



**MINUTES OF THE MEETING OF THE LONG GROVE ECONOMIC
DEVELOPMENT COMMISSION
TUESDAY FEBRUARY 9, 2021 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, Minah Hall, Mile Elliott, Roger Goble

Others in Attendance: Anne Kritzmire, Trustee; Jenny Michaud, Trustee; Rita O'Connor, Trustee; Gary Vicari, Amy Gayton, Mick Inspirion

Village Staff in Attendance: Denise Rosenquist, Administrative Intern

ACTION/DISCUSSION ITEMS

1. Motion to Approve Meeting Minutes of 01/26/2021 Commissioner Brown took roll call attendance. Commissioner Hall made a motion to approve the minutes of the 01/26/21 EDC meeting and Commissioner Steinberg 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.

Update #1: Int'l Council of Shopping Centers (ICSC)/ Lake County Partners. Commissioner Brown attended the Lake County Partners and CLC collaborative webinar concerning COVID-19 Emergency Relief Package and PPP Program. Commissioner Brown pointed out that this presentation contains an excellent summary of the new COVID-19 Emergency Relief Package that the Congress adopted to assist small businesses. Commissioner Brown sent a link to this webinar to Denise to post on EDC microsite and sent a link to this Webinar together with links to the PPP application process to Historic Long Grove Downtown Business Association (HLGDBA).

Commissioner Brown reported that small business loans in this second round will only be available to businesses that can show a 25% quarterly revenue loss last year compared to 2019 and uses proceeds for authorized uses which have been expanded to include operating expenses during the covered period, interest payments on debt, accounting costs, software expenses but must include at least 60% for payroll.

Commissioner Brown reminded EDC members that Lake County Partners will hold its Lake County Partners Municipal Meeting topic being "Economic Development Incentives" on February 10th, 2021, from 11:30-12:30: Denise posted the link to Lake County Partners sign up for this Zoom meeting.

Update #2 Collaboration with Stevenson H.S. Business and Marketing Program. Trustee Michaud, Commissioner Hall and Intern Rosenquist will provide updates following the next meeting of this Stevenson H.S. collaboration. Discussion followed regarding decisions that need to be made about the drone video(s) including how to go forward with the process of uploading highlights and clips. Trustee Michaud will send her edited version of the video for uploading to the Google Drive and she asked for feedback and suggestions for editing the initial video clips. Jenny will send Gary Vicari the drone video to review and comment on, as well as an invitation to the February 23rd meeting.

Update #3: How'd You Do It? videos, editing costs, subjects: Commissioner Steinberg will contact Steven Wang of MAT Holdings and report on whether they will participate at the next EDC meeting.

Trustee Michaud contacted the Skycrest Veterinarian/owner and will follow-up with future dates that will work for her interview. Trustee Michaud mentioned that Jake Weiss would also be a good prospect for an interview that she will contact.

Update # 4: Review of Business Flow Chart draft. Comments from Village Planner and PCZBA as well as Trustee Kritzmire and Michael Sarlitto to be incorporated by Commissioner Elliott into the Business Flow Chart draft with report on progress of finalizing the Business Flow Chart at the next EDC meeting.

Update #5: Posting Long Grove demographic information additional marketing materials, before and after photos of Village projects and improvements on the EDC microsite. Commissioner Hall continues to work on updating demographic data using Esri data obtained from Lake County Partners for the Long Grove Website. This involves working with the most recent 2010 census data and updating with projections to 2020/2025 based upon 5/10/15 mile radius and/or drive times. Commissioner Hall will collaborate with Commissioners Levin and Brown and Trustee Kritzmire on this project.

Discussion proceeded as to how to integrate graphics and analytics into the Long Grove Website and EDC microsite.

Denise will provide website and video analytics examples to illustrate usage of general website, EDC micro-site and videos. It was suggested that the Village should consider contacting Municode (the company that assisted with updating the Long Grove Website) and possibly negotiating additions to the website to accommodate motion, sliders, graphics and video clips of the Village). Commissioner Hall pointed out that other towns including neighboring towns (such as Lincolnshire and Libertyville) have incorporated such motion graphics and video clips into their Websites. Denise (and any others wishing to join in the meeting) will contact Municode (the company that upgraded the Long Grove Website) to discuss such graphics and video additions to the Long Grove Website and get an idea of the cost of doing so.

Update #6: Drone Videos, licensensing status, use by other groups or businesses, possible additional subjects for further drone footage, multiple sites (Sunset Grove TIF, Dunkin Donuts area)

Trustee Michaud will confirm pricing from various editing businesses and discuss at next EDC meeting

Commissioner Levin sent before and after video shots of the Sunset Grove shopping center development to Commissioner Hall that could be incorporated into the Long Grove website and/or TIF descriptive materials.

Trustee Michaud will ask Mike Marr and/or Jasmine for similar before and after video shots of Buffalo Creek development for possible posting into the Long Grove Website and/or TIF descriptive materials highlighting recent commercial developments.

Status Report #7 Commissioner Steinberg will look into the “Last Mile” sales tax information/distribution model as a development opportunity and report on this at the next meeting.

Working Session #1: Discussion of methods to promote or publicize the South Gateway TIF.

Commissioner Brown contacted the Business Department of the Schaumburg Public Library, Vernon Area Library as well as the ICSC and Lake County Partners to investigate effective publications and other media available to publicize the South Gateway TIF to the Developer and Commercial Real Estate Brokerage communities. Both Schaumburg and the Vernon Area Library subscribe to Reference Solutions, a business database that we could use to compile a list of real estate brokers and developers within designated geographic areas. Remote access is available through the libraries.

Discussion proceeded regarding whether to draft a press release to send to media outlets regarding the TIF.

Trustee Michaud discussed this issue with the Board at the January 26th meeting regarding the possibility of Teska Associates (Lee Brown) providing bullet points of general South Gateway TIF opportunities (to affect marketing of the South Gateway TIF). This suggestion was tabled for future consideration by the Board. Meanwhile, Commissioner Hall and Trustee Michaud will work on an in-house version of a TIF summary providing a generalized description of benefits of the South Gateway TIF in order to publicize its location and advantages as a development opportunity to facilitate interest for future development without providing specifics regarding financing infrastructure or committing monies by the Village.

Commissioner Hall provided examples of links and economic incentive tools for EDC to review.

Working Session #2 Gary Vicari, President of Arlington Toyota and Long Grove Resident shared his thoughts on Commercial Development. Gary Vicari discussed his view of what should be the objectives of the Village regarding business development: focused on the dual goal of bringing in visitors to the town and attracting new businesses. Gary expressed the view that the EDC should assist the Village of Long Grove in promoting the demographic advantages and economic incentives as a way to attract new businesses to Long Grove.

He discussed Arlington Toyota’s experience with locating a Toyota dealership in Palatine. He pointed out that Palatine was helpful in recruiting their business: first, assisting Toyota with acquiring the site partially through eminent domain and then offering a package of incentives related to site redevelopment and infrastructure to be repaid in part with sales tax revenue. He suggested that Long Grove should be proactive in promoting its own incentives and development opportunities such as its TIF program, favorable demographics and active outreach to new businesses.

Gary expressed the opinion that the Village would be a good fit for a high impact business that will bring in traffic and customers to the Village such as a classic car dealership using the dealership in Mundelein as an example. He expressed the view that the village should develop a theme to bolster a cohesive message i.e. that it is a Village that is a bridge between the past and new development. He expressed that a classic car dealership would be emblematic of such a theme. He used the Village of Volo as another example of a town that attracts visitors with a classic car museum.

Gary offered to review and make suggestions for editing the initial video clips of Village’s streetscapes of Long Grove that Trustee Michaud created and attend a future meeting.

New Business (5 min) – ALL

- Continuation of Meeting by the EDC at the Reserve at Salem Lake Development to a future date
- Commissioner Hall continues to work on updating demographic data using Esri data obtained from Lake County Partners.
- Chairman Goble provided books for the first selection of the newly created EDC Book Club and will provide more details including assigning initial chapters to read and discuss going forward
- Denise mentioned that she will be unable to attend the February 23 EDC Meeting and Chairman Goble will host