



**MINUTES OF THE MEETING OF THE
LONG GROVE ECONOMIC DEVELOPMENT COMMISSION
Tuesday, April 28, 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 7:15 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, Chris Borawski
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 4/14/2020

The EDC voted 7-0 in favor of approving the minutes of the 4/14/2020 EDC meeting.

2. Action Item #1: Discuss and vote on the proposal to organize direct contact of individual Long Grove businesses by EDC members per discussion in Monday evening sessions.

- Chairman Goble advised that the Village's business listings have now been aggregated and populated with current contact information, which was the first action item from the EDC's previous meeting.
- He added that the EDC had discussed reach-out calls to local businesses to increase attendance at the business informational webinars and to increase participation in the survival kits. He advised that the EDC should first obtain permission from the Board to initiate the reach outs.
- Village Intern Rosenquist noted that she and Village Planner Hogue had populated the business listing by contacting the businesses to obtain their hours of operation and any COVID-19 closure information to post on the Village's website, but that was the extent of the conversations.
- Laurie Wilhoit added that the Lake Zurich Area Chamber of Commerce has an Ambassador Club that makes monthly calls to local businesses.
- Commissioner Hall informed that most EDC's across the country have staff that conduct reach-outs to businesses and that it is important for those making the calls to deliver a consistent message.
- Trustee Michaud feels the business reach-outs are a great idea and will ask the Board for preferred messaging.
- Trustee O'Connor echoed the sentiment as it establishes a relationship with the business owners.
- Commissioners Hall and Pipin indicated that a script/talking points needs to be developed for the calls.

- The group achieved consensus on a script of questions.
- Trustee Michaud documented the questions and advised that she will ask the Board for agreement on the business reach outs, a determination on which business listings to use, and who is to be on the calls.
- Commissioners Hall and Pipin will coordinate on the call assignments for the EDC members.
- Commissioner Pipin reminded that the Mundelein EDC held monthly/quarterly breakfasts with their business community that was well attended. He suggested using the calls to gauge interest in periodic business breakfasts as it would allow for good continuity with our business community post-COVID-19.

3. Action Item #2: Discuss and vote on a recommendation to the Village Board to consider retention of business development experts for which the EDC obtained service proposals and make a request of the Board to identify the priority projects for which grant funding should be sought.

- Michael Sarlitto summarized that the Board previously acknowledged a desire to grow and diversify revenue available to the Village. The EDC then sought proposals for two types of professional services that can achieve those goals, both of which can be pursued with capped costs.
- Commissioner Pipin provided an overview of the scope of services received from S.B. Friedman Development Advisors for a market analysis and strategy for developing the vacant priority sites in the Village.
- Commissioner Russell provided an overview of the scope of services proposal received from Metro Strategies for grant research and writing services. He added that both proposals were included in the Trustees packet for the evening's Board meeting and that a \$10,000 line item for these professional services was included in the Village's revised draft FY 2020-2021 budget.
- Trustee O'Connor requested more information on Metro Strategies, including experience with similarly-sized communities, successful grant pursuits, success rates, and grant funds vs. cost outlay (return on investment).
- Trustee Borawski expressed a concern with retaining consultants at a time when the Village is preparing for significant tax revenue losses while trying to manage staff salaries and other financial commitments. He added that grant pursuits/writing is a task included in the job description of one of the Village staff members.
- Commissioners Pipin and Russell agreed to attend the Village Board meeting that evening to discuss the two proposals further with the Board.

4. Work Session #1: Monday Evening Business Information Meetings/Topics

- Commissioners Goble was looking for consensus on changing the frequency of the business information webinars. He also sought someone to take the lead on organizing and moderating the next webinar.
- The EDC voted 7-0 in favor of changing the frequency of the webinars from weekly to monthly.
- The EDC voted 7-0 in favor of holding future webinars at 6:00 P.M. on the 3rd Monday of the month.
- Commissioner Steinberg offered to take the lead on the next webinar. Commissioner Elliot offered to assist.
- Commissioner Hall noted the business reach out calls might give the EDC insight into future webinar topics.
- Michael Sarlitto added that a pop-up Zoom poll of the business with a rating evaluation of a few key questions could be used to orchestrate future webinar content and programming.
- Commissioner Goble submitted that we may increase participation in future webinars if the agenda can be distributed further in advance complete with a theme/brand/logo, as previously suggested by Laurie Wilhoit.
- Laurie Wilhoit advised that she has been posting the webinar notices on the HDLGBA website.
- Michael Sarlitto advised that he has been distributing the link to past webinars to his connections.
- Commissioner Pipin suggested that the EDC consider adding prospective businesses to future reach out activities and/or developing webinar topics on "expanding business in Long Grove".

5. New Business

- The next business informational webinar will be scheduled for 6:00 P.M. on Monday, May 18, 2020.

ADJOURNMENT

Commissioner Goble adjourned the meeting at 8:52 AM with a unanimous vote of approval by the EDC.