



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

THURSDAY OCTOBER 21, 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, Minah Hall; and Dr. Jay levin.

Others in Attendance: Bill Jacob, President; Greg Jackson, Village Manager; Jenny Michaud, Trustee

ACTION/DISCUSSION ITEMS:

1. Motion to Approve Meeting Minutes of 09/02/2021 Commissioner Brown took roll call attendance. Commissioner Hall made a motion to approve the minutes of the 09/02/21 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: Coordinating online activity with communications team (Linked-In) Leads: Elliot, Michaud

Trustee Michaud indicated that Linked In is approved by the Board as an authorized social media platform. Village Manager Jackson met with Commissioner Elliott and indicated that they will follow up with Vicarious concerning setting up Linked In for use by the Village including to communicate with brokers and developers about development opportunities in the Village. Vicarious will manage how content will be curated for social media sites such as Linked In. Village Manager Jackson and Commissioner Elliott mentioned that they will follow up working with Vicarious to determine appropriate Long Grove content for the “Linked In” site and they will circle back with the EDC at the next meeting.

Status #2: Resident Survey Leads: Steinberg, Kritzmire, Michaud

Previously it was suggested that we survey Long Grove homeowners (including newcomers as well as those moving out of the Village) to better understand the types of housing that will be needed to support future demand and projected demographic changes in the Village. A draft resident survey was prepared for submission to the Board for their review and approval. Meanwhile, Village Manager Jackson and Trustee Michaud met regarding the proposed resident survey and the process for developing appropriate resident survey questions. They agreed to seek further input from the Board regarding this resident survey and will include this as one agenda item for a workshop scheduled for November with the Board of Trustees and Planning Commission. This workshop will include topics such as the Village’s economic development, finances, community development and planning including review of the Village Comprehensive Plan for future development. The resident survey will be launched after review by the Board following this planning session..

Status #3: Compile list of brokers or developers Leads: Brown, Steinberg, Michaud, Kritzmire

Commissioner Brown will circulate her initial draft of a spreadsheet which lists local real estate brokers and developers. It was suggested that EDC members should add any of their real estate broker/developer contacts to this spreadsheet.

Commissioner Elliott also mentioned the idea of using a CRM Hotspot to build a database for contacts that we can use when developing our social media presence. There is a free CRM Hotspot version that we can use and the EDC will circle back with Commissioner Elliott concerning this suggestion

Status #4: Updating EDC website information on properties available Leads ALL

Denise started a project at Commissioner Kritzmire’s request involving updating the EDC website with information regarding all available commercial property sites for development in the Village. She was initially working on standardizing the characteristics that businesses will look at when searching for a location for their businesses in Long Grove. Denise will be assisted in this project by a newly hired analyst, Natalie Benner, a masters candidate at NIU in Public Administration. Natalie will assist with website maintenance and data collection. Village Manager Jackson mentioned that Denise will reach out to the EDC if she needs assistance from us with this project.

Status #5: Updating Stevenson Marketing Project Leads Kritzmire, Michaud

Commissioner Michaud met with Stevenson Marketing Teacher Jenn Marletti concerning a new project whereby her marketing students will partner with local businesses to undertake research focusing on the following issues:

- How do local businesses increase foot traffic during the week?
- How do local businesses attract a younger demographic?
- How can the community help businesses staff their stores?

There are 7-8 local businesses that have committed to speak with students on November 3 about their businesses. Also, a walking tour of downtown Long Grove has been scheduled for students to get a firsthand view of local businesses in this area. Trustee Michaud also mentioned that another project is planned for next Spring to work on with Stevenson Students involving developing a welcome package for new Long Grove residents.

Status #6: Village Manager Report: Village Manager Jackson reported on several development opportunities that are being proposed for the Village including a joint residential project with Hawthorn Woods involving property adjacent to Indian Creek, which is a single family neighborhood located in Long Grove, southeast of Midlothian Road and north of Gilmer, which could involve Albert Properties as developer. Also, there have been discussions with a local builder Don Silich of Constant Custom Homes about a potential mixed use residential plan which would involve developing the Ballybunion property and razing the greenhouse properties adjacent to Briarcrest. This proposed project will be discussed with the Board and may require approval of residents of the Briarcrest subdivision.

Manager Jackson also spoke about attracting high profile productions and events to downtown Long Grove, which could include Amdur Productions, an organization that coordinates renowned juried art festivals such as the Port Clinton Art Festival in Highland Park.

Manager Jackson also reported progress being made on the pathway linking downtown Long Grove to Sunset Grove and the repaving of the Stemple parking lot which is underway.

Manager Jackson spoke about working with IDOT to develop a plan for direct access and traffic signalling to the South 15 to facilitate development. He will work on getting numbers for the cost of such a project before presenting it to the Board. Manager Jackson also envisions scheduling a meeting with ownership of the Ballybunion property and the South 15 to discuss their plans for future development and possibly including any developers they are working with in that meeting.

Strategic Plan for EDC 2021-2022

Discussion followed about the need to provide services and infrastructure in the Village to facilitate future growth and development, including mixed (commercial and residential) use, which might require additional funding sources. Recognizing that the Village has limited taxing authority, there was a discussion of potential revenue sources for the village. It was mentioned that projected rebates on income taxes and sales tax revenue might not, in themselves, generate enough revenue to provide the services and infrastructure needed to support future growth or demand for municipal services.

Commissioner Hall pointed to potential benefits being lost from the existing Village TIFs that have not seen development. She pointed out that the TIFs have a limited life and that if the land is not developed their potential to raise additional taxes will be lost. She suggested that this should be part of our focus going forward.

Manager Jackson said that the Board recognizes there is a need to discuss and approve a vision and strategy for economic development for Long Grove. An outcome of the planned Board Workshop is to, among other things, give direction to the Village Manager, Village Board and staff. Manager Jackson stated that the Board will work to develop a strategic approach to economic development based on policy objectives and increasing Village revenue sources. Manager Jackson's plans for the November workshop with the Board will include topics such as the Village's economic development, finances, community development and planning including review of the Village Comprehensive Plan for future development. The EDC should be able to expect direction as to its priorities about how the EDC can facilitate development of the Village's goals and a strategy for achieving them going forward,

Manager Jackson discussed previously forwarded samples of economic development goals to the EDC prepared by Highland Park and Oak Forest's EDCs to provide models of the approach taken by other EDCs. The meeting concluded with confirmation that the EDC will work on developing its strategic plan once it receives further direction from the Board. Manager Jackson will help facilitate this strategic plan and communicate these ideas going forward with the Board.

New Business (5 min) – ALL

- EDC will consider a future working session to revise its Strategic Plan for 2021-22 with review and feedback from the Village Board.