



**MINUTES OF THE MEETING OF THE LONG GROVE ECONOMIC
DEVELOPMENT COMMISSION
TUESDAY MARCH 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, Irwin Steinberg, Mike Elliott

Ex Officio EDC Members Present electronically: N/A

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

ACTION/DISCUSSION ITEMS

1. Motion to Approve Meeting Minutes of 03/09/2021 Commissioner Brown took roll call attendance. Commissioner Elliot made a motion to approve the minutes of the 03/09/21 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/HDLGBA.

Commissioner Brown mentioned the Restaurants Act of 2021 - a bill introduced in the House on 02/04/2021. This bill temporarily establishes and provides funding for the Restaurant Revitalization Fund, from which the Department of the Treasury shall make grants to eligible food and beverage purveyors to cover specified costs such as payroll, operational expenses, and paid sick leave. For the grant program's initial period, the Treasury must (1) prioritize awarding grants to underrepresented communities, and (2) only award grants to eligible food and beverage purveyors with annual revenues of less than \$1.5 million in 2019. For tax purposes, grant amounts are excluded from the recipient's gross income.

An entity that received a loan under the Paycheck Protection Program established to support small businesses in response to COVID-19 (i.e., coronavirus disease 2019) may not apply for or use a restaurant revitalization grant for the same expenses for which the entity received the paycheck protection loan. Further, a grant applicant may request an additional amount to cover the cost of providing 10 days of paid sick leave to its employees. We will continue to check back with the Treasury Department about the status of this legislation.

Commissioner Brown will be requesting a representative from the Illinois Restaurant Association (possibly Sam Toia) speak at one of our next few EDC meetings to discuss the status of the Governor's Plan for restaurant reopening in Illinois as well as the Federal Restaurants Act.

We also discussed Federal SVO Grants available for venues shuttered in 2020. Commissioner Steinberg mentioned that this SVO grant being possibly useful to HDLGBA in connection with the Village's shuttered festivals in 2020. Eligible applicants may qualify for SVO Grants equal to 45% of their gross earned revenue in 2019, with the maximum amount available for a single grant award of \$10 million.

Amy Gayton on behalf of the HDLGBA discussed plans for the Village 2021 Chocolate Fest. The Fest will feature experience tents including various cooking demonstrations with chocolate and a chocolate fountain. There will also be musical entertainment. The event will be 3 days with the VIP package experience taking place in the tents (in Archer parking lot) on Friday night. Robert Parker Coffin Road will have on display not only chocolates made by Long Grove companies, but other chocolate companies' products, as well. Entry into the tents will require tickets and the dates will be firmed up shortly - likely being either May 15, 16, 17 or May 21, 22, 23. Details to follow.

Update #2: How'd You Do It? videos, editing costs, subjects: Trustee Michaud and Chairman Goble discussed Skycrest Veterinarian's "How'd You do It" Interview which was conducted on Friday, March 12th. Chairman Goble mentioned that it went quite well and would be a good subject for one of EDC's video clips on its microsite. Trustee Michaud has edited the video clip and she mentioned that she would welcome feedback from the EDC. Trustee Michaud will contact the manager of Sunset's grocery store to determine whether they have any interest in doing an interview.

Update #3: Discuss proposed Village budget for social media. We discussed how to drive traffic to the Long Grove Website including through enhancing graphics and utilizing social media. Commissioner Elliott mentioned the importance of SEO words and graphics (SEO short for "search engine optimization"). He suggested that other social media we should consider for the Village would be a Facebook page and Linked-In posts. Trustee Kritzmire is introducing the idea to the Board of Long Grove embracing Social Media with posts including links to the Long Grove website and highlighting upcoming events. There is a budget line for social media of about \$20,000 incorporated into the proposed budget for added social media and upgrades to the website. Once we decide on key features to incorporate into our website Commissioner Brown will summarize and send them to Trustee Kritzmire.

It was also suggested that the excerpts from the Village newsletter (which is sent out twice a month) be posted on social media. It was noted that this is an expeditious way to handle up-to date social media posts. We have built-in content that can easily be used for social media posts.

Update #4: Village infrastructure needs providing support and input to the Lake County Partners' efforts. Commissioner Brown 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. She exchanged emails with Bethany Williams of Lake County Partners, who indicated that they are still very early on in what will likely be a 10-12-month long process. They have issued an RFP to hire a consultant to begin the work on the needed infrastructure sites (CEDS).

As part of these efforts, they want to identify opportunities for major development or redevelopment that also have significant job generating potential, as well as an understanding of what infrastructure gaps exist to prepare those sites for development. In terms of the parameters of the relevant infrastructure development, they expect to be very interested in the job generating potential of sites as they set priorities, as well as other criteria like access to transportation infrastructure, etc. The EDC should consider helping develop a list of infrastructure projects that will facilitate development of available sites and existing businesses in LG. For e.g. bringing in public water to the downtown and South 15 as well as businesses along Route 22. Commissioner Brown volunteered to keep Jim Hogue apprised of this CEDS list that LKP is developing

Chairman Goble mentioned that we should raise improving high speed internet as a need and he will be looking into Long Grove IT (internet expansion process) and assist with developing a list of the Village's IT needs. Commissioner Steinberg mentioned contacting providers to determine opportunities to improve Village's high-speed internet.

Update #5 TIF information fact sheet Denise spoke about the TIF flyer, which she indicated will be available for discussion and review at the April 13 EDC meeting. Commissioner Steinberg mentioned that we should work on a list of targeted real estate brokers and other influencers to market the TIF as well as other targeted market information that we could send via email. Commissioner Hall provided examples of links and economic incentive tools for EDC to review.

Update #6 Drone Videos. Trustee Michaud will speak to the Board about sources of funding for further drone footage of the two TIFS, and/or the 5 areas of development opportunities pursuant to the Comprehensive Plan. Trustee O'Connor spoke with Jeff Perry and he volunteered to help with creating drone footage of TIF areas.

Trustee Michaud will work on a flight plan for the TIF drone videos and Chairman Goble mentioned that he will investigate the IDOT traffic patterns on 53 and will send them to Jenny.

Working Session #1 Procedure for nurturing leads for new or expanding businesses.

Commissioner Steinberg mentioned that he spoke to a piano retailer about locating in Long Grove. He also mentioned that we should have a procedure for cataloging following up on these leads. Further, we discussed Peggy Kinnane's interest in opening a classic car dealership in LG. It was earlier suggested that Commissioner Elliot will look into CRM possibilities for prospective LG business tracking.

Working Session #2 Design of EDC microsite, look and feel and actual content. Discussion proceeded about the 6 websites that Chairman Goble selected for EDC review in order to rank them and possibly consider incorporating their best features into our EDC microsite. It was pointed out that Lake Zurich's website had an economic development tab with sub tabs listing demographic information, available properties as well as available business economic incentives. Commissioner Brown mentioned that Lake Zurich had specifics regarding available properties and had a separate category for downtown properties and even incorporated a main street lease. Lincolnshire was also mentioned as having a comprehensive business tab which listed available properties, demographic information, incorporating its economic development strategic plan, design guidelines and key facts (i.e. traffic count) The contact information page was stated as being very useful. Buffalo Grove's website had a good step by step business opening process on its website. We also reviewed the Lakemoor Development Website. Discussion proceeded regarding elements of the Lakemoor economic development microsite that are particularly effective such as Lakemoor's graphic design featuring a map of the city and arrows highlighting sites for future development on its opening page and contact page.

It was decided that we would continue our discussion regarding ranking of the list of other development websites that was circulated, at our next meeting. Chairman Goble prepared this 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. It was previously suggested that we pick out about 3-7 elements from their website that we could consider adapting for our own EDC microsite.

Working Session # 3 What makes towns work? - The Redlands, California selection of the “Our Towns” book. This is a town with a well-educated population that has given itself to the cause of promoting local businesses and conservation - preserving 38 square miles of California coastline. They have managed to attract a dominant mid-sized tech company, Esri, to locate there. This, in turn, has brought demand for restaurants, retail and entertainment establishments to the town. Esri located in Redlands largely because its owners grew up in Redlands and appreciated the work-life balance the town could provide. Lessons learned:

- A theme that is repeated with many towns we have read about - this town used its inherent geographic and educational advantages to foster growth - “opportunistic”;
- Regional imprinting - Redlands was supported by Esri and other companies that chose to locate in the town because of local attachments. For example, an inventive ice cream shop using a quick-freezing process was
- started by Ryan Beck, a local resident who chose to return to Redlands as did other small businesses started by folks that were either locals who stayed in town or came back to town because of what it offered.
- A sense of community was also fostered by Redlands having local neighborhood venues where folks could mix and mingle, such as the YWCA, a public pool, a library, an annual circus - all of which promoted a sense of community.

New Business (5 min) – ALL

- 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