



**AGENDA**  
**MEETING OF THE ECONOMIC DEVELOPMENT COMMISSION**  
**TUESDAY, MARCH 23, 2021 AT 7:00AM**  
**3110 OLD MCHENRY ROAD, LONG GROVE, ILLINOIS 60047**

**THE EDC CHAIR HAS DETERMINED THAT, DUE TO CONDITIONS RELATING TO THE COVID-19 PANDEMIC, IT IS NOT FEASIBLE TO MAKE THE VILLAGE HALL ACCESSIBLE TO THE ECONOMIC DEVELOPMENT COMMISSION OR THE PUBLIC FOR THIS MEETING. ACCESS SHALL ONLY BE AVAILABLE AS FOLLOWS:**

Join Zoom Meeting  
<https://us02web.zoom.us/j/4575598732?pwd=dzVocUZ5UIZhQWtjajVqSXQvOHBoZz09>  
Dial by your location  
+1 312 626 6799 US (Chicago) Meeting ID: 457 559 8732  
Passcode: 132435

*The Commission will not proceed past 8.30AM unless there is a consensus of the majority of the Commissioners in attendance to do so. Those wishing to address the Commission on an agenda item(s) may do so when the agenda item of interest is opened and prior to Commission discussion.*

Call to Order – Roll call.

Public Comment (5 min) – ALL

Approval of Minutes from March 9, 2021 Meeting (5 min) – Pam Brown

**ACTION/DISCUSSION ITEMS:**

- Status #1:** Update, Int'l Council of Shopping Centers (ICSC) and Historic Long Grove Downtown Business Association (HLGDBA). *Lead:* Brown
- Status #2:** How'd You Do It? Videos Ideas for additional subjects, Skycrest, MATS; Places for deployment of completed interviews (targeting influencers): *Leads:* Goble, Michaud, Steinberg, Brown
- Status #3:** Discuss proposed Village budget for social media, *Leads:* All
- Status #4:** Village Infrastructure needs providing support and input to the Lake County Partners' effort *Leads:* Brown,
- Status #5:** TIF information fact sheet *Leads:* Michaud, Hall
- Status #6:** Drone videos *Lead:* Michaud
- Working Session #1:** Procedure for nurturing leads on new or expanding businesses (such as Irwin's discussion with music retailer, earlier Peggy Kinnane's interest, classic car dealer) *Leads:* All
- Working Session #2:** Design of EDC microsite, look and feel and actual content. Ranking of other development websites that were circulated. *Leads:* ALL
- Working Session #3:** What makes towns work? – Redlands, California p. 274 to 278 in Fallows, *Our Towns* and the idea of local patriotism- ALL

**New Business (5 min) – ALL**

**ADJOURNMENT:** Next Commission Meeting: April 13, 2021 at 7:00AM

Our purpose is to:

- a) facilitate and enhance communications between the Village and the local business community;
- b) attract new businesses and economic development opportunities to the Village; and
- c) promote business retention, growth, and success within the Village.

The Village of Long Grove is subject to the requirements of the Americans with Disabilities Act of 1990. Individuals with disabilities who plan to attend this meeting and who require certain accommodations in order to allow them to observe and/or participate in this meeting, or who have questions regarding the accessibility of the meeting or the facilities, are requested to phone Bill Balling, Long Grove Interim Village Manager at 847-634-9440 or TDD 847-634-9650 promptly to allow the Village of Long Grove to make reasonable accommodations.