



**MINUTES OF THE MEETING OF THE  
LONG GROVE ECONOMIC DEVELOPMENT COMMISSION  
Monday, October 7, 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 7:04 A.M. with a quorum of the EDC present in person.

**OFFICIALS IN ATTENDANCE**

EDC Members Present in Person:	Pam Brown, Roger Goble, Rob Pipin, Eric Russell, Irwin Steinberg
EDC Members Absent:	Bob Brinley, Minah Hall, Jay Levin
Ex-Officio EDC Members Present Electronically:	Bill Jacob, Dave Lothspeich (Village Manager)
Village Staff Present:	Denise Rosenquist (Village Intern), Amy Gayton (Village Clerk)
Others Present Electronically:	Michael Sarlitto

**PUBLIC COMMENT**

None.

**ACTION/DISCUSSION ITEMS**

**1. Motion to Approve Meeting Minutes of 9/24/19**

The EDC voted 5-0 in favor of approving the minutes of the 9/24/19 EDC meeting.

**2. Discussion of Communication Issues (EDC website; Commissioner email; OMA)**

Village Intern Rosenquist reported on her research on alternative email communications options for the EDC, which included conversations with the Village of Schaumburg and other communities. Each EDC commissioner will receive their own individual Gmail address with the extension gmail.com with the exception of the EDC Chair and Vice-Chair who will have longgroveil.gov extensions.

- Chairman Goble requested that commissioners use the new email addresses for future EDC correspondence.
- Commissioner Pipin requested Village Intern Rosenquist set up a Long Grove footer for the email communications which links to the Village's website.
- Village Intern Rosenquist passed on information on the Open Meetings Act Training Certification.
- Commissioner Pipin suggested the Village purchase a laptop computer to use as a floater for Village business (conventions, Village Intern use) rather than having to use personal computers.
- Michael Sarlitto noted this option as part of the Village-wide technology plan.
- President Jacob advised the EDC to make a request for the laptop to Village Manager Lothspeich.

**3. Discussion of EDC Meeting Scheduling (Frequency of Meetings; Calendaring)**

Chairman Goble advised that he needed to give the Village dates for next year's EDC meetings and posed the question on whether to continue the bi-monthly meetings or change the meetings to once a month.

- There was general consensus amongst the commissioners to continue with the bi-monthly meetings.
- Commissioner Pipin suggested developing calendar for EDC activities. One calendar would be a public calendar and the other a more detailed EDC commissioner working calendar.

- Village Intern Rosenquist will attach the public calendar to the EDC tab of the Village website. She added the top two events to add to the calendar, which were suggested at the Illinois Municipal League conference, are the International Council of Shopping Centers annual Chicago Deal Making Conference at Navy Pier on October 16-17 and the Retail Live! MidWest conference typically held in March (early bird rate by Dec. 1).
- Commissioner Steinberg offered to explore the Retail Live! event as he knows one of the event sponsors.
- Michael Sarlitto noted that each Commission will have its own calendaring need to part of the technology plan is to use a common platform so all calendars can be linked. He suggested the EDC communicate its calendaring need to the Board for inclusion into the technology plan.
- Commissioner Pipin suggested the EDC start with a simple calendar in Microsoft Word until the Board initiates its technology plan. He will send a sample from Stevenson High School to Village Intern Rosenquist.
- Michael Sarlitto suggested EDC representation at future Village Board meetings.

#### **4. Working Session #1: Status of Christkindlmarket (CKM) Pursuit**

##### **Discussion Lead: Rob Pipin**

Commissioner Pipin reported that while the Village still has yet to receive official word on selection for 2020, he suggests submitting a letter to CKM signed by the Village (signed by President Jacob), Lake County Partners and Visit Lake County. He offered to prepare a draft of the letter with supporting documentation. The letter will include a few bullet points on why Long Grove would be a great host location for the event. The letter will serve to demonstrate the organization of our efforts on behalf of all of Lake County and can also be used as a framework for timely responses on future marketing efforts.

- Michael Sarlitto added that the letter could address the follow-up items from the CKM visit, notably:
  - Downtown roadwork, IDOT & LCDOT contacts, Opportunity for distributed electrical through Com-Ed
  - Readily-available commercial kitchens at golf courses
  - Sponsorships (2-3 high profile “in the can” or at least exploratory launched), Village’s access to many other external resources

#### **5. Working Session #2: Marketing Brochure Content / Contactor / Incorporation with New Website**

##### **Discussion Lead: Pam Brown, Denise Arrell-Rosenquist**

Commissioner Brown distributed a draft of the two-page pitchbook which can be added to the Village website. An expanded version could be developed for events which could include information on festival attendance, traffic counts, etc. Village Intern Rosenquist will contract Laurie Wilhoit for information as Laurie is creating a downtown micro-site. She also noted that most communities are using electronic versions of the pitchbook rather than paper versions citing Urbana/Champaign as an example. Village Intern Rosenquist also set up property listings using LOIS software and showed the group how the broker brochures have been uploaded.

- Commissioner Pipin suggested developing You Tube videos featuring Long Grove businesses once a month or so. One was completed recently for the Village Tavern. Visit Lake County develops them regularly.
- Commissioner Steinberg suggested the EDC first get the pitchbook and brochures completed and posted on the website before moving on to other endeavors such as the videos.

#### **6. Working Session #3: Grant Writing Grant Application Searches**

##### **Discussion Lead: Roger Goble**

Chairman Goble noted that Village Manager Lothspeich regularly receives a list of available grants. He offered to review the lists and summarize those most relevant for the EDC to pursue.

- Commissioner Brown indicated that most economic development grants must relate to employment or tourism. She further advised that the EDC’s \$3,000 budget request to retain a grant writing and research consultant will be on the Village Board agenda this evening.

### **ADJOURNMENT**

Commissioner Goble adjourned the meeting at 8:33 AM with a unanimous 5-0 vote of approval by the EDC.