



**MINUTES OF THE SPECIAL MEETING OF THE  
LONG GROVE ECONOMIC DEVELOPMENT COMMISSION  
Monday, April 20, 2020 at 6:00 P.M.  
3110 Old McHenry Road, Long Grove, Illinois 60047-9613**

**LONG GROVE BUSINESS INFORMATIONAL WEBINAR SERIES  
“Surviving COVID-19” - *INSTALLMENT #3***

**CALL TO ORDER**

At 6:00 P.M. Chairman Goble called to order the 3<sup>rd</sup> installment of a series of special informational webinars for Long Grove businesses on coping with the economic impacts from the COVID-19 pandemic. The web-based meeting, which was conducted through Zoom and accessible by the general public, did not have a quorum of EDC members present.

**OFFICIALS IN ATTENDANCE**

EDC Members Present:	Mike Elliott, Roger Goble, Eric Russell, Irwin Steinberg
EDC Members Absent:	Pam Brown, Minah Hall, Jay Levin, Rob Pipin
Ex-Officio EDC Members Present:	Bill Jacob, Jennifer Michaud, Rita O’Connor, Bobbie O’Reilly
Village Staff Present:	Denise Rosenquist (Village Intern)
Others Present in Person:	Michael Sarlitto, Laurie Wilhoit (HDLGBA), Ryan Messner (State Farm Insurance), Andrew Denaro (Studio Denaro), Dona Blunt (Dona Blunt Art Studio), Tony (PNC Bank), Terry Flanagan, Chareen Goodman, Roshel Rivellino (Rivellino School of Art), Heidi Locker-Scheer

**PUBLIC COMMENT**

None.

**ACTION/DISCUSSION ITEMS**

**1. Online Videos to Promote “Virtually Open” Businesses**

- Michael Sarlitto reiterated the intent of these webinars is to get businesses thinking about pivoting to e-commerce now as it will likely become a normal way of conducting business post-COVID-19.
- Andrew Denaro from Studio Denaro introduced his company and provided samples of online video content that he has developed for business clients. His company has also built up a large following on Facebook.
- Chareen Goodman noted that for the best response, businesses should post videos of professional quality. She further noted that giveaways are great enticements to build a social media following and referenced [kingsumo.com](http://kingsumo.com) as a website for promoting giveaways.
- Terry Flanagan added that video improves engagement and shows the customer experience inside the business.
- Laurie Wilhoit mentioned that around 30% of the downtown businesses are currently using video.
- Roshel Rivellino started uploading online art instruction videos for kids on YouTube.
- Michael Sarlitto noted that many Long Grove businesses could benefit from an online video marketing piece. Several ideas were included in the meeting agenda.

## **2. Business Interruption Insurance**

- Ryan Messner explained that there are two types of Business Interruption coverage, one of which may be a part of a business owners insurance policy: (1) All-Risk coverage or (2) Named Perils coverage.
- If business owners have experienced lost income as a result of the State's shelter-at-home order to combat the COVID-19 epidemic, and think they may have coverage through their business owners insurance policy, Ryan recommends filing a claim now as the insurance companies will be inundated with claims in the near future.
- Commissioner Steinberg recommended reviewing all business and personal insurance policies at this time.

## **3. Updates on Governmental Programs**

- The first round (\$349 billion) of the U.S. Small Business Administration's Paycheck Protection Program (PPP) funds have now been depleted. A second round of PPP funding (\$310 billion) is expected to be approved later in the week.
- The PPP loan is fully forgiven (i.e., converts to a grant) if at least 75% of the funds are used for payroll costs. If the loan cannot be converted to a grant, the loan payments will be deferred for 6 months.
- For those receiving a PPP loan, Ryan Messner recommends opening a separate bank account to better track the use of the funds.
- The SBA will be coming out with additional guidance on its Debt Relief program.

## **4. Village of Long Grove Business Directory**

- The Long Grove business directory has now been compiled and posted to the Village's website. The directory includes business names, addresses, phone numbers and websites.
- The Village will review the process for inclusion of business email addresses into the directory and for use in general marketing of the Village.

## **5. New Business**

- Links to the videos of the first three business informational webinars from 3/30, 4/6 and 4/20 have been posted to the Village's website. Minutes from the 4/6 and 4/20 webinars have also been posted to the website.
- The 4<sup>th</sup> installment of the business informational webinar series will be on Monday, April 27, 2020 at 6:00 PM.

## **ADJOURNMENT**

Since there was not a quorum of EDC members present at the meeting there was no action taken by the EDC. Rather, the meeting was continued to the next business informational webinar on April 27<sup>th</sup> with the purpose of continuing to gather public input and provide information to the business community on responding to the ongoing pandemic. Chairman Goble adjourned the meeting at 7:13 P.M.