

Item #1:
Report Of Downtown LGBCP Director Sharon Fine

David Lothspeich

From: Sharon Fine [sfine@visitlonggrove.com]
Sent: Thursday, December 04, 2014 6:29 AM
To: info@visitlonggrove.com
Subject: Happy Holidays and Let The Fun Begin
Attachments: Final Holiday events flier 8-5x11 FINAL.pdf

Dear Friends,

Following is an update / reminder of what's coming up, beginning this weekend:

- **Carriage Rides** (sponsored by the Forsythe Family) - offered every Sat. and Sun., beginning this weekend, and ending on the Sunday before Christmas.

Guests will purchase tickets, and board, at **Galena Canning Company** at The Mill Pond Shoppes
~SHARED RIDES: \$10 Adults / \$15 Couples / \$5 Children (children, age 3 and under, are free, when seated on their parent's lap)
~PRIVATE RIDES: \$25 (maximum 4 adults OR 2 Adults with 3 children)

- **Cookie Walk** – Please have cookies available for shoppers, this weekend, Dec. 6 & 7. This should be a "thank you" cookie, for stopping in and shopping / dining Long Grove.
- **Holiday Flyers** – **available at the Visitor's Center**, stop by to pick them. Attached is a pdf of the flyer, should you want to e-mail your customers.
- **Employee Discount Cards** – offer discounts, during the holidays, to employees working in shops/ restaurants within the downtown district.

1. As a business owner, decide if you want to offer discounts to **employees of "other" businesses**, during the holiday season.
If so, let your staff know that there is an employee discount card, and when presented, it will entitle the employees from other businesses to a discount.
For shops, determine what the discount amount will be.
For restaurants, determine: Will it be a discount or free dessert or glass of wine, etc.. Will the discount be for the card holder only, or for the whole party?

2. Discount cards are **available for your employees at the Visitors' Center**:

#1 Send over a list of their full names.

#2 We (the Visitors' Center) will prepare the ID cards.

#3 When they are ready, we will contact you to stop by, sign the

cards, and distribute

- **EVERYONE**: "Foster" a Beanie for the **Humbug Scavenger Hunt** – in an effort to encourage visitors to shop and dine "around town" we have (1) "Humbug" Beanie for each business!

1. Kids can pick up their Humbug Hunt Cards at The Visitors' Center, and will need to locate **5** humbugs, in shops and restaurants, in order to get a prize at the Visitors' Center.

2. You may pick up your “foster” beanie from the Visitors’ Center, and hide him somewhere visible, but not reachable.
3. Give him a **name!**
4. Move him around daily, if you like!
3. The kids will need to write in your business name (and Beanie’s name), to fill up their card.
4. Please RETURN your “foster” beanie to the Visitors’ Center no later than Dec. 31.

- **Humbug Coloring Contest** – Humbugs for kids to color, available at the Visitors’ Center. Send them over.
- **Mittens** - we are collecting mittens at the Visitors’ Center, for the needy. If you, or your staff, have any (new or gently used), drop them off.
- **Santa** (our very own Dave Weisz has volunteered) will be visiting **every** Sat. & Sun from 1- 4. If he stops by, please give a warm welcome!
- **A Humbug Christmas** by Tobin Fraley (our resident author, poet and photographer). Tobin will be reading his **A Humbug Christmas** book, at the Visitors’ Center, every Sat. & Sun. at 2pm. Send the kiddies / families over!
- **\$150 in Historic Downtown Long Grove receipts** – Now to Dec 24, when shoppers and diners collect \$150 in receipts (excl. tax & grat.), for each group

of receipts totaling \$150, they will receive a gift at the Visitors’ Center! **While supplies last.**

Current gift items:

~ Long Grove Print by Artist Paul Chase ~ Long Grove Ceramic Camper Mug ~ *A Christmas Humbug* book & Humbug Beanie ~ Pashmina Scarf

Next Board Meeting: Tuesday, Dec. 16 at Village Hall, 5:15pm.

Thanks Everyone!

Sharon



Sharon Fine

LGBCP Executive Director

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'TIS THE SEASON TO SHOP LOCAL, HISTORIC DOWNTOWN LONG GROVE



Shop, Dine & Stroll This Historic Village Weekend Festivities, Sat. & Sun., Dec. 6 – Dec. 21

Holiday Music & Songs
Unique Gifts * *Wine & Dining*
Cookie Walk * *Santa Visits*
Kids Scavenger Hunt
Carriage Rides * *Storytelling*

"Smitten with Mittens"
DONATE MITTENS
AT VISITORS' CENTER
to help those in need



Spend \$150 - Receive a Gift!

Collect receipts from Downtown Long Grove now through Dec. 24. For each group of receipts totaling \$150, receive a gift at the Visitors' Center! While supplies last.

Long Grove Weekend Events for the Holidays

SATURDAYS & SUNDAYS DEC. 6 - DEC. 21

- **Horse & Carriage Rides** 1-4 pm. Tickets & boarding at Galena Canning Company, Mill Pond Shops. Sponsored by the Forsythe Family.
- **Santa Visits Long Grove** 1-4 pm
- **Storytelling of "A Humbug Christmas"** by Author Tobin Fraley, 2pm at the Visitors' Center
- **Humbug Scavenger Hunts and Coloring Contests.** Entries at the Visitors' Center.
- **Holiday Music by the Visitors' Center** 1-4pm
- **Long Grove's Infamous Flagpole** glimmering like a Christmas Tree on Towner Green! (Ask about the history behind it.)

SPECIAL DATES

- **Saturday, Dec. 6 & Sunday, Dec. 7** Stop in Shops for Long Grove's **Cookie Walk!** On Christmas Eve, EVERYONE leaves cookies for Santa, but in Long Grove we have cookies for YOU! (participating locations, while supplies last)
- **Saturday, Dec. 13** Our amazing **Carolers** entertain from 1-4pm throughout town!



MERCHANT & RESTAURANT EVENTS

Ma & Pa's Candy Saturdays, Dec. 6 & 13: Visit Santa 1-3pm, shop for sweet holiday gifts and enjoy our famous apple cider doughnuts.

Mangel Gifts Saturdays & Sundays thru Dec. 21: Live holiday music from Bill Robinson & Friends, 10am- 5pm.

The Long Grove Cafe Restaurant Sundays, Dec. 14 & 21: Breakfast with Santa, 9-11am! Reservations required: (847) 955-9600.

Enzo & Lucia's Italian Ristorante Sunday, Dec. 21: Lunch or dinner with Santa 2-4pm. Reservations required (847) 478-8825.

The Village Tavern Saturdays, Dec. 13 & 20: Lunch with Santa beginning at 11am. Reservations required: (847) 634-3117.

For more information: VisitLongGrove.com

MEETINGS:

Tues., Nov. 18, 2014

LGBCP Board Meeting 5:15pm Village Hall

Wed., Nov. 19, 2014

Deadline for submission of LGBCP 2015 Board Applications

Contact Marian Ward for information

847.634.2399

e-mail marianward2@yahoo.com

Tues., Jan. 20, 2015 Annual Mtg. / Elections

THIS HOLIDAY SEASON:

IT TAKES A VILLAGE

Now is the time to look alive!

LIGHT UP!

Property Owners and Merchants help light up the village.

For a minimal investment you can make a difference by plugging in outdoor lights!

Recommended:

- ground spots to show off your building and / or light the walkways
- white string or icicle lights on your building
- be creative

SEASONAL EVENTS

Long Grove is SMITTEN with MITTENS

Nov. 28 - Dec. 23

We'll be collecting mittens (new / clean, gently used) at the Visitors' Center for shelters in need.

Encourage your customers to come back to town with mittens during the holidays.

The Flagpole Tree

The famous flagpole on Towner Green will be transformed into a 40' Christmas *Light* Tree.

(Thank You to the Towner Family for allowing us to decorate and for all to enjoy!)

Thanksgiving Day Turkey Trot

Turkey Trot in Long Grove (a good morning for shops and restaurants to be open)

If you will be, please let the Visitors' Center know.

Black Friday - Nov. 28

Small Business Saturday - Nov. 29

THE "THANK YOU" for Supporting Long Grove - Nov. 28 thru Dec. 23

With every \$150 in receipts (excluding tax & gratuity), from shops and restaurants in

Historic Downtown Long Grove, customers will receive a free gift at the Visitors' Center, while supplies last.

ALL Saturdays and Sundays (Dec. 6 thru Dec. 21):

1pm – 4pm

- ~ **Santa** Visits Long Grove (*Thank you Dave Weisz!*)
- ~ **Carriage Rides** depart from the parking area by Galena Canning Co.
(*Thank You to the Forsythe Family for helping create Long Grove memories!*)
- ~ **Holiday Music & Song.** Jack Eiler (our longtime friend and beloved festival DJ) will be sharing his holiday repertoire on the porch of The Visitors' Center. (**Not** on Dec. 13)
- ~ **Scavenger Hunts for Humbugs.** Each shop & restaurant will be offered a Beanie Humbug to hide within their business. Children will search, and when they've found the Humbugs, they will be rewarded with a token prize at The Visitors' Center. Merchants, **DO NOT** sell or giveaway the Humbug, they must be returned to Humbugville.

2pm

- ~ **Story Reading** of *A Humbug Christmas* by Author Tobin Fraley at The Visitors' Center
(*Thank you Tobin for sharing your story, and talent, with the children*)

Sat. Dec. 6 & Sun. Dec 7

- ~ **Cookie Walk**, all business owners are asked to offer cookies to shoppers

MARKETING

Help the LGBCP market you! Are you...

- keeping regular hours and posting your hours in a prominent place
- keeping the LGBCP informed of changes, especially days & hours
- checking visitlonggrove.com for detail accuracy pertaining to your business at least once a month, sending us info about your promotions and events
- offering restroom use to customers (FYI- we are hearing complaints from shoppers that they won't return to shops because they were turned away.)
- R U changing it up? Move things around your shop, make your windows interesting. Walk in with new eyes, as if it's your first time. What is your 1st impression? Ask for feedback, but only if you are willing to act on it.
- Are you making the guest experience a pleasant one? When someone comes in your door, they are giving you the opportunity to "wow" them! The next person in the door could be your most loyal customer and best "word of mouth" advertiser.
- Women like eye contact as they walk in the door

LGBCP
Board Meeting Minutes
October 20, 2014

Present:

Officers: Rachel Perkal, Marian Ward, Barbara Dibble, Marsha Forsythe, John Kopecky, Nancy Fino, Ed Acuna, Renee Clark, Jacquie Longeway,

Ex-Officio: Sharon Fine

Absent: Dave Lothspeich, Village Manager, Pat Donahue, Ryan Messner

Guests: Walter Roth, Ethel Berger, Pam Besbeas, John Barry

Meeting called to order at 5:28PM

Minutes: from September meeting were approved from motion made by Marian Ward and seconded by John Kopecky

Treasurer's Report: Barbara Dibble in Pat's absence indicated we have enough money in bank accounts to carry us to our first festival in May 2015. We have to review the expenditure side of our festivals and tighten this process.

Director's Report:

- Sharon commented on the recent round table discussions held regarding all festivals and that this format needs to continue possibly in lieu of the previous "merchant mixers"
- Sharon to provide for all property and business owners an information source for all rules and regulations using 5-4-9
- Village requires all apps due on Jan 1 2015 but to get all done by that date. LGBCP requires a 6 month leeway for an application. The new application format will contain a checklist of what is needed in order to process the application. If anything is missing, the application will be returned whether sent to LGBCP or the Village
- Sharon in process of interviewing other event management companies in addition to Star Events and will need to make a decision before the end of the year. Other names are Ravenswood Events, Special Events Management and Record Hit.
- Our final SSA payment from the village of Long Grove will be made in 3 equal payments – October 16, Nov 13, and Dec 11, 2014
- Sharon suggested that we keep the existing nominating committee to get us through the process for the new 2015 board because of her concern regarding potential nominating committee individuals who won't understand how the LGBCP operates and their lack of knowledge regarding involvement required as a board member. Only Ed Acuna would need to be replaced because he specified he would like to step down from the committee. Sharon began the process of contacting the individuals (to fulfill our requirements of property, merchant, and resident) that were presented at the nominating workshop on October 15th. Barbara Dibble made a motion to accept the existing nominating committee with the addition of Jane Ware (newly nominated at our workshop) and Marian Ward seconded. Discussion pursued. Marsha Forsythe questioned which candidates were actually contacted by Sharon. Those contacted were Julie N (yes) Rick P (no), John B (no), and Jane W (yes). Discussion followed and the change to the motion was as follows: The LGBCP will keep the current nominating committee until the new 2015 board comes together with the following : Julie N, Renee C, Marian W, Ed A, and Sue F. The new nominating committee will be formed after

the new board takes place 2015. Ed requested that this committee immediately elect a chairperson and asked Marian, who then accepted.

- Resolution #2 was made to push the annual meeting out to be the third Tuesday of January and all board members were in agreement.
- Resolution #3 was stated "the executive committee can act on behalf of the Board. The Board of Directors authorizes the Executive Committee to act on behalf of the Board. The board decided to table
- Resolution #4 is to remove the "voting rights" for the Village Board trustee liaison. Discussion continued and the board decided to remove the resolution from the table at this time.
- From the workshop with Wipfli on October 20, we discussed if our committees structure was adequate. Our discussion indicated that these committees make the most sense:
 1. Governance which should be handled by the executive committee
 2. Finance committee
 3. Combine the events and marketing committees as they are so co dependent
 4. Eco Divo, appearance, and compliance
 5. Organization, resource, membership, outreach, volunteers/fundraising

In conjunction with committees, we also discussed at that workshop the terms appropriate for the LGBCP. We all agreed the each BOD could serve 2 consecutive 3 year term followed by a 1 year absence. Officers should serve a 1 year term in any officer position, but not consecutive terms in the same position.

Ed A. suggested that a condition of the finance committee was to have a member of each committee and that they in turn would be the financial overseers to their respective committees. Rachel P stated that each committee chair should not hold that position for more than 3 years. Ed A added that each committee selects a chair for a one year term.

These are the steps in assuring a concrete specific succession plan for the members of the LGBCP board.

Sharon reported on available cash. Ed suggested that Pat move a portion of the checking account in the money market account as soon as possible. Rachel will discuss with Pat.

Village of LG sent out from Sam Quinn, an Illinois Business Consulting survey which we received on Oct 20 with a deadline of Oct 19. BOD felt questions were vague and did not really refer to the LGBCP or the village of LG. The decision was made not to proceed with the survey

Village also recently met with the Main Street organization in Libertyville. Sharon did reach out to the state level Main Street organization (Christina Rogers)

Sharon spoke about the search for a non profit attorney for the LGBCP. One quote was extremely pricey, but also spoke to another attorney who has given Sharon some help over the phone. He will send us a proposal also.

A confidentiality agreement had been discussed at the Wipfli workshop and Sharon asked the BOD what was the next step. Marsha F's question is if we are a non profit, then what is the real limit of confidentiality. She asked that an attorney be consulted in order to determine if this is actually necessary for the LGBCP. This must be discussed with an attorney before we proceed. Rachel P stated the confidential matter of finances should be adhered to or whenever discussing finances, we can go into executive session. Ed A stated that a conflict of interest should be disclosed to all and

that the current BOD should determine whether the individual (s) would get a vote on the matter at hand. The other question raised was if you voice a conflict of interest, should you even be part of the discussion. Rachel P then explained as chairperson why she did not allow Pam Besbeas to address the board during the earlier discussion.

The lease on the visitor center should be discussed at the next meeting. Marsha F requested a comparison of the current lease to make sure it is competitive with other rents in the village.

Committee Reports

BEAUTIFICATION no report

MEMBERSHIP/ ORGANIZATION Renee stated the committee will meet next week and a specific question is what should this committee really try to accomplish. She has been reaching out to associate members as to whether they are sharing information about the historic downtown Long Grove with their customers and asking what can the LGBCP do to support these associate members. Renee will be contacting Smokin T's..

ECONOMIC DEVELOPMENT Nancy said the web tab is up regarding community on our site. Coming will be testimonials from select merchants as to why they're in LG as well as property sheets identifying opportunities for businesses / services in Long Grove. Nancy is waiting to hear from Molise Marketing as to the costs necessary for the other additions to the website as well as marketing materials. A question is what will the role of this committee be if the Village hires an economic development coordinator. This could and will change the mission of the committee.

EVENTS Jackie stated there will be an event committee meeting Wed morning and they are currently discussing holiday decorating with quotes for music and lights coming. Everything is quite expensive per Sharon. They discussed repeating the free gift with \$150 of receipts from participating merchants and services. There will be marketing material for each business in order to promote. A discussion of the budgeted amount for the holiday campaign was discussed. \$4000 is in the budget for carriage rides, but they do not have anyone at this time. Dave W will be dressed as Santa Claus and volunteered to wander the town with times TBD. Tobin Fraley volunteered to read his story with times TBD. The budget shows \$6000 for visitor center item sales, \$4000 for carriage ride fees, and \$1000 for Holiday income. Expenses budgeted are \$4000 for carriage rides, \$3000 for visitor center items, \$2500 for gift certificate giveaways, and holiday entertain/events of \$5000 to total expenditures of \$14,500. However, we are at a short fall to budget and discussion ensued about how much we really should spend. Marsha Forsythe then presented a \$4000 gift to the LGBCP for carriage rides. She acknowledged that Jacquie should apprise her of the amount needed if more or less. Marsha also gifted from Broken Earth Winery bottles of wine for gift giveaways. Thank you Marsha! Christmas has been saved resonated in the room. John B, a guest, stated that the \$150 in receipts for a free gift has been helpful for all merchants and even suggested that there could be thresholds based on different purchase amounts. To be discussed.

As of the beginning of the meeting, Sharon had received the necessary information from Peter regarding the upcoming Turkey Trot on Thanksgiving Day. The application also showed only 2 exhibitors. John K made a phone call at that time asking Peter why the information had not been conveyed to Sharon regarding the application. The application was approved by those present without any changes to the application presented last month. We have the opportunity to add to his marketing bag that is handed out to all of the runners. Need to decide what if anything will be added from the LGBCP. A question was brought up as to whether or not Peter would make a donation to the LGBCP. Everyone agreed that we must do a better job of handling event applications in the future and there should be no variance from our practices regarding applications.

MARKETING Barbara Dibble spoke briefly on the marketing handouts from Molise. See attached

Old Business

A question for Sharon if she contacted the Village regarding the necessity of improving the restroom facilities in Long Grove. At this time, Marsha F reiterated that we all decided to offer our current restrooms until we have a plan of action with the village.

We have an opportunity to take advantage of a matching village grant for 2015 with the village. Is this something that the property owner, the LGBCP, and the Village could work together on? Are bathrooms the most important issue. Sharon to discuss with Dave L and village president Angie U.

New Business

Marsha F wanted to discuss the conflict of interest situation with a Facebook posting. Supposedly Sharon F and/or visitor center sent or forwarded an email to the village president, village manager, and village trustee liaison regarding a Facebook posting from Sweet Whimsy, a business that terminated its presence and had been located in the Mill Pond Shops. Marsha questioned whether or not Sharon F / the visitors center should not start or encourage rumors without first talking to the personnel in question. This is a confidential matter in Marsha's opinion. There was a heated discussion between Marsha and Rachel and several members of the board spoke up and said to move on.

Marsha also reported that the clocks in Fountain Square will be working quite soon. She has 6 or 7 potential businesses interested in her properties. She has 3 or 4 new businesses about to sign. One will be Chef Ivo. Marsha also stated that Fountain Square will be enhanced and currently is working with the village before she can proceed with the redo of Fountain Square.

Barbara Dibble made a motion to adjourn which was seconded by John Kopecky at 8:35PM

Respectfully submitted,
Barbara Kramer Dibble Secretary