



**MINUTES OF THE MEETING OF THE
LONG GROVE ECONOMIC DEVELOPMENT COMMISSION
Tuesday, September 24, 2019 at 7:00 A.M.
3110 Old McHenry Road, Long Grove, Illinois 60047-9613**

CALL TO ORDER

Chairman Goble called the regular meeting of the Long Grove Economic Development Commission (EDC) to order at 7:03 A.M. with a quorum of the EDC present in person.

OFFICIALS IN ATTENDANCE

EDC Members Present in Person:	Pam Brown, Roger Goble, Jay Levin, Rob Pipin, Eric Russell, Irwin Steinberg
EDC Members Absent:	Bob Brinley, Minah Hall
Ex-Officio EDC Members Present Electronically:	Rita O'Connor
Village Staff Present:	Denise Rosenquist (Village Intern), Amy Gayton (Village Clerk)
Others Present in Person:	Laurie Wilhoit (HDLGBA), Fred Phillips

PUBLIC COMMENT

Fred Phillips commented that the vendor line-up at this past weekend's Apple Fest seemed more heavily weighted towards service businesses (e.g. Xfinity, T-Mobile) than food and crafts. Laurie Wilhoit responded that many of the service vendors were also sponsors of the event and that it had been a challenge to register food/craft vendors as many did not like the temporary festival location in the Stempel parking lot.

ACTION/DISCUSSION ITEMS

1. Motion to Approve Meeting Minutes of 9/10/19

The EDC then voted 6-0 in favor of approving the minutes of the 9/10/19 EDC meeting.

2. Working Session #1: Status of Christkindlmarket Pursuit

Discussion Lead: Rob Pipin

Commissioner Pipin reported that he reached out to Kevin Considine from Lake County Partners (LCP) who had a conversation with the Christkindlmarket representative. It is uncertain at this point whether Long Grove will make the short list for a 2020 event although a decision is not expected for a few weeks. Commissioner Pipin indicated that the Village should continue to submit a proposal with additional information and a supportive letter from Mr. Considine as it will further demonstrate our interest and could be prepared in a reusable format for other future pursuits. He also noted that LCP can assist in coordinating logistics with IDOT, ComEd, etc. Regardless of whether Long Grove is selected, he feels that the partnership established with LCP and Visit Lake County will benefit the Village in the future. Commissioner Pipin indicated he will attend an HDLGBA meeting in the future to discuss the opportunity. Village Clerk Gayton advised that the topic was on the HDLGBA's October meeting agenda.

3. Topic: Marketing/Guide Signage on IL 83 and IL 53

Discussion turned to the need to implement signage on IL 83 and IL 53 to drive interest/business into the downtown in advance of the holidays and the completion of Robert Coffin Parker Road construction. Types of signage discussed included seasonal light pole banner signs and monument signs.

- Commissioner Steinberg suggested seeking sponsorships for funding by first determining the costs associated with the signage needs and second by identifying sponsorship levels.
- Laurie Wilhoit advised that the HDLGBA has a corporate partnership program however nobody is actively seeking the partnerships. She also noted that Ela Township has a portable solar-powered variable message sign available for rent that could be used on the State routes for the downtown kick-off event.
- Commissioner Pipin noted that Lake County Partner can help as they have corporate contacts on their Board.
- Commissioner Brown suggested pursuing grant funding for the signage as well as for parking needs.
- Laurie Wilhoit reminded the EDC that Congressman Schneider sends out emails when grants become available.
- The group discussed the need for professional assistance in researching grants and writing grant applications.
- Commissioner Russell will pass along a referral for a grant writing consultant that he has worked with.
- Commissioner Brown made a motion to request an initial \$3,000 budget to retain a consultant to research grant opportunities and write grant applications for funding for downtown marketing signage on behalf of the Village. Commissioner Steinberg seconded the motion. The EDC then voted unanimously (6-0) in favor of the motion.

4. Working Session #2: Marketing Brochure Content / Incorporation with New Website

Discussion Lead: Denise Arrell-Rosenquist

Village Intern Rosenquist discussed the progress being made on the marketing content. She also discussed her attendance at the Illinois Municipal League's annual conference last week and the IML's recommendation that communities develop a two-page pitch book that lists key contacts and references back to the community's website for more details. She also noted some communities use LOIS software which has website links for details on available properties. Lastly, she described how some communities are developing You Tube videos for their websites, including short interviews with local merchants.

- The group discussed the potential for developing "talking head" testimonials for the Village's new website once it is up and running and the preference that the videos are professionally done.

5. Working Session #3: Participation at ICSC Chicago Deal Making Conference

Discussion Lead: Denise Arrell-Rosenquist

Village Intern Rosenquist advised that Village Manager Lothspeich and Bridget Lane from Business Districts Inc. will attend the International Council of Shopping Centers annual Chicago Deal Making Conference at Navy Pier on October 16-17 on behalf of the Village.

6. Working Session #4: Creating Links with Area Mall Managers (Hawthorn, Woodfield, Deer Park)

Discussion Lead: Denise Irwin Steinberg

Commissioner Steinberg advised he is looking to establish relationships with mall managers so that they might refer businesses to the Village that are unable to be accommodated in the malls. He will also reach out to the Rosemont Chamber of Commerce and Schaumburg Business Association to explore opportunities to promote tour options to Long Grove for spouses of convention/conference attendees. Laurie Wilhoit indicated she had contacts in Rosemont.

7. Working Session #5: Google Docs

Discussion Lead: Denise Arrell-Rosenquist

Village Intern Rosenquist led a continued discussion on the shared EDC gmail account, log-in through the Microsoft Outlook web application, and individual commissioner email address options.

8. Additional New Business

- Laurie Wilhoit advised that parades in area communities do not start up again until next year.
- Chairman Goble reminded all commissioners to complete the online Open Meetings Act certification. Village Intern Rosenquist will resend the link.

ADJOURNMENT

Commissioner Goble adjourned the meeting at 8:32 AM with a unanimous 6-0 vote of approval by the EDC.