



**MINUTES OF THE MEETING OF THE LONG GROVE ECONOMIC  
DEVELOPMENT COMMISSION  
TUESDAY FEBRUARY 23, 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 7:00 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

Ex Officio EDC Members Present electronically: Bill Jacob, Village President.

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

**ACTION/DISCUSSION ITEMS**

**1. Motion to Approve Meeting Minutes of 02/09/2021** Commissioner Brown took roll call attendance. Commissioner Hall made a motion to approve the minutes of the 02/09/21 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 mentioned that she will notify the Historic Long Grove Downtown Business Association and others in the Grove business community about Covid rescue plan that would give ailing restaurants and other food and drinking establishments \$25 billion in grants and provide additional relief to shuttered live venues and much more. The program would be administered by the Small Business Administration.

- \$5 billion of this amount is set aside for businesses with less than \$500,000 in 2019 annual revenue.
- Grants are available for up to \$10 million per entity,
- Grants are calculated by subtracting 2020 revenue from 2019 revenue.
- During the first 21 days, applications from restaurants owned and operated controlled by women, veterans or socially and economically disadvantaged individuals will receive priority.
- Grants may be used for a wide variety of expenses, including payroll, mortgage, rent, utilities, supplies, food and beverage expenses, paid sick leave and operational expenses.

Also, in the bill:

- \$15 billion in additional funding for Economic Injury Disaster Loan grants
- \$1.25 billion in additional funding for shuttered live venue grants

Commissioner Brown will send a link to this webinar together with links to the PPP application process to Historic Long Grove Downtown Business Association (HLGDBA).

**Update #2: 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 #3: Drone Videos, licensing 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.

Denise and Commissioners Elliott and Brown will look into college graphic design departments including the College of Lake County graphic design department to find out whether they would consider undertaking a graphic design project (update the website with motion graphics, photos, etc.)

Gary suggested that EDC members take a look at the Village of Lakemoor Website in order to discuss how Lakemoor has integrated graphics and specifics regarding economic development into their website including description of their TIF and new business outreach. Gary spoke about how the Village of Lakemoor has managed to integrate video and graphics of the Lakemoor community as well as incorporate video clips of recent commercial developments into their website.

It was suggested that Chairman Goble and Commissioners Steinberg and Brown contact Mike Marr and Menards concerning providing before and after video/photos, of their respective developments as well as potentially contributing to funding Municode (or other provider) upgrades to the Long Grove Website (to include graphics and highlight their respective developments). It was also suggested that Denise contact Municode to set up a follow-up meeting (and EDC members wishing to participate) to discuss/negotiate possible additions to the website (motion, sliders, etc.) at a more basic level - primarily upgrading EDC Microsite highlighting before and after developments - Sunset, Menards, and Buffalo Creek Brewery with photos/video provided to them.

**Update # 4: Review of Business Flow Chart draft.** Comments from Village Planner and PCZBA as well as Trustee Kritzmire and Michael Sarlitto were incorporated by Commissioner Elliott into the Business Flow Chart draft which Commissioner Elliott reported the flow chart is finalized and ready for posting on the website and will discuss the progress of this posting of 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.

**Update #6: Report on Lake County Partners program “Economic Development Incentives” from February 10, 2021.** Commissioner Brown reported that Lake County municipalities published \$350 million maximum sales tax rebates and that there were \$1.4 billion annual extensions by TIF districts in Illinois this last year. It was suggested when discussing how to improve their TIFs that municipalities:

- Coordinate with overlapping taxing bodies to align incentive offerings
- Tie incentive use to a larger economic growth strategy rather than short-term fiscal benefits
- Work with neighbors to avoid incentives-based bidding wars

**Update #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.

Commissioners Hall and Brown 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** Development efforts of other towns - Discussion of Holland Michigan selection of the “Our Towns” book.

It was mentioned that Holland Michigan presented different demographic and economic parameters having generational businesses, feeder industries, a local college and public schools that could be considered underperforming.

Nevertheless, there were lessons that were learned from Holland Michigan's economic development in that Holland had an economic identity forged from both a walkable downtown and their support of generational businesses.

Bill Jacobs mentioned the heated sidewalks as an asset to a more vital downtown area.

Also, it was mentioned that there were universal traits that the authors of *Our Towns* mentioned that were part and parcel of the fabric of all the successful and up and coming towns they visited -

- Multi- housing and varied types of residential building
- New and refurbished hotels
- A variety of restaurants

Chairman Goble will update members of the EDC on the next chapter of *Our Towns* to review and discuss at the next EDC meeting.

**New Business (5 min) – ALL**

- Commissioner Hall and Denise continue to work on updating demographic data using Esri data obtained from Lake County Partners.
- Chairman Goble will provide next selection of the *Our Towns* book for discussion at our next meeting
- Denise will provide link to this meeting