



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

TUESDAY JUNE 22, 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, and Mike Elliott.

Others in Attendance: Bill Jacob, President; Rita O'Connor, Trustee; Jenny Michaud, Trustee; Anne Kritzmire, Trustee; Denise Rosenquist, Director of Operations.

ACTION/DISCUSSION ITEMS:

1. Motion to Approve Meeting Minutes of 06/08/2021 Commissioner Brown took roll call attendance. Commissioner Steinberg made a motion to approve the minutes of the 06/08/21 EDC meeting and Commissioner Elliott 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 Lake County Partners secured a \$110,000 federal grant to spearhead a new Comprehensive Economic Development Strategy that will guide future development in order to best leverage Lake County's economy. It was suggested that we find out more about the process for developing this list of priority infrastructure projects in order to assist the new Long Grove Village Manager and the new Village Planner with working with Lake County Partners. The goal will be to add Long Grove's important infrastructure projects to this Lake County CEDS list.

Status #2: Stevenson High School Marketing Project: The EDC will consider a formal way to thank Stevenson High School marketing teachers and students for their participation in this project. Trustee Kritzmire put a summary of the event together for the Board and suggested adding an article about the Stevenson collaboration in the Bridge newsletter.

It was suggested that the next collaboration with Stevenson could involve working on the new resident welcome packet.

Commissioner Steinberg suggested that the students could assist the EDC with putting together its social media program and collaborate on communicating about local events, festivals and business specials on various social media platforms.

Students communicated that local businesses are looking to attract a younger audience and it was suggested that possibly weekly/monthly live music events in collaboration with the Music and Arts council and businesses as well as a community open mike nights could be vehicles for attracting a younger demographic to the downtown..

Status #3: How'd You Do It? videos, editing costs, subjects: Commissioner Brown reached out to 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: Trustee Michaud is working on editing drone video footage of the TIF districts and the downtown. The drone footage editing discussion will continue at the next EDC meeting

Status #5: Compile List of Brokers and Developers: Commissioner Brown contacted the Business Department of the Elia Library and was able to access an on-line tool called Reference Solutions, a business database, and compile a list of real estate brokers and developers for the Cook and Lake County areas for purposes of possibly publicizing the TIF and other targeted market information.

Status #6: Social Media: Commissioner Elliott spoke about Linked In as a social media platform that is broadly utilized by the business community. He suggested asking the Board to add "Linked In" to the list of its approved social media platforms for the Village to use. Commissioner Elliott will draft a memo to the Board addressing the benefits of the Village posting to "Linked In." He will also present to the Board his thoughts as to why "Lined In" is a good vehicle for communicating Long Grove events and business opportunities to the broader business community. Commissioner Steinberg added that "Linked In" can also serve as a tool to reach the local real estate brokers and developers for purposes of possibly publicizing the TIF and other targeted market information.

Commissioner Elliott explained that the Village could set up a "Linked In" page and send invitations to real estate brokers and developers to follow Long Grove's page which could be a more efficient tool for reaching than email. Commissioner Elliott mentioned that the key is keeping content fresh and relevant and to possibly have our media consultant post regularly to the site so the Village may follow and comment on the posts which in turn, will be sent to network followers. Commissioner Elliott mentioned that posts can be clipped from the EDC microsite and views will go up. The key is that content should be value driven which will help the SVO results. Commissioner Michaud will bring this up at the next Board meeting and suggest that "Linked In" be an approved social media tool together with Facebook and Next Door (which have already been approved by the Board for use by the village)..

Status #7: Customer Relations Software (CRM): Commissioner Elliot previously circulated a free version of

CRM software for EDC members to evaluate Hubspot 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 the new Village Manager to facilitate designating an appropriate Administrator for the CRM software.

Status #8: 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 other distribution. Final approval of the TIF Brochure is on hold pending review by the new Village Manager and the Board.

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 Personnel and Meeting Changes. Denise mentioned that she has been hired as a fulltime Village employee and will require others on the EDC or Board to record our EDC meetings.

Further, Long Grove has hired a new village manager for the first time in more than 18 years. Gregory G. Jackson, who, among other positions, formerly served as Winthrop Harbor's first village administrator two years ago, was selected for the top administrative job in Long Grove. It was suggested that the EDC should invite Mr. Jackson to an EDC meeting in early August so we may formally introduce ourselves and establish an ongoing relationship between Mr. Jackson and the EDC.

It was also mentioned that Jim Hogue, the Village Planner is retiring effective July 13, and a new Village Planner has been hired to replace him. It was suggested that as part of this transition that Jim Hogue be asked to finalize the infrastructure priority list for the Village.

There was a motion made and seconded to change our EDC meeting times and dates. The proposal is to meet on the First and Third Wednesdays of each month with the meeting on the third Wednesday being provisional (not being held unless we decide to have a second meeting that month) The proposal is to meet at 7:00 p.m. for two hours (maximum). The motion was tabled to give Commissioners Levin and Hall a chance to take part in the discussion. Also, our next meeting will be hybrid, meaning that EDC members may meet in the Village Hall. However, we can still zoom or call in. For now the next (hybrid) meeting will be at 7:00 a.m.

New Business (5 min) – ALL

- Future 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.
- Commissioner Hall to follow up with Brian Buckingham concerning Urban development's proposal for development of land at Rte 53/83.