



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

**TUESDAY May 25, 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, and Minah Hall

Others in Attendance: Bill Jacob, President; Rita O'Connor, Trustee; Bobby O'Reilly, Trustee; Anne Kritzmire, Trustee; Jenny Michaud, Trustee; Denise Rosenquist, Director of Operations; Amy Gayton, HDLGBA; Matt Quinn (Illinois Restaurant Association)

ACTION/DISCUSSION ITEMS

1. Motion to Approve Meeting Minutes of 05/11/2021 Commissioner Brown took roll call attendance.

Commissioner Hall made a motion to approve the minutes of the 05/11/21 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.

GUESTS: Matt Quinn Illinois Restaurant Association;

Matt Quinn is the Communications Director for the Illinois Restaurant Association. Matt discussed the following with the EDC:

- The State of Illinois Reopening guidance and mitigations - All Regions in Phase IV, Expanded Reopening Plan and Phase 5;
- The eligibility guidelines for grants available to restaurants from the SBA; and
- Illinois Restaurant Association programs and advocacy on behalf of Illinois Restaurants.

Status #1: Lake County Partners: Commissioner Brown advised the EDC that the Lake County Partners secured a \$110,000 federal grant to spearhead a new Comprehensive Economic Development Strategy that will guide future development and leverage Lake County's economy. Bethany Williams of Lake County Partners indicated that LKP has issued an RFP to hire a consultant to begin the work on the needed infrastructure sites (CEDS) for Lake County. 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 site 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. Ultimately, we should find out who in Long Grove can 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 suggested we keep Bill Jacob, Jim Hogue and others in the Long Grove administration apprised of this CEDS and help determine who can assist with creating a proposal for Long Grove to get on the required infrastructure list.

Status #2: Stevenson High School Marketing Project: Trustee Kritzmire reported on this project conducted with 3 Stevenson marketing classes. The marketing research was conducted by the students with 13 local businesses responding. The themes that came out of this research was the desire to attract a younger demographic, that the Village should work to make it easier to locate and start a business in Long Grove and communicate that businesses are open 7 days a week. The EDC will consider a more formal way to thank Stevenson High School marketing teachers and students for their participation in this project. We will add an update for Stevenson collaboration to the June 8th or 22nd meeting. Further, Trustee Kritzmire suggested adding an article to the E-News about the Stevenson collaboration and possibly an article in the Bridge newsletter.

Status #3: 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. Eric is interested in being interviewed and Commissioner Brown will work on setting up a date for Eric to be interviewed by Kevin O'Connor.

Status #4: Drone Editing: The drone footage editing discussion has been moved to June 8th EDC meeting

Status #5: Compile List of Brokers and Developers: Commissioners Steinberg and Brown will work on compiling a list of brokers or developers for purposes of publicizing the TIF and other targeted market information.

Status #6: Customer Relations Software (CRM): Commissioner Elliott 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 capture information on future business and development prospects. Approval of this project is on hold pending review by the Board and a new Village Manager being hired to facilitate designating an appropriate Administrator for the CRM software.

Status #7: TIF information fact sheet: Commissioner Hall finalized the design and content of the TIF brochure so it will be available to include in the EDC Microsite and for further distribution. Final approval of the TIF Brochure is on

hold pending review by the Board.

Status #8: 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

Status #9: 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. The final approval of the script is on hold pending approval of the Board and new Village Manager.

Update #10 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. For the time being this project is on hold pending review by the Board. The leads are Trustees Michaud and O'Connor.

Working Session #1 Design of EDC microsite, look and feel and actual content. The EDC discussed the design of the EDC microsite and reference was made to the Municode developed microsities from various municipalities that Denise circulated and that the EDC will review. Denise pointed out when comparing websites, that Municode is very cognizant and proactive concerning ADA compliance, which can reduce options that may be more aesthetically pleasing, but increases usage of the website for all users.

Commissioner Hall summarized the key features of several of the Municode microsities and there was agreement that 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 and new Village Manager for further review.

Working Session #2 Trends in real estate use and development in the Long Grove area. Commissioner Hall referenced the discussion of the last meeting led by Brian Buckingham of CBRE related to identifying the highest and best use for development at Rt. 83/Rt. 53, and other sites in the Village. Commissioner Hall suggested that in order to open up development options for available sites in Long Grove that the Village should consider revising its Comprehensive Plan and possible zoning changes to facilitate multi-residential and mixed use development. Commissioner Hall also suggested that the EDC set up a working session on this topic.

New Business (5 min) – ALL

- Continue to discuss attributes of other Municode developed municipalities microsities to highlight features Long Grove can incorporate into its EDC microsite.
- Consider an EDC working session on review and suggested revisions to the Village Comprehensive Plan and possible zoning changes to take to the Board in order to facilitate future residential and mixed-use development.