



**MINUTES OF THE MEETING OF THE LONG GROVE ECONOMIC
DEVELOPMENT COMMISSION
TUESDAY MARCH 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 7:00 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, Mike Elliott

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

Others in Attendance: Denise Rosenquist, Village Intern; Anne Kritzmire, Trustee; Jenny Michaud, Trustee; Rita O'Connor, Trustee; Gary Vicari, and Amy Gayton.

ACTION/DISCUSSION ITEMS

1. Motion to Approve Meeting Minutes of 02/23/2021 Commissioner Brown took roll call attendance. Commissioner Elliot made a motion to approve the minutes of the 02/23/21 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 mentioned again that there are a number of SBA programs that could be beneficial to Long Grove small businesses and the HDLGBA including the current phase of the PPP program and the Shuttered Venue Operators (SVO) Grant program. The SVOI Grant Program was established by the Economic Aid to Hard-Hit Small Businesses, Nonprofits, and Venues Act, signed into law on December 27, 2020. The program includes \$15 billion in grants to shuttered venues, to be administered by the SBA's Office of Disaster Assistance.

Eligible applicants may qualify for SVO Grants equal to 45% of their gross earned revenue, with the maximum amount available for a single grant award of \$10 million. \$2 billion is reserved for eligible applications with up to 50 full-time employees. We discussed this SVO grant being possibly useful to HDLGBA in connection with shuttered festivals in 2020. Eligible applicants may qualify for SVO Grants equal to **45% of their gross earned revenue**, with the maximum amount available for a single grant award of \$10 million. We discussed this SVO grant being possibly useful to HDLGBA in connection with shuttered Long Grove festivals in 2020.

Commissioner Brown also mentioned that Lake County Partners (LCP) posted on their website that they are seeking proposals for the development of a Comprehensive Economic Development Strategy (CEDS) and an infrastructure priority list based on the economic development impacts of a variety of developable parcels and the infrastructure they lack. Chairman Goble mentioned that we could raise high speed internet and access to public water as 2 projects that will be beneficial to the future development of available Long Grove sites. Commissioner Brown will inquire with Bethany Williams at Lake County Partners concerning what is the nature of the impact and assistance for projects (i.e. any available public grants and funding?) that are available by being on the Lake County Partners priority list so that we can determine if it is beneficial Long Grove to create a proposal for the CEDS in terms of our infrastructure priority projects.

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 has contacted Skycrest Veterinarian and is scheduling them for a "How'd You do It" Interview on Friday, March 12th. Chairman Goble will work on the details and advise the EDC.

Update #3: Report on possible College of Lake County assistance or partnership with local businesses such as Sunset or Menards or other video editing professionals to get improved design and graphics for the EDC website and promote TIF development.

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. Commissioner Steinberg mentioned that we should work on a list of targeted real estate brokers and other influencers to market the EDC edited "How'd You Do It" video clips and other targeted market information that we could send via email.

Trustee Michaud and Commissioners Levin and Steinberg thought we should consider adding available TIF sites as well as examples of development of existing Long Grove sites such as Sunset Gove and Menards.

Update #4: Additional information on costs of video editing. Trustee Michaud would like feedback and further direction on creating /editing drone videos. Intern Rosenquist and Trustee Michaud mentioned that they will continue to work on additional video clips and other content to the EDC microsite. Trustee Michaud mentioned that we should determine the nature of content we will want to create by way of drone videos to add to the microsite. We should consider adding available TIF sites as well as examples of development of existing Long Grove sites such as Sunset Gove and Menards by way of "before and after" video.

Trustee Michaud will speak to the Board about sources of funding further drone footage of the two TIFS, and/or the 5 areas of the Comprehensive Plan. Trustee Kritzmire is reintroducing the idea to the Board of Long Grove embracing Social Media.

Update #5: Follow-up on MUNICODE training session for Village staff and possible participation by EDC members. Denise will find out and report on additional training sessions with Municode.

It was also suggested that Denise contact Municode for additional discussion about possibly lowering their bid price for making additions to the website (motion, sliders, etc.) in order to facilitate upgrading EDC Microsite if we provide them with the clips, highlighting before and after developments - Sunset, Menards, and Buffalo Creek Brewery with photos/video provided to them. We will reach out to local firms and CLC for additional resources.

Update #6: Report on visit to Reserve Development on Feb. 23, 2021. Members of the EDC visited the Reserve Development following the last EDC meeting discussing the fact that the owners of the Reserve were working on further improvements and marketing of the project. Trustee Michaud suggested inviting Jake Weiss for a video interview as to why he chose Long Grove for his office development and his vision for the project once the project gets off the ground.

Update #7: Commissioner Steinberg is looking into the “Last Mile” sales tax information/distribution model as a development opportunity. Commissioner Steinberg will speak to a representative of the Illinois Department of Revenue about coming to a future EDC meeting and answering some of our questions concerning how the “Last Mile” sales tax is now assessed and allocated among the municipalities.

Update # 8: Follow through on the draft of TIF information sheet. Commissioner Hall and Trustee Michaud along with Commissioner Brown 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 #1 Discussion of Lakemoor Development Website. Discussion proceeded regarding elements of the Lakemoor economic development microsite that are particularly effective and would be beneficial for Long Grove to consider adapting and developing on our own EDC microsite. Commissioners Steinberg and Elliot suggested that we pick out about 3-7 elements from their website that we could consider adapting for our own EDC microsite. Commissioner Brown mentioned that Lakemoor’s graphic design featuring a map of the city and arrows highlighting sites for future development was particularly compelling. Chairman Goble suggested that we select sites (Municode created sites will be helpful) that we feel are effective in the area of graphically promoting economic development. Chairman Goble will assist with preparing a ranking sheet that members can use to rank these various websites (best to worst) as to how effective these websites are in graphically incorporating economic development information.

Working Session # 2 Development efforts of other towns - Discussion of St. Mary’s, Georgia selection of the “Our Towns” book. This is a coastal town whose economy revolves around its naval presence. Lessons learned:

- The town used its inherent geographic and educational advantages to foster growth - “opportunistic”
- While being a coastal town has given it a commercial advantage, they nevertheless have fostered growth through enhancements to it becoming a destination
- Having an attractive downtown with traditions has contributed to their becoming a destination i.e. they have added attractions and hotels to encourage visitors to “stay for a while”
- Regional Camden County High School helps promote growth with its technological training, academic and sports programs

New Business (5 min) – ALL

- 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 statutory permitted uses for developments to facilitate interest for future development without providing specifics regarding financing infrastructure or committing monies by the Village (as well as a list of real estate professionals/influencers to distribute the summary to).
- Commissioner Hall, Intern Rosenquist and Trustee Kritzmire will 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