



The Long Grove Economic Development Commission will hold a special public meeting to host a Webinar focused on ways that businesses in Long Grove can grow while operating under the limitations of the Governor's Executive Orders.

**AGENDA**  
**MEETING OF THE ECONOMIC DEVELOPMENT COMMISSION**  
**MONDAY, MAY 18, 2020 AT 6:00 P.M.**  
**3110 OLD MCHENRY ROAD, LONG GROVE, ILLINOIS 60047**

**THE VILLAGE HALL WILL NOT BE ACCESSIBLE FOR THIS MEETING.**  
**ACCESS SHALL ONLY BE AVAILABLE AS FOLLOWS:**

Join Zoom Meeting

<https://zoom.us/j/4575598732?pwd=aUkyT1hESUN0WGlxZHkxRWl4dmNqZz09>

Meeting ID: 457 559 8732 / Password: 252614

1-312-626-6799, 4575598732#

If you would like to add this meeting to your Calendar, [click here](#) and then click *add to your calendar* (Outlook or Google), found below the meeting date.

**ACTION/DISCUSSION ITEM**

**Call to Order – Roll-call.**

**Public Comment (5 min) - ALL**

**Action Item #1: Speaker 1: Jodi Grimaldi-Public Relations**

**Action Item #2: Speaker 2: John Edmundson-Internet Marketing**

**New Business (5 min) – ALL**

**ADJOURNMENT:** Next EDC Webinar: June 8<sup>th</sup>, 2020 @ 6PM (Re-Opening Your Business) Next EDC Meeting: May 26, 2020 @ 7:00AM

Our purpose is to:

- a) facilitate and enhance communications between the Village and the local business community;
- b) attract new businesses and economic development opportunities to the Village; and
- c) promote business retention, growth, and success within the Village.

The Village of Long Grove is subject to the requirements of the Americans with Disabilities Act of 1990. Individuals with disabilities who plan to attend this meeting and who require certain accommodations in order to allow them to observe and/or participate in this meeting, or who have questions regarding the accessibility of the meeting or the facilities, are requested to phone David Lothspeich, Long Grove Village Manager at 847-634-9440 or TDD 847-634-9650 promptly to allow the Village of Long Grove to make reasonable accommodations

# Marketing Webinar

Sponsored by the Village of Long Grove  
Economic Development Commission

## Speakers:

Jody Grimaldi/ Public Relations  
John Edmundson/ Internet Marketing

### Opening Day in Long Grove

**Get ready for the restart. Learn ways to publicize your business. Jody Grimaldi will give you ideas on how to jump start your business engine.**

Jody Grimaldi has been helping businesses propel their messages and generate publicity for 20 years. Specializing in media relations, Grimaldi Public Relations services an exclusive list of accounts within the hospitality, entertainment and retail industries - including the Historic Downtown Long Grove Business Association. Prior to launching Grimaldi Public Relations, a boutique consultancy based in Chicagoland, Jody held corporate PR positions in-house for three global brands: McDonald's Worldwide, Hilton Corporation and Playboy Enterprises - cutting his teeth under the tutelage of the magazine's iconic late founder, Hugh Hefner.

Jody's primary objective for clients is to raise awareness and shape perception through the generation of earned media. In concert with other marketing initiatives, Grimaldi Public Relations can help build brand, develop customer base, educate consumers, and further legitimize any business.



*Jody Grimaldi*



## **How to Maximize/Leverage Digital Marketing in the Overall Marketing Efforts of a Business**

**John Edmundson, a principal at InterEdge Marketing, will discuss how to shape your internet presence.**

InterEdge Marketing provides B2B companies with online and offline marketing services. Utilizing methods include website optimization, content marketing, social media strategies, direct marketing and lead nurturing, the company helps organizations expand their audience, generate additional leads, increase conversions and drive revenue.

You may not have a web strategy but buyers do. When they start the purchasing process, it starts with research online. In fact, 71% start with research online and 89% use search when making a purchase decision. They look at your website, blogs and social media to gather information.

**Content solutions should engage, educate and nurture your audience.**

**Content is the vehicle that provides consumers the education, industry trends, product comparisons and other valuable information leading to a purchase decision.**



*John Edmundson*