ILCS 120/2(c)(2) Collective Bargaining.

The roll call vote was as follows:

AYES: Kelly, Munger, Raizin, Mitchell, Pantelis
NAYS: None
ABSENT: Grujanac
ABSTAIN: None

Mayor Brandt declared the motion carried and the Board went into Executive Session at 8:30 p.m. The Village Board returned from Executive Session at 8:37 p.m.

## 6.0 ADJOURNMENT

Trustee Kelly moved, and Trustee Munger seconded the motion to adjourn. The voice vote was unanimous, and Mayor Brandt declared the meeting adjourned at 8:44 p.m.

Respectfully submitted,
**VILLAGE OF LINCOLNSHIRE**

Bradly J. Burke
Deputy Village Clerk