



**MINUTES OF THE MEETING OF THE
LONG GROVE ECONOMIC DEVELOPMENT COMMISSION
Monday, October 22, 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 7:02 A.M. with a quorum of the EDC present in person.

OFFICIALS IN ATTENDANCE

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

PUBLIC COMMENT

None.

ACTION/DISCUSSION ITEMS

1. Motion to Approve Meeting Minutes of 10/7/19

The EDC voted 7-0 in favor of approving the minutes of the 10/7/19 EDC meeting.

2. Motion to Approve EDC Meeting Calendar for 2020

The EDC voted 7-0 in favor of approving the 2020 EDC bi-monthly meeting schedule (see attachment).

3. Discussion on Christkindlmarket Follow-Up & Other Communications

Discussion Lead: Rob Pipin

Commissioner Pipin prepared a draft of a follow-up letter to send to Christkindlmarket (CKM) and forwarded it to Village Intern Rosenquist. The letter is intended to be signed by Village President Jacob and Lake County Partners.

- Michael Sarlitto added that the purpose of the letter is to respond to open items from the CKM visit and to reiterate our interest in hosting the event.
- Commissioner Hall informed that ComEd has an economic development manager for events. Will send contact to Village Intern Rosenquist. She also questioned whether Village can put on its own Christmas-themed event.
- Laurie Wilhoit responded that an event company would need to be retained such as Ravenswood Event Services who manages Long Grove's larger events. The HDLGBA is currently looking for funds to cover decorating during the holidays and is getting bids from contractors. The HDLGBA's public relations firm advertises during the holidays via social media, posters in stores, banners, newspaper advertisements, and in the Visit Lake County newsletter.
- Commissioner Pipin suggested sending information to Lake County Partners (LCP) also.
- Commissioner Hall mentioned the LCP website link to the Village of Long Grove website is not working.

- Village Intern Rosenquist will get it corrected.
- Chairman Goble questioned what other long-term improvements were needed to attract future events. Responses included temporary bathroom trailers, fire pits, a temporary ice rink, and an artificial ski hill.
- Laurie Wilhoit noted that she had cost estimates on the trailers and will work with Chairman Goble to explore the ski hill option. The HDLGBA had rejected the ice rink idea due to high liability costs but is exploring an ice carving event. She added that there are currently 4 fire pits in the downtown.
- Village Clerk Gayton added that the Historical Society performs Christmas caroling at the fire pits.
- Village Intern Rosenquist expressed that the Village's new website needs daily updating to stay current but the Village does not have the bandwidth to dedicate to it.
- Commissioner Pipin suggested the Village contract out the website maintenance and promotion services.
- Village President Jacob advised that the Village's communications team is led by Trustee O'Reilly and the EDC should scope out for the Board exactly what we are looking for.
- Commissioner Brown will work with Village Intern Rosenquist to identify firms that can provide the website services and assist with social media from a list of firms previously developed.
- Chairman Goble has downtown revenue and sales tax metrics that he will share at the next meeting.

4. Working Session #1: Marketing Brochure Content / Incorporation with New Website

Discussion Lead: Pam Brown, Denise Arrell-Rosenquist

Village Intern Rosenquist acknowledged that the 2-page marketing brochure was finalized and used at the International Council of Shopping Centers Chicago Deal Making Conference on Oct. 16-17. She will be converting the brochure into a digital format. Commissioner Brown added that the current format is just a teaser brochure and she is looking to expand it and incorporate it into the Village's website. Village Intern Rosenquist indicated that the contacts listed in the brochure will be limited to Village President Jacob and Village Manager Lothspeich. .

- Laurie Wilhoit suggested that the EDC commissioner's new business cards include a Quick Response (QR) code which can be linked to the new brochure. Village Intern Rosenquist will check on the status of the printing of the business cards.

5. Working Session #2: Economic Development Grant Search and Application Assistance

Discussion Lead: Pam Brown

Commissioner Brown informed 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. She suggested the funds be used to retain a Peggy Blanchard-type person to represent the Village at economic development forums.

- Commissioner Pipin emphasized the Village should be attending the Chicago Restaurant Brokers Association meetings.
- Commissioner Steinberg informed that he is waiting for a return call from Retail Live!

6. Working Session #3: Development of Annual Work Plan and Budget

Discussion Lead: Roger Goble

Due to time constraints, Chairman Goble advised that this work session will be discussed at the next EDC meeting.

ADJOURNMENT

Commissioner Goble adjourned the meeting at 8:33 AM with a unanimous 7-0 vote of approval by the EDC.

2020
ECONOMIC DEVELOPMENT COMMISSION
REGULARLY SCHEDULED MEETING DATES*

MEETING DATES:

January 21, 2020**

February 11, 2020

February 25, 2020

March 10, 2020

March 24, 2020

April 14, 2020

April 28, 2020

May 12, 2020

May 26, 2020

June 9, 2020

June 23, 2020

July 14, 2020

July 28, 2020

August 11, 2020

August 25, 2020

September 8, 2020

Sept. 22, 2020

October 13, 2020

October 27, 2020

November 10, 2020

November 24, 2020

December 8, 2020

2nd Dec. Mtg. Canceled

* The Village of Long Grove EDC typically meets at **7:00 a.m.** every 2nd and 4th Tuesday of each month.

** January 2020, there will be one meeting on the 3rd Tuesday of the month.