



**MINUTES OF THE MEETING OF THE LONG GROVE ECONOMIC  
DEVELOPMENT COMMISSION  
TUESDAY SEPTEMBER 8, 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 7:01 A.M. with a quorum of the EDC present electronically. The web-based meeting was conducted through Zoom and accessible to the general public. In order to comply with the Open Meetings Act, Chairman Goble stated that this meeting is recorded and Commissioner Brown took roll call attendance.

**OFFICIALS IN ATTENDANCE:**

EDC Members Present electronically and via roll call vote confirming these members present: Pam Brown, Roger Goble, Irwin Steinberg, and Mike Elliott

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

Village Staff Present: Denise Rosenquist, Village Intern

Others Present: Michael Sarlitto, Kevin O'Connor, James (guest),

**PUBLIC COMMENT**

**None offered.**

**ACTION/DISCUSSION ITEMS**

**1. Motion to Approve Meeting Minutes of 8/25/20** Commissioner Brown took roll call attendance. Commissioner Steinberg made a motion to approve the minutes of the 8/25/20 EDC meeting and Commissioner Elliott seconded the motion. Chairman Goble noted that pursuant to the Governor's State Distance Declaration and Guidelines for social distancing (Resolution 32) that public meetings will not be held in person at the present time but via video conference which are currently required to be recorded with the public invited. The EDC adopted such procedures for the time period required pursuant to this resolution.

**2. Status Report on ICSC Conference:** Int'l Council of Shopping Centers (ICSC) August 26 seminar Leads: Commissioners Brown and Hall attended an ICSC conference concerning retail business trends. Commissioner Brown reported that Paul Thompson, Global Retail Business Development Executive, from Precisely reported trends continue in retailers closing underperforming stores but retaining customers through shoring up performing stores with innovations in mobile app data. Retailers will need to service customers through a combination of bricks and mortar coupled with service on-line - omni-channels.

Trends:

- Resilience - evolve with moving channels - curbside pickup, accessible delivery options
- Convenience and adaptive to customers changing needs - shift to trends of working from home and co-working living spaces which signals delivery and curbside pickup.
- Data trends - are more dynamic demographics not strictly local trade but multitude of site attributes and need to manage data analytics in a broader population area versus linked to local resident addresses
  - Mobile trace link back through common neighborhood data - not single location but drive time area reports to get a more overall area demographic and income profiles including disposable income profiles using census and county geographic area map and traffic data reports
  - Analytical data through omni channels reflecting matching profiles from area customer data
  - Real estate network that picks up population areas reflecting workers transients and residents in a specific radius
  - Key drivers - flow of traffic at different times, similarity of stores
- Other trends:
  - High end and low end retail customers are easier to capture and harder to capture middle market
  - Look at competition and neighborhood gentrification regularly and project the needs of consumers at least 5 years out
  - Village Manager Lothpeith confirmed Long Grove's membership in the ICSC. Commissioner Brown reported that she has signed up for the ICSC scheduled August 26 Webinar concerning retail site selection trends that is complimentary for ICSC members and that she and Commissioner Hall will participate virtually. Commissioners Brown and Hall have become ICSC members under the Village of Long Grove membership. It was decided that due to OMA mandates, if there are more than two EDC members who are interested in attending an ICSC meeting or informational webinar, the EDC will discuss who will attend prior to each event.
  - Commissioners Steinberg and Brown will be creating a database of other local members of the ICSC.

**3. Status Report on Lake County Partners:** Commissioner Brown reported that she contacted Ron Lanz of Lake County Partners to speak at our upcoming September 222 EDC meeting concerning Lake County business trends and new business opportunities he is seeing coming to Lake County and how these trends could apply to Long Grove.

#### **4. Local Banks and Lawyers:**

- The Village will send out the Letter drafted by Commissioner Steinberg to the Banks and Lawyers before the next EDC meeting. He has provided Denise with the list of contact information. If there are additional banks or lawyers, Denise asked that they be sent to her.
- Commissioner Steinberg suggested that an update of the letter be sent out quarterly to these Banks and Lawyers.

## 5. Report on New Business Flow Chart:

- Commissioner Elliott reported that he had a discussion with Manager Lothpeith about developing a process and flow chart for new businesses to follow (regarding individuals that play respective roles in the process, and respective order). Commissioner Elliott will continue to work on a more linear business flow chart and will update the EDC on his progress on September 22 .
- Commissioner Elliott will interface with the Village staff to make sure that there is an approval process for anything posted on the website .
- Commissioner Steinberg suggested we partner with Lake County on possibly setting up training programs for digital workshops and consider setting up an Innovation Center on Route 45.

**6. EDC sponsored digital series *How'd You Do It?*:** The EDC sponsored the first edition of the new digital series suggested by Trustee O'Connor entitled "How'd You Do It" which featured Kevin O'Connor as moderator and Commissioner Steinberg speaking about his building a CPA firm and consulting business into a firm employing some 55 people. The video can be found on the Village website, with the interview starting approximately 56 minutes into the video. <https://www.longgroveil.gov/bc-edc/page/economic-development-commission-meeting-20>

**7. The EDC Work Plan and Quarterly Update:** The EDC Work Plan was adopted (9.8.2020) and distributed to the EDC and the Board of Trustees. The document can also be found on the EDC Google Drive. The final EDC Quarterly update was distributed (9.8.2020) to the EDC and the Board of Trustees. The document can also be found on the EDC Google Drive.

## 8. Report on individual break out meetings with Roman Dumiak Following the last EDC meeting several EDC members and others interested in follow-up met with Roman Dumiak for Interviews about the Census project

Roman spoke at the last EDC meeting about the Census innovation lab EPA Projects for TOP Initiative – One of which is Facilitating Sustainable Rural Economic Development. Roman introduced the EDC to projects designed to assist smaller municipalities and rural communities with economic development and asked for volunteers to set up follow-up meetings about possible ways in which the Census projects could assist the EDC.

Commissioner Brown, Chairman Goble and Michael Sarlitto set up follow-up interviews with Roman. Commissioner Brown reported that she spoke with Roman about data collection for marketing purposes such as the type of data collection suggested by the ICSC i.e. 5.10.15 mile radius census and drive time data reflecting demographic information such as, Disposable Income Profile, Net worth profile, Market profile and traffic patterns. This relates back to our discussion concerning ICSC site selection trends reflecting need for access to area wide demographic data that we can plug into the Business Microsite section of the Long Grove Website .

The EDC will request a follow-up meeting with Roman Dumiak in approximately 2-months

**9. Future EDC Activity:** Trustee O'Connor will follow up with formalizing a guide/template to support successful interviews such as the first one conducted with Commissioner Steinberg.

- There will be follow-up for developing format for interview series labeled "How'd You Do That?" and whether video chat is format that will work best.
- Trustee O'Connor and Commissioner Brown will continue to collect names for interviewees for this series.

**10. Other Business.**

- Chairman Goble will work on an ongoing collaboration with the HDLGBA.
- Commissioner Elliott will be inviting a representative from the HDLGBA to an upcoming EDC meeting.

**11. Adjournment.** Chairman Goble adjourned the meeting at 8:33 AM with roll call vote of members that were present.