



**AGENDA**  
**MEETING OF THE ECONOMIC DEVELOPMENT COMMISSION**  
**TUESDAY, September 22, 2020 AT 7:00AM**  
**3110 OLD MCHENRY ROAD, LONG GROVE, ILLINOIS 60047**

**THE EDC CHAIR HAS DETERMINED THAT, DUE TO CONDITIONS RELATING TO THE COVID-19 PANDEMIC, IT IS NOT FEASIBLE TO MAKE THE VILLAGE HALL ACCESSIBLE TO THE ECONOMIC DEVELOPMENT COMMISSION OR THE PUBLIC FOR THIS MEETING. ACCESS SHALL ONLY BE AVAILABLE AS FOLLOWS:**

Join Zoom Meeting  
<https://us02web.zoom.us/j/4575598732?pwd=dzVocUZ5UIZhQWtjajVqSXQvOHBoZz09>  
Dial by your location  
+1 312 626 6799 US (Chicago) Meeting ID: 457 559 8732  
Passcode: 132435

*The Commission will not proceed past 8.30AM unless there is a consensus of the majority of the Commissioners in attendance to do so. Those wishing to address the Commission on an agenda item(s) may do so when the agenda item of interest is opened and prior to Commission discussion.*

**ACTION/DISCUSSION ITEMS:**

Call To Order – Roll-call.

Public Comment (5 min) - ALL

Approval of Minutes from September 8, 2020 Meeting (5 min) – Pam Brown

- Status Report #1:** Int'l Council of Shopping Centers (ICSC) Leads: Brown, Rosenquist  
**Status Report #2:** Mailing area banks and lawyers. Lead: Steinberg  
**Status Report #3** Report on business flow chart to help new business open in Long Grove. Lead: Elliott  
**Status Report #4** Report on HLGDBA activity Lead: Goble

**Working Session #1:** Ron Lanz of Lake County Partners to discuss how LCP can support prospective and established businesses in Long Grove. – ALL

**Working Session #2:** Discuss “How’d You Do It?” interview and possible addition uses and guests. - ALL

**New Business (5 min) – ALL**

**ADJOURNMENT:** Next Commission Meeting: October 13, 2020 at 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.



**ECONOMIC DEVELOPMENT COMMISSION**  
Work Plan 2020-2021 Fiscal Year

The Commission will focus on the following areas:

- Economic Growth - Promote economic growth in the Village
- Funding and Income Opportunity - Explore funding and income diversification opportunities
- Communication - Enhance communication with existing and prospective businesses .
- Roads and Transportation - Monitor transportation activities and proposals (roads and pathways) that support Long Grove residents and businesses.
- Recognition - Promote the business community for its integral role in the community
- Website - Expand business opportunity and welcome portion of Long Grove Website

The commission will meet twice a month to provide more opportunities to share and discuss within the bounds of the Illinois Open Meetings Act.

The commission will take on such tasks or projects as the Village Board requests.

Specific activity to be continued will include:

- Act as a sounding Board for new businesses locating to Long Grove and assist with guiding them through the Village approval process and with making introductions to local business development organizations, such as Lake County Partners
  - Work with Village officials to develop a process and flow chart for new businesses to follow focusing on resources and lines of communication for potential new businesses so as to comply with local zoning, licensing, etc.
  - Create a more robust EDC microsite as part of the Long Grove Website, which may include an EDC vision, showcasing properties, automated marketing tools (i.e. HubSpot), EDC members photos and background information, as well as projects that the EDC is currently involved in.
- Enhance ongoing communication with Lake County Partners and other area economic development organizations and centers of influence such as banks, other Village commissions, broker and real estate trade associations and Chambers of Commerce to promote Long Grove as a place to do business.
  - Facilitate monthly meetings between designated EDC members and Lake County Partners economic development director
  - Designate EDC member(s) to attend and report on relevant International Council of Shopping Centers (ICSC) webinars, seminars and/or meetings (one per quarter) for purpose of networking and learning about latest business trends

- Connect with local banks and law firms to assist the Village with identifying business expansion opportunities
- Send letter or other communication to these local business contacts introducing them to the Village’s economic development opportunities, directing them to the relevant sections of the Long Grove Website, and introducing them to EDC members as contacts.
  
- Establish ongoing communication with current Long Grove businesses and enhance opportunities to demonstrate the Village’s support of the local business community
  - Invite an officer or marketing representative from the Long Grove Downtown Business Association (HDLGBA) to attend EDC meetings;
  - Have an EDC member attend (on a rotating basis) the HDLGBA meetings (with goal of attending at least one meeting per quarter)
  
- Expand social media use across various platforms, including print media, to promote Village business-related news, announcements and milestones, such as business expansion, grand openings and community-wide festivals and events. Expand communication distribution to include residents, Chambers of Commerce as well as Visit Lake County.
  - Create business interview podcast or video series entitled “How’d You Do That?”- spotlighting how selected business owners in Long Grove got their start, why they chose to locate to Long Grove and how they became successful
  
- Explore Funding sources to enhance Long Grove’s infrastructure and opportunities to further execute the Village Comprehensive Plan
  - Explore Federal and State Grant opportunities to facilitate financing enhancement to Village infrastructure and other projects that have been slated by the Village Board as priorities for the Village

**BUDGET**

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|---|---------|
| ● Memberships and subscriptions                         | \$750   |
| ● Publicity (Video production, graphic art preparation) | \$2,000 |
| ● Hospitality   | \$500   |
| ● Exploring Funding Sources (Grants)                    | \$1000. |



## **Economic Development Commission Quarterly Update:**

### **Completed and Ongoing Projects**

- Hosted six informational webinars during the onset of the COVID-19 pandemic to help support Long Grove businesses, which included the following speakers.
  - Sam Toia, President of the Illinois Restaurant Association. who spoke about restaurants reopening in Phase 3 of the Governor's Plan to restart business in the wake of COVID- 19.
  - Lawrence J. Mackey/Director, Environmental Health Lake County Health Department, spoke about the implementation of Phase 3 of Restore Illinois plan for reopening businesses.
  - Carlos Arévalo, labor lawyer with the law firm of Smith Amundsen, who spoke about the Department of Labor (DOL) and the Treasury Department guidance extending certain timeframes related to employee benefit plans due to the COVID-19 outbreak.
  
- Played a vital role in supporting the completion of two grant applications under the Rebuild Illinois Program:
  - \$1 million *Fast Track Public Infrastructure Grant* for structural rehabilitation of East Cuba Road (Status: Grant Denied)
  - \$2.95 million *Public Infrastructure Grant* to fund the Lake Michigan water connection to Long Grove (Status: Grant Application in Review).
  
- Reached out to all 100 businesses located in the Village of Long Grove. The EDC was tasked with asking several questions/providing information as follows:
  1. How is your business doing amidst the COVID 19 pandemic?
  2. How can Long Grove help you?
  3. What is the benefit of doing business in LG?
  4. LG EDC was hosting monthly webinars for businesses on the 3rd Mondays of the month (these ended the first week of June).
  5. Would you be interested in quarterly breakfast meetings for LG businesses in the future? What topics would you be interested in hearing for either the monthly webinars or for a quarterly breakfast meeting?

### **Summary of calls:**

- Question #1: Most were trying to survive the pandemic, and some stated they were doing well. Some were closed for a short while then opened, others were open as "essential" for the entire duration of the pandemic, and those that we couldn't connect with were closed at the time of the calls.
  - Question #2: Some people asked for assistance obtaining PPE, hand sanitizer, liked that businesses were added to the LG website, ability to place signs stating they are open, and one specifically expressed frustration about having his business expansion idea shot down by neighbors.
  - Question #3: Those that answered stated it was the location of LG as the benefit of doing business in LG, one said that LG leaves him alone to do his business (LG does not impede his business); liked that it wasn't all chains, but unique businesses; would like to see LG market itself as a "destination" and using the bridge as a "tourist attraction".
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- Completed a letter to area banks and lawyers, requesting support in promoting Long Grove to clients as a potential site for new businesses (Status: The Letter was discussed at the 9/8/2020 EDC meeting, and Trustee Michaud stated that the Board gave their ok for the letter to be distributed. The letter will be sent out to the list of banks and lawyers that Irwin provided).
  - Established Monthly meetings with Lake County Partners to provide and receive updates relating to business development and opportunities in Long Grove.
  - Planned attendance to the International Council of Shopping Centers conference titled *Retail Selection Trends* in August 2020.
  - Invited Eric Flanagan, Vice President of Development with Weiss Properties, to speak at an EDC meeting regarding Company's plans for the redevelopment of their newly acquired former CFI headquarters property
  - Facilitated the introduction between Lake County Partners and Eric Flanagan (Weiss Properties-CFI property).
  - Currently working on an Annual Work Plan that details the goals, objectives, and funding requests of the commission.
  - Currently working on the Economic Development portion of the Village website to support a more robust and interactive communication tool for businesses and residents.
  - Currently working on a flowchart that will facilitate the procedures, processes, and communication with potential and new businesses in Long Grove.