



**MINUTES OF THE MEETING OF THE LONG GROVE ECONOMIC
DEVELOPMENT COMMISSION**

TUESDAY May 11, 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, Jay Levin, Roger Goble, Irwin Steinberg, Mike Elliott, and Minah Hall

Others in Attendance: Rita O'Connor, Trustee; Bobby O'Reilly, Trustee; Brian Buckingham, (CBRE)

ACTION/DISCUSSION ITEMS

1. Motion to Approve Meeting Minutes of 04/27/2021 Commissioner Brown took roll call attendance. Commissioner Hall made a motion to approve the minutes of the 04/27/21 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.

Status #1: Lake County Partners: Commissioner Brown advised the EDC that the Lake County Partners Next Municipal Meeting was scheduled for Wednesday, May 12th at 11:30 a.m. and its focus is retail real estate. Commissioner Brown sent around a link with meeting details and RSVP information for this meeting. This meeting featured 3 panelists scheduled to discuss commercial real estate market: (i) Jason Gustavson, Principal, Stone Real Estate, who has leased numerous projects throughout the region totaling 1.5 million sq. ft. He specializes in assisting landlords and tenants and unlocking value within restrictive co-tenancy clauses; (ii) Matt Tilton, Senior Vice President at First Midwest Bank, who specializes in commercial real estate, focusing on retail, multi-family, industrial, retail, mixed-use and ground-up development across Chicagoland; and (iii) Brandon Svec, Research Analyst with CoStar

Status #2: How'd You Do It? videos, editing costs, subjects: Commissioner Brown reached out to Marion Ward (Within Reach) and Eric Waller (Signature Popcorn) regarding How'd You Do It interviews and is waiting to hear back.

Status #3: Customer Relations (CRM) Software: Commissioner Elliot circulated a free version of CRM software for EDC members to evaluate Hubspot as a solution in which to populate business prospects and manage contacts and capturing information on future business and development prospects. EDC also discussed who is appropriate Administrator for the CRM software. Chairman Goble suggested that either a professional hired by the Village or Village personnel would be appropriate administrator and Commissioner Elliott agreed that as this is a Village asset it should be Village personnel that acts as Administrator. Trustees Michaud and O'Connor will present this suggestion to the Board.

Status #4 TIF information fact sheet: Commissioner Hall finalized the design and content of the TIF Flyer so it is available to include in the EDC Microsite for further distribution. Trustee Kritzmire expressed that there should be a call to action in the TIF fact sheet. Commissioner Hall advised that the function of the TIF information sheet is to advise of the possibility of development opportunities without committing the board to monetary offers. Trustee O'Connor suggested referencing contact information for the Village Manager and/or providing email contact information in the TIF Flyer. Trustee O'Connor also suggested that we create 2 versions for review - one with the call to action and the other more generic with contact information added to the bottom. The Board will be asked to approve the TIF Flyer as the next step.

Status #5 Compile list of brokers and developers: Commissioners Steinberg and Brown will continue to work on a list of targeted real estate brokers and other influencers to market the TIF and other targeted market information.

Status #6 Create contact script for development inquiries. Commissioners Steinberg and Elliot created a checklist of questions for potential businesses that contact the Village which the EDC reviewed. We discussed reviewing the CRM entries on a quarterly basis.

Update #7 Distribution of information on local businesses, business development to new residents. Discussion followed about the possibility of developing a new resident page on the Village Website with relevant links to matters such as Long Grove Businesses, Waste Management contact information and collection schedule, property taxation schedule, Lake County events and other relevant information. It was suggested that a letter could also be sent out from Village Hall welcoming the new resident to the Village and referencing this New Resident page on Village Website, as a starting point. Commissioner O'Connor will bring this up to the Board and work on developing a welcome letter with others on the EDC.

Working Session #1 Design of EDC microsite, look and feel and actual content. The design of the EDC microsite was discussed, and reference was made to the rating sheet Chairman Goble put together of 6 websites of other municipalities for the EDC to review. Once we decide on key features we would like to see incorporated into our microsite, the EDC will summarize and send them to the Board for further review. It was emphasized that Municode would be the best source for developing upgrades to the EDC Microsite given their development of the Village Website.

EDC Guest: Brian Buckingham of the CBRE Land Services Group, reported on current status of real estate development in the Chicago area.

New Business (5 min) –None

Meeting adjourned at 8:32 a.m.