



**MINUTES OF THE MEETING OF THE
LONG GROVE ECONOMIC DEVELOPMENT COMMISSION
Tuesday, May 12, 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 7:02 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:	Bill Jacob
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 4/28/2020

The EDC voted 7-0 in favor of approving the minutes of the 4/28/2020 EDC meeting.

2. Action Item #1: Business informational webinars

- Commissioner Steinberg advised he has two speakers lined up for the May 18 business webinar, including specialists in public relations and internet marketing.
- The EDC inquired about who is receiving the EDC business informational invites/agendas.
- Village Intern Rosenquist advised that the invites are distributed via email and she will research which lists are used for the distribution and the number of people reached.
- Laurie Wilhoit added she posts the webinar agendas on the HDLGBA website and emails it to the businesses.
- Chairman Goble requested topics for the June webinar.
- The highest priority topic discussed related to planning for the phased re-opening of Long Grove businesses.
- Commissioner Brown will take the lead on finding speakers and will seek representatives from the Illinois Restaurant Association and Lake County Partners. She will follow up with speaker bios, head shots, and topic blurbs for advance distribution. Restaurant topics would include requirements for health & sanitation.
- Chairman Goble suggested a speaker that would assist retailers such as store set-up for social distancing.
- Laurie Wilhoit suggested a representative from a sign company engaged in social distancing signage, both internal and external to the stores. She has contacts that she will follow up with.
- Commissioner Brown opined that the topic of re-opening is timely and it might be best to move the webinar earlier in June.

- The EDC concurred and selected Monday, June 8th as the date of a Special Webinar on business re-openings.
- Michael Sarlitto stressed the EDC does not need to limit its outreach to the webinars, suggesting email updates on timely topics are another option. An example topic would be advance reminders to businesses that received an SBA Paycheck Protection Program loan to contact their banks early to ensure the loan converts to a grant.

3. Action Item #2: Report on status of telephone outreach to Village businesses.

- Commissioner Hall advised she has received the notes from the calls from a few of the commissioners and to try to complete the remaining calls this week and forward them to her for compilation for the Board.
- The EDC discussed ways to follow-up with the businesses in the future and forward login-in information on the business informational webinars.
- Commissioner Elliott suggested adding an Outlook calendar link to the webinar email invitations.
- Village Intern Rosenquist will add the email addresses from the calls to the Village's constant contact list to receive email blasts about upcoming business webinars and will explore adding a calendar link to the invites.

4. Action Item #3: Retention of professional services for grant research/application writing.

- Commissioner Russell summarized his 4/28 presentation of the Metro Strategies proposal to the Board. The Board has a \$10,000 line item in its FY 2020-2021 budget for services of finance & grant consultants. He suggested the Board consider an initial engagement with Metro Strategies to research grant opportunities for the Village's priority projects. The first step is for the Village to identify those projects. Then a follow-up proposal can be requested from Metro Strategies solely for the grant research task.
- Commissioner Pipin added that there was some concern by the Board about engaging a consultant for a task (grant application writing) that is currently in the job description of the Village Planner.
- Michael Sarlitto expounded that the professional consultant would be used to guide the front end of the efforts to pursue grants and that the Village can then follow-up on the grant threads.
- Commissioner Hall added that the first grant application sets the template going forward and that she can assist in the grant application writing once the template is set. Commissioner Brown offered her assistance as well.
- President Jacob advised that he is on the list that receives the DCEO grant opportunities and that the recently released notice of \$80 million in infrastructure and economic development grants from the Rebuild Illinois program would be discussed at the evening's Board meeting.
- President Jacob added that Village Manager Lothspeich was assembling the list of priority projects, also to be discussed at the Board meeting, and that Commissioners Hall and Brown can forward their offer to assist with grant application writing to the Village Manager.
- President Jacob expounded further that there were two tracks to the grant pursuits. The first are the grants that the Village already knows about and are before the Board. The second are the grants that the Village does not know about, which are the ones that the consultant can identify for the Village.
- Commissioner Russell noted that when Metro Strategies is engaged, the Village should advise them of its active projects and recent grant pursuits/receipts as a foundation for their grant research.

5. Action Item #4: Retention of professional services for market analysis/strategy.

- Commissioner Russell summarized the expertise of S.B. Friedman Development Advisors (SBF) for which the Board has received a general services proposal.
- Commissioner Hall counselled for a cost-sharing arrangement between the property owners and Village.
- Michael Sarlitto added that the consultant can serve as a bridge of communication between the Village and property owners.
- Commissioner Brown suggested incentivizing the property owners to contribute towards the study.
- Commissioner Pipin suggested identifying the top 5 development parcels in the Village and see which property owners are willing to participate in the study. He added the Village would need to give SBF details on the desired land uses for the sites and direction on the priority services in their proposal.

- Commissioner Russell noted that many of the priority parcels were detailed in the Comprehensive Plan subareas.
- Michael Sarlitto specified that Chapter 12 (Land Use & Commercial Subareas Plan) and Chapter 14 (Plan Implementation) were the key chapters of the Comprehensive Plan from an economic development standpoint.
- President Jacob noted the Village has always used Business Districts, Inc. (BDI) for market analysis services.
- Commissioner Pipin inquired about the contract terms with BDI and if the Village had a summary of fees expended vs. accomplishments.
- Michael Sarlitto counselled that regular evaluation of vendor performance and competitive bidding of services are good municipal practices and that both are metrics typically examined by EDC's. He added the Metro Strategies and SBF proposals can be weighed against the accomplishments and fees previously spent on consultants and in-house staff for economic development expertise and grant pursuits.
- President Jacob advised he will ask Village Manager Lothspeich for BDI contract terms and a summary of expenses and deliverables over the past 3-5 years.

6. New Business

- The next business informational webinar is scheduled for 6:00 P.M. on Monday, May 18, 2020.
- The special business informational webinar on business re-openings will be scheduled for 6:00 P.M. on Monday, June 8, 2020.

ADJOURNMENT

Commissioner Goble adjourned the meeting at 8:35 AM with a unanimous vote of approval by the EDC.