



**MINUTES OF THE MEETING OF THE
LONG GROVE ECONOMIC DEVELOPMENT COMMISSION
Tuesday, November 26, 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 7:00 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, Rob Pipin, Eric Russell, Irwin Steinberg
EDC Members Present Electronically:	Jay Levin
Ex-Officio EDC Members Present Electronically:	Bill Jacob, Rita O'Connor
Village Staff Present:	Denise Rosenquist (Village Intern)
Others Present in Person:	Michael Sarlitto, Fred Phillips, Laurie Wilhoit (HDLGBA), Mike Elliott

PUBLIC COMMENT

None.

ACTION/DISCUSSION ITEMS

1. Motion to Approve Meeting Minutes of 11/12/19

The EDC voted 5-0 in favor of approving the minutes of the 11/12/19 EDC meeting.

2. Working Session #1: Grants – Targets and Resources

Discussion Leads: Rob Pipin, Pam Brown

Commissioner Brown introduced the topic by informing that the North Central Illinois Council of Governments (NCICG) is available to assist municipalities in pursuing grant funding for projects.

- Commissioner Russell suggested we start with similar organizations for which Long Grove is a member, notably the Lake County Council of Mayors which programs transportation-related projects for funding allocated to Lake County by the Chicago Metropolitan Agency for Planning.
- Trustee O'Connor added that the Illinoisgrants.org website is another source for seeking grant options.
- Commissioner Russell noted that should the Village retain a firm to assist in grant research they will require a project list to work from and will return a matrix of funding sources, application deadlines, local match, etc.
- Commissioner Pipin proposed obtaining a rough cost estimate for 3 levels of grant services.
- Commissioner Russell responded that he will reach out to a firm he has worked with for a quote.
- Commissioner Pipin recommended the EDC develop a top 10 list of projects for which to pursue funding.
- Commissioner Russell suggested initially vetting the projects for which the Village most recently pursued grant funding.
- Michael Sarlitto recommended establishing one project from several category "buckets", including transportation, safety, parking, trails, tourism, education, safety, technology & innovation, public restrooms, recreation, and urban agriculture. Some projects may fit within multiple categories.

- Commissioner Hall offered her assistance in grant funding pursuits but suggested starting with 2 or 3 projects.
- Michael Sarlitto suggested submitting a 1-page strategy plan to the Board titled “Revenue Diversification” to plant the seed on grant funding pursuits for the consensus top projects.
- Commissioner Brown indicated that she has a template used for the grant application for the bridge repair.
- Michael Sarlitto noted that the Village’s engineering consultant can and has submitted grant applications for the Village. He added that the IL 53 corridor has potential use as a trail project.
- Trustee O’Connor advised that the Robert Parker Coffin Road pathway was funded with an IDNR grant. She added that trails within IDOT right-of-way make for good projects. Many Village-owned roadways are more complicated as they are built within private easements which must be expanded to accommodate trail projects.

3. Working Session #2: Highland Park Model for Commission Activity

Discussion Leads: Roger Goble, Denise Rosenquist

Village Intern Rosenquist distributed the City of Highland Park’s Business Development Strategic Plan for 2019. Several topics were discussed in response.

- Michael Sarlitto suggested a similar document could be prepared to guide EDC pursuits and provide back-up for request to the Village Board.
- Commissioners Pipin and Levin had a conversation with a restaurant owner on a potential 2nd location who requested additional socio-economic information on the Village.
- Commissioner Hall suggested following-up with the one-page marketing brochure and PowerPoint presentation.
- Trustee O’Connor noted that municipal consultants at the IML conference indicated businesses are looking to know where their potential customer base is coming from.
- Village Intern Rosenquist advised that Bridget Lane has some of those metrics already prepared.
- Commissioner Brown followed that the Visitor Center has a large customer database.
- Commissioner Pipin expressed that a dozen similar conversations like these should be ongoing with potential business opportunities at any given time.
- Commissioner Steinberg suggested that rather than periodic one-off conversations, individual EDC members should target various business categories.
- Commissioners Pipin and Levin offered to target restaurateurs.
- Commissioners Brown, Hall and Russell offered to target grant opportunities and project priorities.
- Commissioner Pipin reminded the EDC that an annual merchant breakfast would still be very effective.
- Chairman Goble advised that Highland Park has a script for merchant meetings to obtain consistent information for the business database.
- Village Intern Rosenquist offered assistance in preparing a script.
- Commissioner Hall noted that many communities have one-on-one coffee with local business owners to show interest and find out how the Village can be of help.
- Laurie Wilhoit can provide a list of HDLBA merchants. Commissioner Russell also has been maintaining an updated spreadsheet of Village-wide business representatives that could be used for merchant reach-outs.

4. New Business

- Trustee O’Connor advised that the next Conservancy Scenic Corridor Committee meeting is 12/4/19.
- Chairman Goble informed that Mike Elliott will be joining the EDC with a sales and marketing background.
- Village President Jacob advised that he will be appointed on 12/10/19.
- Michael Sarlitto reminded the EDC that it should be represented at future Board meetings, if not in person than through a few brief bullet points to the Board.

ADJOURNMENT

Commissioner Goble adjourned the meeting at 8:30 AM with a unanimous vote of approval by the EDC.