



**MINUTES OF THE MEETING OF THE  
LONG GROVE ECONOMIC DEVELOPMENT COMMISSION  
Tuesday, April 14, 2020 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 7:05 A.M. with a quorum of the EDC present electronically. The web-based meeting was conducted through Zoom and accessible to the general public.

**OFFICIALS IN ATTENDANCE**

EDC Members Present Electronically:	Pam Brown, Mike Elliott, Roger Goble, Minah Hall, Rob Pipin, Eric Russell, Irwin Steinberg
EDC Members Absent:	Jay Levin
Ex-Officio EDC Members Present Electronically:	Jennifer Michaud, Rita O'Connor
Village Staff Present:	Denise Rosenquist (Village Intern)
Others Present in Person:	Michael Sarlitto, Laurie Wilhoit (HDLGBA)

**PUBLIC COMMENT**

None.

**ACTION/DISCUSSION ITEMS**

**1. Motion to Approve Meeting Minutes of 2/25/2020, 3/10/2020 and 3/24/2020**

The EDC voted 7-0 in favor of approving the minutes of the three previous EDC meetings.

**2. Working Session #1: What can we do to help Long Grove businesses during this pandemic?**

- Michael Sarlitto started the discussion by noting that 18 individuals attended the 3<sup>rd</sup> installment of the Long Grove business informational webinar series on surviving COVID-19 on 3/13/2020.
- Commissioner Steinberg indicated that many good points were raised by the three webinar speakers and suggested that key bullet points from the webinar be distributed to the Long Grove businesses.
- The group discussed means to benefit Long Grove businesses while at the same time generating publicity and possibly a fundraiser for first responders, including personnel at the Long Grove Fire Protection District, the four senior living facilities in town, and other essential workers.
- Fundraiser options discussed included set-asides from gift certificates, crowdfunding platforms, etc.
- Michael Sarlitto reminded that the Village currently has an engine for such fundraising via the Long Grove Survival Kit offered by Buffalo Creek Brewing, which aggregates a package of local products at an affordable price point (\$99). People can purchase kits for their own use or people can sponsor a kit that will be given to the first responders at the Long Grove Fire Department.
- He added that there has been more business interest in participating in the kits than could be maintained at the \$99 price point, which generated discussion in the last business information webinar about creating additional kits at regular intervals (weekly, bi-weekly) and possibly themed (e.g. Mother's Day, family movie night, DIY, kid's activities, etc.).

- Laurie Wilhoit advised there is an HDLGBA events meeting on 4/15/2020 where additional survival kits may be discussed. Any interest from businesses outside of the downtown should be passed along to her.
- The group discussed reach-outs to local businesses to increase business participation in the kits. The first task is populating the Village's current business listings with up-to-date contact information. Michael Sarlitto offered to take the lead on this. Trustee O'Connor offered to assist.
- The group also discussed means to expand publicity on the kits, including email blasts, social media posts, e-newsletters, print media, and reach-outs to the regional economic development organizations.
- Laurie Wilhoit noted that the HDLGBA can utilize its 12,000-person email list and several social media feeds.
- Village Intern Rosenquist will reach out to Lake County Partners and the Lake County Tourism Bureau.
- Trustee O'Connor suggested connecting with the Lake Zurich and Barrington chambers of commerce.
- Laurie Wilhoit advised that the HDLGBA has links to the downtown businesses/specials and the Survival Kit purchase options up on its website.
- Village Intern Rosenquist followed that Village staff is working to keep business information/specials up to date on the Village's website and will work to include the survival kit information into the next e-newsletter.
- Michael Sarlitto suggested adding a check box to the Village's business license application form for businesses willing to share their email/contact information in Village economic development communications.
- Commissioners Hall suggested future webinar ideas on tasting sessions and facility tours (e.g. beer, chocolate) by local businesses.
- Commissioner Pipin added the idea of online master classes by local businesses.
- Michael Sarlitto noted that there were many good ideas like these brought up in the 3<sup>rd</sup> business webinar on the topic of pivoting to e-commerce and diversification of revenue, and that this model could gain traction post-virus to supplement revenues during down cycles throughout the year.
- The EDC summarized the following three action steps as take-ways from the meeting:
  1. The Village's current business listings will be aggregated and populated with current contact information. (Rosenquist to provide lists; Sarlitto & O'Connor to aggregate & populate)
  2. Mike Marr (HDLGBA, Buffalo Creek Brewing) will be contacted regarding the next evolution of the survival kits with proceeds extended to the Village's first responders and essential workers. (Elliott, Brown, O'Connor, Michaud, Wilhoit to collaborate)
  3. Communications blast on current survival kit and upcoming business informational webinars through media sources discussed above. (Wilhoit, Rosenquist, Sarlitto, O'Connor)

### **3. New Business**

- The business informational webinars will continue at a regular interval (6:00 PM Mondays). Where meetings are publicly-noticed 48 hours in advance, all EDC commissioners and elected officials can participate without violation of the Open Meetings Act.
- Michael Sarlitto will send out topics for upcoming webinars in advance.
- Laurie Wilhoit encouraged the EDC to view the Shop, Pop & Go campaign on the HDLGBA website.

### **ADJOURNMENT**

Commissioner Goble adjourned the meeting at 8:39 AM with a unanimous vote of approval by the EDC.