



**MINUTES OF THE MEETING OF THE LONG GROVE ECONOMIC  
DEVELOPMENT COMMISSION  
TUESDAY OCTOBER 13, 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.

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

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

Village Staff Present: Denise Rosenquist, Village Intern; Dave Lothspeich, Village Manager; James Hogue, Village Planner

Others Present: Michael Sarlitto

**COMMENT**

**None offered.**

**ACTION/DISCUSSION ITEMS**

**1. Motion to Approve Meeting Minutes of 9/22/20** Commissioner Brown took roll call attendance. Commissioner Steinberg made a motion to approve the minutes of the 9/22/20 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: Status Report #1:** Commissioner Brown reported on Int'l Council of Shopping Centers (ICSC) webinar entitled "Future of Retail - post- Pandemic - The speaker emphasized that multi-channel retail is the future where brick and mortar will survive for retailers who adapt to this model. Amazon is still the big gorilla online, and sales have surged amid the pandemic. But Amazon's shipping delays and out-of-stock items meant retailers including Walmart and Target, whose networks of brick-and-mortar shops became an advantage for picking up and shipping e-commerce purchases quickly became an advantage. Amazon's share of U.S. e-commerce fell to 38.5 percent in June from 42.1 percent in January, according to data from Rakuten Intelligence. In April, it hit a low of 34.2 percent. At the same time, Target's share grew from 2.2 percent to 3.5 percent and Walmart's grew from 4.2 percent to 5.0 percent. This new emphasis on innovation and service needs to extend to the digital customer experience as well. Most retailers with roots in brick-and-mortar simply try to replicate their in-store experience online, but such efforts are fruitless according to the speaker. The speaker emphasized that investing in some of the unique capabilities of digital — including real-time inventory management, predictive analytics, and personalization functions — can create completely new and different shopping experiences. A retailer can use these new capabilities to create a social, interactive, immersive experience wherever customers are — that's something no physical outlet can provide.

Commissioner Brown will report on the ICSC Webinar on real estate trends post-pandemic to be held Oct. 15, and also continue to report information from the ICSC website highlighting state specific resources to assist local businesses for e.g., Sept. 17: Gov. Pritzker announced the second round of Business Interruption Grants (BIG) to assist small businesses. The \$220 million second round of BIG aims to provide relief for all types of small businesses, but with a particular focus on businesses downstate, in disproportionately impacted areas (DIAs), and for heavily impacted industry and regions — representing businesses that have been unable to reopen or operating at a severely diminished capacity since the spring.

**3. Status Report #2:** Mailing area banks and lawyers. Lead: Commissioner Steinberg reported on producing a second email to banks and lawyers, ready for review in January.

**4. Status Report #3:** Lead: Commissioner Elliott will report on the Business Flow Chart progress at the October 27th EDC meeting.

**5. Status Report #4:** HLGDBA activity, invitation to an October EDC meeting. Leads: Commissioners Brown and Goble will invite Jasmine and Jesse DeSoto to attend the EDC October 27 meeting.

Commissioner Brown reported that she attended the Visit Lake County annual meeting presentation that occurred on October 1, 2020 and she will present these ideas to the HLGDA to consider:

1. Send in an article to Visit Lake County for their Visit Lake County Map and Guide Book highlighting Long Grove October and November special events.
2. Send in an article to Visit Lake County for their Monthly Blog highlighting Long Grove October and November special events.
3. VLC started a marketing promotion highlighting various road trips to publicize in their online brochures and blogs - it would be great for Long Grove to be part of one of the road trips.

**6. Report #5:** Business data from Lake County Partners for inclusion in Village/EDC website Leads: Brown, Rosenquist will follow up with the status at the October 27 EDC Meeting

**7. Status Report #6:** Status of South Gateway TIF website page <https://www.longgroveil.gov/sgateway-tif> Leads: Denise Rosenquist reported on South Gateway TIF being voted on by the Trustees and available on the Long Grove Website.

**8. Working Session #1:** Discuss “How’d you do that?” interview and possible additional uses and guests. Sunset Foods, White Oaks Restaurant as possible subjects. Commissioner Brown will be contacting the owners of White Oak Gourmet to confirm their How’d You Do It interview at the November 10th EDC meeting. Chairman Goble will be contacting Kevin O’Connor to assess his desire and availability to host the November 10th. How’d You Done it? Interview.

**Working Session #2:** Denise will participate and report on October 14 in a Webinar titled Emerging Business & Economic Development Trends presented by the ILCMA.

**Working Session #3:** Discussion of challenges involved with zoning properties for Business uses. Village Planner James Hogue and Village Manager Dave Lothspeich ALL

Denise will work on including an excerpt of the presentation given by James Hogue and Dave Lothspeich concerning Village Zoning challenges for inclusion on the Long Grove Village Website. Planner Hogue reported that the Village Zoning Code and Map can be found under the Economic Development Tab of the Village of Long Grove Website. Planner Hogue recited that Zoning is related to community police powers and serves a public purpose regarding setting out height, set back as well as land use restrictions.

Generally, there are two types of uses:

1. Permitted Uses - as a matter of right - such as, R-1 Residential prescribing 1 acre lots.
2. Conditional uses - require more scrutiny. This process of obtaining a special use permit may involve requiring that conditions are attached to granting any exceptions to permitted zoning such as height, setback or special uses. Deviations from the prescribed zoning code need to be authorized by the Village.
3. PUDs involve creating and authorizing a mini zoning ordinance. For example, Briarcrest is an R1 and R2 PUD district with Omen Garden Center as part of the district. Ballybunion is R-1 PUD with Conservancy mandates. The PUD subdivision ordinances promote community character and implement zoning requirements that are present to facilitate the Long Grove Comprehensive Plan along with the zoning code and subdivision ordinance. Changes to zoning of such PUD districts will require the approval of land owners as well as the Village. In light of all of the foregoing, Village Planner Hogue suggested that developers be directed to the Village Manager of Village Planner to facilitate the flow chart and process for approvals as they initiate interest in locating to Long Grove. Developers in this way can reduce their risk so that the Village can communicate any zoning or other barriers to the proposed development up front. Planner Hogue suggested that a pre-application meeting with the developer to review zoning, any potential barriers and to talk with residents is the best way to ensure that the process is transparent.

#### **9. Other Business.**

- Chairman Goble will work on an ongoing collaboration with the HDLGBA.
- Commissioner Brown invited a representative from the HDLGBA to an upcoming October EDC meeting.

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