



**MINUTES OF THE MEETING OF THE LONG GROVE ECONOMIC  
DEVELOPMENT COMMISSION  
TUESDAY FEBRUARY 25, 2020 AT 7:00AM  
3110 OLD MCHENRY ROAD, LONG GROVE, ILLINOIS 60047**

**CALL TO ORDER** Chairman Goble called the regular meeting of the Long Grove Economic Development Commission (EDC) to order at 7:04 A.M. and noted that a quorum of the EDC was present.

**OFFICIALS IN ATTENDANCE:**

EDC Members Present in Person: Pam Brown, Roger Goble, Rob Pipin, Irwin Steinberg, Mike Elliott. EDC Members entering the meeting telephonically: Minah Hall, Jay Levin, Eric Russell

Ex-Officio EDC Members Present Electronically: Bill Jacob, Village President; Rita O'Connor, Trustee, Jennifer Michaud

Village Staff Present: Denise Rosenquist (Village Intern); Amy Gayton, (Village Clerk);

Others Present: Laurie Wilhoit, Michael Sarlitto

**PUBLIC COMMENT**

**None offered.**

**ACTION/DISCUSSION ITEMS**

**1. Motion to Approve Electronic Participation by EDC Commissioners**

EDC members present voted in favor of Commissioners Hall, Levin and Russell entering the meeting telephonically.

**2. Motion to Approve Meeting Minutes of 2/11/20**

Commissioner Steinberg made a motion in favor of approving the minutes of the 2/11/20 EDC meeting. Commissioner Brown seconded the motion to approve the minutes of the 2/11/20 EDC meeting.

### **3. Recap of Meeting Mike Elliott attended - Lake County's quarterly partner forum on Wednesday, February 19 at O'Toole's Libertyville.**

Commissioner Elliott recapped what he learned from his attendance in the Networking event of Visit Lake County Partnership Forum on February 19, 2020. The program focused on Lake County Restaurant Week running February 28-March 8, and also spotlighted the bureau's recent sales initiatives and marketing campaigns including the Lake County Libation Trail Month and Check-in Challenge.

Other speakers at the event include a representative from O'Toole's Pub Group, and Alpha Media on their upcoming relocation of WXLC-FM 102.3, WIIL-FM (95 WIIL Rock), WLIP-AM 1050 and WKRS-AM 1220 to Gurnee Mills. Commissioner Elliott mentioned that he reviewed the Visit Lake County Restaurant Guide and observed that Long Grove should figure more prominently in these marketing materials. He cited the example of O'Toole's having recently opened 3 restaurants in communities near Long Grove, which possibly was a missed opportunity for Long Grove.

### **4. Working Session #1: Discussion of issues and topics to be covered in joint meeting with Village Trustees on March 10, 2020 at 6:00 p.m. (45 min) – Discussion Lead (s): Goble, Pipin, Hall, Brown, Steinberg**

At our February 11 meeting we had identified the EDC purpose as being the following:

- a) facilitate and enhance communications between the Village and the local business community;
- b) attract new businesses and economic development opportunities to the Village; and
- c) promote business retention, growth, and success within the Village.

Commissioner Brown presented a draft of the following key ideas/functions to present to the Village Board in further defining EDC's role.

#### **(i) EDC will facilitate and enhance communications between the Village and the local business community;**

- Throughout the course of the year designate EDC members to meet with the Long Grove Downtown Association (attend meeting at least once per quarter) and other of Long Grove sales tax generators at least one time by the end of Q4.
- Explore opportunities to retain these businesses and support their growth in Long Grove.
- Conduct annual Business Summit designed to bring community stakeholders together to provide a status update on Long Grove's Business Development activities, and to discuss trends and challenges in the marketplace, as well as to encourage collaboration towards new ideas to facilitate economic growth and business opportunities within Long Grove. The Summit will be held in Q4.

#### **(ii) Enhance the Village's Image as a Resource for Business and EDC acting as a resource to prospective businesses.**

- On an ongoing basis, promote the Village as a resource for business on Long Grove's web-site .
- Act as sounding Board for new businesses at EDC meetings as a liaison with the Village and Planning commission, provide feedback to facilitate and guide the new businesses through approval process with village Board and departments
- Contact prospective businesses via phone, or in person. and highlight that the Village of Long Grove has all the assets necessary to help businesses succeed:
- Promote the Village as a resource for business -
- Completion of Infrastructure development projects. Recently, the Village has spent over \$9 million in improvements, including new public water, roads, lighting, streetscaping, sidewalks, drainage, and more.
- According to Niche, Long Grove is the #1 place in America for the best public schools.

- Highlight new and existing businesses monthly in Long Grove Living Magazine.
- Promote business in other publications - The Village publishes a printed newsletter called "Bridge" six times a year, mailed to all residents, and a bi-weekly e-newsletter with community news.

**(iii) Provide site selection assistance to prospective businesses.**

- Provide leads to brokers and property owners with interested prospective businesses.
- Guide new businesses through the regulatory and permit process, and work with other Village departments on their behalf.

**(iv) Promote Available Commercial Properties**

- Assist property owners and real estate brokers with marketing available space to businesses that are in expansion mode and poised to enter the suburban market.
- Promote easy access to Rte. 53, Rte 83

**(v) Increase Participation in Visit Lake County Advertising.**

- Explore opportunities for Visit Lake County's "cooperative advertising" program to promote Long Grove regionally including our festivals, etc..
- Expand social media use across various platforms, including print media, Facebook and Twitter, to promote business-related news, announcements and milestones, such as construction updates, grand openings and community-wide festivals and events. A big one can be the Bridge Re-opening . Expand distribution to include residents, hotels, Chamber of Commerce and Visit Lake County.

(a) Discussion progressed regarding this proposed list of 5 EDC functions to present to the Board and the following were suggested edits to this list:

- Commissioner Steinberg suggested we reverse the order of targeted goals 1 and 2 above so that the main purpose of the EDC is to enhance the Village's Image as a resource for business.
- Mike Sarlitto suggested that goals 3 and 4 above be merged so that promotion of available properties, site section and regulatory approval assistance for new businesses be merged into one category.
- Mike also suggested that goal 5 above be expanded to cover EDC's promotion of any and all outreach to new business including but not limited to participation in Lake County Partners.
- Chairman Goble suggested we add as an EDC goal, the promotion of sale tax revenue expansion and revenue diversification for the Village
- Denise suggested that we provide access to these goals digitally
- Commissioners Pippin and Steinberg added that we should include with these goals, the identification of individual members that will have ownership of following through on this actions plan with due dates and measurable accountabilities.

(b) Chairman Goble discussed other aspects of our EDC Agenda for the March 10 presentation at the Long Grove Board Meeting and the following was suggested:

1. Introduction of EDC commissioners - President Bill Jacob will start the introduction of the EDC and its role as defined in the EDC formation resolution. Commissioner Pipin will ask each commissioner to provide a quick one minute summary of their relevant backgrounds that make each a good fit for the EDC.
2. Accomplishments of the EDC to date - Commissioner Hall will lead this discussion of accomplishments of the EDC, to date, and Denise will assist with digitally cataloging these accomplishments including
  - Long Grove Website Enhancement - EDC members Surveyed websites of similarly situated Villages for examples of business and economic outreach features that could be adapted for Long Grove and incorporated into its Website including:
    - Resource Page for Starting a Business, including Business contacts, zoning, planning and other permit information
    - Info Page with key demographics and Village data that Long Grove offers new businesses
    - Developed available Site Inventory with a listing of office and industrial/warehouse properties ready for lease or sale.
  - Various EDC members met with Villages of Lincolnshire, Libertyville, Vernon Hills and Barrington Village managers and officials to source assistance with developing features for our Village Website and suggestions for development of a Long Grove EDC strategic plan.
3. Commissioner Hall will lead our discussion with the Village Board regarding the proper role of the EDC utilizing our top strategic goals (set forth above) as a template consistent with the Board Resolution authorizing the creation of the EDC and other similarly situated Village EDCS.

(c) Commissioners Goble and Hall then led a further discussion about the potential role of the EDC in becoming a vehicle to vet new businesses for the Village. They referred to a June 2019 EDC meeting, where the EDC vetted a proposal from a company called Everclean, who proposed to operate a car wash at the corner of Route 83 and Osage. The EDC provided input to Everclean, considering its economic impact for the Village and addressing, among other things, potential income and sales tax revenue, alternate traffic patterns, and whether a car wash was the best use for this site. that the car wash was not approved by the Village planning commission or the Board.

- Trustee Sarlitto then reiterated that the EDC could serve as a vehicle for vetting new businesses by setting up criterion for review as to their economic impact.
- Commissioner Levin mentioned that the EDC acting as a sounding board for Everclean was not productive being that they were not approved by the Board
- Trustee Sarlitto said, nevertheless, in vetting this and other sites the EDC presents an opportunity to develop a digital history and archive of the EDC's economic review of such sites. This could serve as a repository for establishing criterion for reviewing economic feasibility of any such sites in the future. Eventually, the EDC can establish a more generalized set of criteria for considering any future proposals for new businesses.
- Commissioner Pipin also suggested that this is an opportunity for the EDC to fashion a listing of the types of businesses that Long Grove would wish to pursue in the future so as to better define who our customers should be.

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(d) Commissioner Pipen Suggested that we ultimately work to develop a strategic plan with goals that are achievable for 2020, 2021 and 2022. We should designate specific EDC members with responsibility to follow through with completion of respective assignments within prescribed deadline dates. Commissioners Goble and Steinberg reiterated that the EDC must partner with the Village Board and its subcommittees to achieve mutually agreed upon goals and identify appropriate funding sources and opportunities. Commissioner Hall talked about establishing common goals and integrating into our processes goals that are aligned with the Board. President Bill Jacob would like to see our plan be established after the Board Meeting. Commissioner Pipin suggested we incorporate a budget into our goals and enhance communication with the Board by having a respective member(s) of the EDC meet with the Board on a Quarterly basis and continue to have Trustee, Jennifer Michaud, give EDC updates at the Board meetings and act as an EDC liaison.

#### **5. Next Meeting Agenda to work on EDC Presentation for the Board Meeting**

Commissioner Steinberg made a motion that the EDC next meet to flesh our Agenda for the March 10 Village Board meeting will be at 6:00 p.m. on March 10 ahead of the 7:00 Village Board meeting. Commissioner Brown seconded the motion with approval of the members that were present..

#### **6. Adjournment.**

Chairman Goble adjourned the meeting at 8:35 AM with approval of members that were present.