



**MINUTES OF THE MEETING OF THE LONG GROVE ECONOMIC  
DEVELOPMENT COMMISSION  
TUESDAY OCTOBER 27, 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, Minah Hall, 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;

Others Present: Michael Sarlitto, Jasmine Searcy

**COMMENT**

**None offered.**

**ACTION/DISCUSSION ITEMS**

**1. Motion to Approve Meeting Minutes of 10/13/20** Commissioner Brown took roll call attendance. Commissioner Hall made a motion to approve the minutes of the 10/13/20 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.

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 and misguided. Beyond the transaction basics discussed earlier, customers don't expect a virtual experience to be like an in-person one — nor do they want it to be. 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.

Information from the ICSC website highlighted 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 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.

Denise reported on October 14 in a Webinar titled Emerging Business & Economic Development Trends presented by the ILCMA.

Hottest sectors: Industrial and E-Commerce

- E-commerce is doing very well, but people still want to shop in brick and mortar stores
- Financing for retail projects is challenging, yet warehouse financing has been abundant- expected to continue
- Senior housing/assisted living and apartments on the rise (baby boomers)
- Municipalities need to look at how they are going to collect tax revenue, and keep a close eye on what their fair share of E-commerce sales are (retail sales tax revenues vary greatly from year to year-needs to be monitored closely).
- There is a pent up demand for travel, shopping restaurants, trade shows, weddings, etc. It is forecasted that the economy will have a robust recovery in 2021. Maintain view of future commerce:
  - Continue investing in infrastructure
  - Strong web presence and highly responsive staff
  - Providing training and support to staff to be geared towards strong and positive customer service
  - Leverage local incentives (i.e. TIF)

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

**4. Status Report #3:** Lead: Commissioner Elliott reported on the Business Flow Chart. Commissioner Elliott has asked for feedback on the Bridge to Business flow chart (which will be entered into Google Drive).

**5. Status Report #4:** Business data from Lake County Partners for inclusion in Village/EDC website. Commissioner Brown will follow up with the status at the next EDC Meeting and Commissioner Hall will assist with selecting data points.

**6. Status Report #5:** Status of South Gateway TIF website page <https://www.longgroveil.gov/sgateway-tif>  
Denise Rosenquist reported on South Gateway TIF being voted on by the Trustees and available on the Long Grove Website.

7. **Working Session #1:** HLGDBA activity reported on by Jasmine Searcy. Jasmine reported that extended downtown shopping hours will run from the Friday after Thanksgiving to December 27. Jasmine also reported that the HLGDBA holds its board meetings on the third Tuesday of every month (5:15 p.m.) and will put EDC items on their Agenda if she is notified by at least the Thursday the week prior to their meeting.

8. **Working Session #2:** Discussion on “How’d you do that?” Chairman Goble will be contacting the owners of White Oak Gourmet to confirm their How’d You Do It interview. Chairman Goble will also be contacting Kevin O’Connor to ask him to host this How’d You Done it? Interview.

9. **Other Business.**

- Bill Jacob reported that the Interim Village Manager will help with documenting procedures for setting up new businesses
- Commissioner Hall offered to help with providing a virtual presentation on process for site selection and getting zoning and other approvals.

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