<u>Item #10</u>:

Village Trustee Lyman

LGBCP - Reports On Historic Downtown

10/08/14

LGBCP Economic Development Committee

September 22, 2014 Meeting Agenda

Present:

6600 Economic Development Committee 2014 Approved Budget:			**$3,000**
6602 Business Relation/Recruitment	**$2,000 Budget**		
6604 Association Memberships	**$1,000 Budget**		
Meet Chicago Northwest Actual Expense		*$400*	
Lake County, IL CVB Actual Expense		*$3,000*	
6605 Meetings for Businesses	**$0,000 Budget**		
6600 Economic Development Committee 2014 Remaining Budget:			**-$400**

CHAIRMAN/MERCHANT: N. Fino
- Amended Allowable Uses – Project Update
- "Increasing Occupancy" Objective (Integrated Marketing Campaign) – Project Update
- 2015 Eco Devo Skeleton Budget/Additional Eco Devo Committee Objectives – Project Update

CO-CHAIRMAN/PROPERTY OWNER: M. Forsythe
- tbd

LGBCP EXECUTIVE DIRECTOR: S. Fine
- tbd

VILLAGE BOARD: Manager D. Lothspeich/Trustee L. Lyman
- Roles & Responsibilities of the Village
- Village Investments in the Downtown
- B & F Inspection Update
- Beautification Shared Funding Program Update

LGBCP CHAIRMAN/MERCHANT: R. Perkal
- tbd

CHAIRMAN EMERITUS/RESIDENT: E. Acuna
- tbd

COMMERCIAL REAL ESTATE CONSULTANT: R. Roberti
- tbd

PROPERTY OWNER/MERCHANT: R. Messner
- tbd

Next Planned Meeting: October 15 @ 8:30am/LGBCP Office

LGBCP Board of Directors' Meeting Agenda **Date: September 16,2014**

5:15PM **WELCOME BY CHAIR:** Rachel Perkal

- "4 Way Test" Reminder
- Food Network
- Working Forward

Guests in Attendance:

5:20PM **OPEN FORUM**

5:45PM **BOARD MEETING CALLED TO ORDER** at _____pm.

ROLL CALL **Board Members in Attendance:**

The Board of Directors

☐ Rachel Perkal, Chair ☐ Marian Ward, Co-Chair

☐ Patric Donahue, Treasurer ☐ Barbara Dibble, Secretary

☐ Ed Acuna ☐ Renee Clark ☐ Nancy Fino ☐ Marsha Forsythe

☐ John Kopecky ☐ Jacquie Longeway ☐ Ryan Messner

***Executive Board Committee** ☐ Sharon Fine, LGBCP, Ex-Officio

Village Representatives: ☐ Angie Underwood ☐ Lori Lyman, ☐ Dave Lothspeich,

Minutes Dated August 19, 2014: Barbara Dibble - Edits:

Motion by _____ Second by _____ All In Favor _____ Opposed_____Carried ___

Treasurer's Report: Pat Donahue

- Financials: Rceview & Observations
- Festival finances

Motion by _____ Second by _____ Roll Call Vote

Director's Report: Sharon Fine

- · Meeting with CEO of Lake County Partners 9/23
- · Andrew Allen & Sam Quinn
- · Grant Research
- · Rotary inquiry
- · Interviewing Event Mgmt. Companies
- Main Street

Village Report: Lori Lyman

Beautification Committee: Patric Donahue

Associate Membership Committee: Renee Clark

Economic Development Committee: Nancy Fino

- Permitted Uses update

Ad Hoc Committee: Ryan Messner

- 1st phase of Governance meeting.

Events/Special Events: Jacquie Longeway/Marian Ward

- Applications to be reviewed:

  Broken Earth Winery

  Long Grove Café

  Turkey Trot

- Special Events Pending:

  Oktoberfest Dates
  Oct. 4 - European Autoschau
  Oct. 11 and Oct. 12 Continuation

  Halloween

  Seasonal Holiday Events

Marketing Committee: Barbara Dibble

OLD Business:

- Fund raising / Loyalty building opportunity tied to Long Grove iconic covered bridge

NEW Business:

- Public access to bathrooms – Situation, Actions Needed, Solutions
- Upcoming opportunity to take advantage of a matching village grant for 2015 – how best to proceed

Motion to Adjourn by _____, second by_____, motion carried

Adjourn to Exec. Session if appropriate.

DRAFT SEPT. 8, 2014

ROLE DEFINITION

VILLAGE OF LONG GROVE (Entirety of Village and Historic Business District)

- -Economic development
- -Public health safety and welfare
- -infrastructure (water, parking lot-new construction and maintenance, roads,)
- -Code/policy enforcement

LGBCP: (Interests o Historic Business District)

- -Festival/event planning/marketing
- -Merchant/property owner representation to village (Example Video Gaming request/approval)
- -Merchant relations and services
- -Business attraction and retention
- -MAIN STREET PROGRAM- www.preservationnation.org
  - 4 point approach; Organization, Promotion, Design, Economic restructuring

SOURCES OF REVENUE FOR HBD

- -SSA $165,000 (approx. 40% of LGBCP budget)
- -TIFF –not generating funds as property values declined
- -Sales tax generated
  - 2002 High point $187K
  - 2013 $72,209 (Additional $69,503 infrastructure 1% tax-was non existent in 2002. Total sales tax $141,712)
- **-Expenditures by Village: 2006-2007 Village spent $3 million in HBD improvements which would equate to 21 years of sales tax provided to village from HBD.**

RECENT EXAMPLES OF VILLAGE SUPPORT FOR HBD

-Adjusted permitted uses
-Improved code enforcement
-Revised municipal codes for consistent maintenance/beautification of B1 district
-Reconfigured Archer lots to increase amount and diversity of retail opportunities.
-Created Archer Road creating "Main street" atmosphere for downtown activities
-Upgraded parking lots with ample spaces that accommodate the needs of the downtown business district.
-"Planning and Design Guidelines" were created for a consistent appearance and appropriateness in the village. They provide ease of use for property owners.
-Amended Village codes for better tenant signage visibility.
-Approved Gaming to increase potential activities in the HBD and encourage more business for the restaurants.
-Establishment of TIF & Business District - resulting development of Sunset Grove/Foods (2007)
-Hired Bridgett Lane with BDI to review and speak to the business community about the state of the village and make recommendations about permitted uses. Presented valuable information regarding retail trends, resources & visions.
-Rt. 83 public water system supporting HBD fire protection and business attraction, thus implementing appropriate water system improvements.

FUTURE PROJECTS VILLAGE IS SUPPORTING

-water supply to downtown
-Bridge replacement
-Bridgette Lane upcoming seminar
-Coordination with Lake County for Old McHenry Rd. improvements

LGBCP
Board Meeting Minutes
August 19, 2014

Present:
Officers: Rachel Perkal, Marian Ward, Barbara Dibble, Marsha Forsythe, John Kopecky, Nancy Fino, Ryan Messner, Ed Acuna
Absent: Renee Clark, Jacquie Longeway, Pat Donahue
Ex-Officio: Sharon Fine
Absent: Dave Lothspeich, Village Manager, Lori Lyman, village liaison
Guests: Ethel Berger and husband, new owners of Beans and Leaves

Rachel Perkal welcomed and introduced Ethel to the board members in attendance.
and called the board meeting to order at 5:25pm.

Minutes:
John Kopecky made a motion to accept the July Board of Directors' meeting minutes and Marian Ward seconded the motion.

Treasurer's Report:
Barbara Dibble emailed today all members a copy of Pat Donahue's most recent treasurer's report including his documentation of a projected budget shortfall for 2014 as well as a review of the Chocolate Fest and Strawberry Fest actuals for 2014 as of August 13,2014 and a comparison of Apple Fest 2013 actuals versus the budget for Apple Fest 2014. The accrual review of Chocolate and Strawberry Fest actuals does not match the comparison reports for the 3 major festivals and the board would like further clarification from Pat. Pat presented a YTD comparison thru July 2014 versus 2013 against the budget and the board questioned some of the data. The board has asked that for the August meeting we have again the updated p & l in order to continue our priority of following the 2014 LGBCP budget. The board discussed setting an intermediary meeting to review more current information in the next two weeks and Ed Acuna volunteered to proceed with that task. Our task is to follow the budget for each event. Barbara Dibble stated that we must follow the budget regarding Apple Fest in order to have the funds needed to support the other events thru the end of the year. Ed Acuna asked the events committee to give us specific detail of what we will do and if we need to make adjustments based on the budget for the remaining events. Marsha F asked what can we do to assist the event committee. Rachel P will provide the specifics at the events committee meeting in the morning and asked of all board members present, who else could attend that committee meeting because we don't have enough personnel on the committee. We tentatively set September 3, 2014 at 5:15pm as the intermediary budget meeting and Ed Acuna will update data if Pat is unable to do so.

Director's Report:

- .Sharon is planning a community viewing of the food network show for Long Grove with the specifics to follow
- Sharon stated that we used time and funds from our commitment with CBS radio to advertise Harley Days. Marsha F had questioned why we did not spend dollars to market Harley Days.
- USA Today Travel did a piece on Apple Fest and Sharon Fine was interviewed by the Pioneer Press yesterday in an online article titled Exploration of new ideas brings Long Grove art fair back to life.
- Sharon mentioned that board commitment to the compliance issues that would begin Wednesday August 20 at 5:00pm with Wipfli

- Sharon congratulated Marsha F on the purchase of the Fountain Square property

- Celine's Jewelry has left Long Grove and Beans and Leaves is now under new ownership. For the Art Fest, all artists got 50 cents off a large cup of coffee at Beans and Leaves. In Motion, the new dance studio is open and busy and bringing traffic to Long Grove on Thursday evenings. Broken Earth Winery should be open before Apple Fest as stated by Marsha F

- We need to confirm our calendar for 2015. Big question will be Star Events or do we go out for other bids.

- How do we make the decision on continuing events as well as the timing? Conversation ensued with disagreements of changing dates. The income from Chocolate Fest with the same dates each year has increased form 2011 at $83,000 to this year producing $115,000. The board agreed that we need to tackle the budget issue first and then quickly make a decision of the calendar for 2015. Sharon reiterated that the brand ID for Long Grove is "festivals". We must make the festivals profitable. The $5.00 fee is no longer a real negative. Ed asked "what is the purpose of the LGBCP" and quickly answered it is for the merchants and service businesses to help promote our village businesses. Are more residents attracted to downtown Long Grove?

- World Tour now to be known as Irish Fest with the sponsorship of John Barry from Paddy's. The LGBCP will be able to make some income on the sale of food and beverages during the Irish Fest as well as a an amount of sale of beer glasses and tee shirts.

- Per Sharon we must have sufficient time to understand exactly how an event will look in order to approve an application

- Sharon reported that she would like to meet with some travel professionals in order to develop some business opportunities for the merchants and asked what funds might be available for that

- Other budget question is what is the shortfall from budgeted amount for the SSA?

Committee Reports

BEAUTIFICATION

- Sharon passed out a chart showing businesses that have requested funds, how much was actually granted and a description of those requests.
- There has been conversation with the Rotary club regarding possible additiona of benches and bike racks for the downtown area
- Rachel P spoke to farmers market vendor regarding a price on mums for downtown village business owners and property owners. She will get back to us

MEMBERSHIP/ ORGANIZATION no report

ECONOMIC DEVELOPMENT

- Nancy went before the village planning commission and these 3 issues need to be resolved:
  1)What will the space be used for –
  2)Should there be a minimum of 250 square feet for a space and result is NO
  3) are there any requirements regarding onsite and offsite sales –the result I no stipulation sales from internet operation as long as there is a presence in the village
- The committee continues to work on campaign to get new business to come to Long Grove using printed media as well as a new business tab on the website. She is working with Molise PR

EVENTS

- Marian Ward said the committee in finalizing the Irish Day Fest which is sponsored by John Barry from Paddy's and will feature music, dancers, cultural, dog show, best legs contest
- They plan to have a "Hide a Paddy" event for kids to find in 5 spots around Long Grove in order to get a bag of gold coins
- Skycrest Animal Hospital has been approached to sponsor the dog show and competition
- Sunday will also include an outdoor mass
- For any customer with $150 in receipts from restaurants or shops can bring to visitor center to receive a beer glass from Paddy's with Long Grove name
- The fest is scheduled for Saturday, Sunday, and Monday with full schedule of events each day

MARKETING

Barbara Dibble acknowledged that this is not the appropriate time to add a walking tour panel to the visitor brochure with so many buildings in need of tenants and cleanup. The visitor center will use the walking tour brochure ($2.00) for any visitors who ask for more information. Barbara requested all businesses to respond to Sharon with the information for the brochure regarding their business, including phone number, website, and short description to be listed

AD HOC GOVERNANCE

Ryan Messner reminded everyone of the compliance workshop scheduled for August 20th
Sharon F requested a bio from everyone attending the meeting as soon as possible

Old Business

Art Fest question if we do again, Barbara Dibble stated that the event must be set in motion to be advertised to artists by Thanksgiving. Rachel Perkal noted that she knows an art producer who may be available to work with us and would provide the information to Sharon. John K questioned the date of Art Fest. A large issue was lack of volunteers as well as only 1/3 of SHS students actually showed up to volunteer for the event. Emerging artists was well received.

New Business

Ed Acuna made the motion to adjourn which was seconded by John K.

Meeting adjourned at 7:55pm
Respectfully submitted,
Barbara Kramer Dibble Secretary

Long Grove Business Community Partners	Actual	Actual	Actual	----------	Forecast	----------	----------		
2014 Budget/Forecast	Jun YTD	Jul	Aug	Sep	Oct	Nov	Dec	F'cst	Budget
7060 · ART & WINE FEST			-						
7060.03 · Sponsorship Commissions			-					-	3,500
7060.04 · Talent Buying Fee			-					-	1,500
7060.06 · Insurance/Liability/Liquor	329		-					329	2,000
7060.07 · Village/State/Health Permits	25		-					25	500
Total 7060.01 · Mgt./Staffing/Production	354	-	-	-	-	-	-	354	7,500
7061 · General Event Rentals			100					100	8,000
7062 · Services/Subcontractors			1,298					1,298	1,500
7064 · Media/Ad Materials/Signs		160	3,225					3,385	1,500
7066 · Misc. Expenses	500		2,797					3,297	1,500
Total 7060 · ART & WINE FEST	854	160	7,420	-	-	-	-	8,434	20,000
7070 · OKTOBERFEST			-						
7070.06 · Insurance/Liability/Liquor	329		-		500			829	500
Total 7070.01 · Mgt./Staffing/Production	354	-	-	-	500	-	-	829	500
7071 · General Event Rentals			-		2,000			2,000	2,000
7073 · Entertainment/Attractions			-		2,500			2,500	2,500
7074 · Media/Ad Materials/Signs			-		500			500	500
7075 · Gen.Exp./Svc/Liquor/Supplies			-		6,000			6,000	6,000
7076 · Misc. Expenses			-		500			500	500
Total 7070 · OKTOBERFEST	354	-	-	-	12,000	-	-	12,354	12,000
7088 · BLUES MUSIC EVENT			-						
7088.02 · Ice Meltin Blues Marketing	1,394		-					1,394	3,500
7088.01 · Ice Meltn'Blue Entertainment	1,370		-					1,370	4,000
7088-Blues Music Event Other	6,638		(1)					6,637	
Total 7088 · BLUES MUSIC EVENT	9,402	-	(1)	-	-	-	-	9,401	7,500
7080 · LG WORLD TOUR			-						
7086 · Misc. Expenses			-					-	500
7083 · Entertainment/Attractions			-					-	3,000
7082 · Services/Subcontractors			-					-	1,500
Total 7080 · LG WORLD TOUR		-	-	-	-	-	-	-	5,000
7050 · Special Events			-						
7054-Media Ad Materials	212	82	510					804	
7050.01 · Mgt./Staffing/Production			-		417		417	833	5,000
Total 7050 · Special Events	212	82	510	-	417	-	417	1,637	5,000
Total 7000 · Promotions committee	232,266	7,896	20,641	67,075	52,967	7,550	5,467	393,861	326,500
Total Expense	363,541	30,193	43,003	101,865	78,987	27,240	29,757	674,585	626,500
Net Ordinary Income	(4,637)	(27,001)	(20,748)	57,972	(22,900)	(19,862)	(29,090)	(66,266)	-
Cumulative	(4,637)	(31,638)	(52,386)	5,586	(17,314)	(37,176)	(66,266)		

LONG GROVE BUSINESS AND COMMUNITY PARTNERS
Profit Loss Comparisons
January through August 2014

	2013	Budget	2014	Full Yr
4001 · SSA (B1 district)	86,637	90,000	83,289	165,000
4002 · Village of Long Grove Grant	15,000			
4004 · General fundraising	68	2,000	-	3,000
4006 · Gift Certificate Sales	500	1,333	135	2,000
4121 · Corporate	500		3,000	
4110 · Business	-	2,333	500	3,500
Total 4100. · Membership (Org). Income	500	2,333	3,550	3,500
4508.03 · Vendors/Artisans/Other	-		590	
4508 · Special event - Other	1,995	3,333	-	5,000
Total 4508 · Special event	1,995	3,333	590	5,000
4501.01 · Sponsorship	19,624		26,693	
4501.02 · Vendors/Food	30,789		28,093	
4501.03 · Vendors/Artisans/Other	9,485		10,448	
4501.04 · Rides/Games/Interactive	1,008		5,336	
4501.05 · Equipment Rental/Power Fees	105		5,179	
4501.06 · Product Sales/Drink	5,731		40,276	
4501.07 · Admissions	42,835		4,923	
4501.08 · Contributions/Tasting/Misc.	10,365	120,000	-	120,000
Total 4501 · Chocolate Fest	119,942	120,000	121,298	120,000
4502.01 · Sponsorship	26,400		23,740	
4502.02 · Vendors/Food	23,908		30,008	
4502.03 · Vendors/Artisans/Other	7,505		13,176	
4502.04 · Rides/Games/Interactive	-		14,947	
4502.06 · Product Sales/Drink	1,731		8,921	
4502.07 · Admissions	69,839		58,823	
4502 · Strawberry Fest - Other	320	135,000	-	135,000
Total 4502 · Strawberry Fest	129,870	135,000	150,153	135,000
4503.01 · Sponsorship	7,500		4,960	
4503.02 · Vendors/Food	-		9,150	
4503.03 · Vendors/Artisans/Other	295		3,525	
4503.06 · Product Sales/Drink	3,314	10,000	-	140,000
Total 4503 · Apple Fest	11,109	10,000	17,710	140,000
4504 · Art & Wine Fest			3,348	
4504.03 · Vendors/Artisans/Other	-		1,967	
4504.06 · Product Sales/Drink	-		161	
4604.07 · Admissions	-	25,000	-	25,000
Total 4504 · Art & Wine Fest	-	25,000	5,476	25,000
4505.02 · Vendors/Food	-		800	12,000
Total 4505 · OktoberFest	-		800	12,000
4506 · LG World Tour			-	5,000
4507 · Blues/Music Event	500		285	
4509 · Holiday Income		667	-	1,000
4510. · Carriage Ride Fees (Misc.)	-	2,667	630	4,000
4515 · Visitor Center Item Sales	62	4,000	10	6,000
Total 4500 · Promotions Committee Income	263,477	300,667	296,953	453,000
Total Income	366,182	396,333	384,352	626,500

LONG GROVE BUSINESS AND COMMUNITY PARTNERS
Profit Loss Comparisons
January through August 2014

		2013	Budget	2014	Full Yr
Expense	6200 · Admin/Operating Expenses				
	6208 · Office Expense/Maintenance	-		319	
	6256 · Gift Certificate Reimbursement	-		100	
	6201.01 · Salary. staff	-	53,333	53,576	80,000
	6202 · Employee Wages - Hourly	37,025	20,000	18,121	30,000
	6203 · Insurance.Business/Property/O&D				
	6203.01 · Business/Property/O&D	902			
	6203.02 · Insurance-health	-	4,000	4,000	6,000
	6203 · Insurance.Business/Property/O&D - Other	4,178	4,200	4,281	4,200
	Total 6203 · Insurance.Business/Property/O&D	5,080	8,200	8,281	10,200
	6204 · Rent	8,113	12,000	12,000	18,000
	6205 · Utilities-Visitors Center	770	1,200	2,408	1,800
	6206 · Telephone/internet	1,379	1,667	1,692	2,500
	6207 · Office Expenses/Supplies	1,794	1,333	2,928	2,000
	6209 · Golf Cart Expense		150	-	200
	6210 · Dues & subscriptions	2,900	2,900	900	2,900
	6211 · Contribution/Recognition/Gifts	12,355	333	537	500
	6212 · Seminars/Conferences/Training	60	5,000	502	7,500
	6213 · Postage	-	333	79	500
	6215 · Bank Fees, charges	5,225	3,333	1,861	5,000
	6216 · Miscellaneous	5,105	6,667	2,449	10,000
	6217 · Interest on LOC	3		1	
	6221 · Professional fees				
	6221.03 · Legal	200	3,400	-	3,400
	6221.04 · Consulting	-	300	-	500
	6221 · Professional fees - Other	2,149	800	4,100	1,200
	Total 6221 · Professional fees	2,349	4,500	4,100	5,100
	6222 · Travel expense		150	-	250
	6223 · Mileage Reimbursement		333	-	500
	6224 · Meals		167	-	250
	6225 · Payroll Taxes	3,985	4,333	6,536	6,500
	6226 · Computer Hardware/Software Mtce	1,067	300	132	500
	6227 · Payroll tax-info center		800	-	1,200
	6229 · QB Payroll Fees	853		851	
	Total 6200 · Admin/Operating Expenses	88,063	127,033	117,373	185,400
	6100 · Organization committee				
	6102 · Membership events	-		100	
	6105 · Printing	-		407	
	6100 · Organization committee - Other		3,333	-	5,000
	Total 6100 · Organization committee	-	3,333	507	5,000

LONG GROVE BUSINESS AND COMMUNITY PARTNERS
Profit Loss Comparisons
January through August 2014

	2013	Budget	2014	Full Yr
6300 · Marketing committee				
6301 · Radio	14,267	11,000	5,920	15,000
6302 · Print (Display + phonebook)	7,480	6,667	3,602	10,000
6303 · E-Marketing (Constant Cont.)	-	800	1,147	1,200
6305 · Lake Co. CVB Publications	800	533	-	800
6307 · Marketing Consultant	-	37,600	32,800	56,400
6310 · Graphic Design	-		89	
6320 · Visitor Guide/Maps/Printing	2,287	6,000	4,767	9,000
6340 · Web design/maintenance	21,637	800	420	1,200
6351 · Public relations	10,655		409	
6354 · Special Event Marketing	200		29	
6300 · Marketing committee - Other	-		85	
Total 6300 · Marketing committee	57,325	63,400	49,268	93,600
6500 · Design committee				
6501 · Banners/Design/Maint.	2,285	2,000	1,125	3,000
6503 · Site Fees/Maintenance	390	500	-	1,000
6507 · Capital Improvements	-	6,000	4,165	9,000
Total 6500 · Design committee	3,035	8,500	5,357	13,000
6600 · Economic Development committee			-	
6602 · Business relation/recruitment	3,430	1,333		2,000
6604 · Association memberships	-	667	3,400	1,000
6605 · Meetings for Businesses			30	
Total 6600 · Economic Development committee	3,430	2,000	3,430	3,000
7000 · Promotions committee				
7090 · Carriage Rides			-	4,000
7092 · Visitor Centor Items For Sale		2,000	-	3,000
7094 · Gift Certificate Giveaways	50	1,600	-	2,500
7096 · Holiday Entertainment/Events	-		1,900	5,000
7020 · CHOCOLATE FEST				
7020.01 · Mgt./Staffing/Production				
7020.02 · Management Fee	9,000	9,000	13,000	9,000
7020.03 · Sponsorship Commissions	4,308	4,000	9,023	4,000
7020.04 · Talent Buying Fee	725	1,000	-	1,000
7020.05 · Net Profit %	3,228	3,000	-	3,000
7020.06 · Insurance/Liability/Liquor	329	500	329	500
7020.07 · Village/State/Health Permits	1,675	1,500	150	1,500
7020.08 · Office/Postage/Copies/Etc.	-		746	
7020.01 · Mgt./Staffing/Production - Other	-		10,936	
Total 7020.01 · Mgt./Staffing/Production	19,265	19,000	34,183	19,000
7021 · General Event Rentals	21,040	20,000	23,292	20,000
7022 · Services/Subs/Site Fees	24,884	27,000	17,481	27,000
7023 · Entertainment/Attractions	9,385	9,000	22,000	9,000
7024 · Media/Ad Materials/Signs	8,617	8,000	10,415	8,000
7025 · Gen.Exp./Svc/Liquor/Supplies	3,278	3,000	5,662	3,000
7026 · Misc. Expenses	5,500	1,500	176	1,500

LONG GROVE BUSINESS AND COMMUNITY PARTNERS
Profit Loss Comparisons
January through August 2014

	2013	Budget	2014	Full Yr
Total 7020 · CHOCOLATE FEST	91,967	87,500	113,209	87,500
7030 · STRAWBERRY FEST				
7030.01 · Mgt/Staffing/Production				
7030.02 · Management Fee	13,000	12,000	13,000	12,000
7030.03 · Sponsorship Commissions	-	-	12,500	12,000
7030.05 · Net Profit %			-	10,000
7030.06 · Insurance/Liability/Liquor	329	500	329	500
7030.07 · Village/State/Health Permits	175	500	45	500
7030.01 · Mgt/Staffing/Production - Other	7,704	8,000	10,306	8,000
Total 7030.01 · Mgt/Staffing/Production	21,207	21,000	36,179	43,000
7031 · General Event Rentals	12,833	12,000	25,358	12,000
7032 · Services/Subs/Site Fees	15,251	15,000	14,852	15,000
7034 · Media/Ad Materials/Signs	6,024	3,000	12,006	3,000
7035 · Gen.Exp./Svc/Liquor/Supplies	6,068	2,000	6,946	2,000
7033 · Entertainment/Attractions	12,080	12,000	28,865	12,000
7036 · Misc. Expenses	10,995	500	140	500
Total 7030 · STRAWBERRY FEST	84,459	65,500	124,346	87,500
7040 · APPLE FEST				
7040.01 · Mgt./Staffing/Production				
7040.02 · Management Fees	9,500	9,000	2,000	9,000
7040.04 · Talent Buying Fee			-	500
7040.06 · Insurance/Liability/Liquor	329		329	500
7040.07 · Village/State/Health Permits	25		25	500
7040.01 · Mgt./Staffing/Production - Other			-	10,000
Total 7040.01 · Mgt./Staffing/Production	9,854	9,000	2,354	20,500
7041 · General Event Rentals			-	15,000
7042 · Services/Subs/Site Fees			-	7,500
7043 · Entertainment/Attractions	400		-	12,000
7044 · Media/Ad Materials/Signs			-	2,500
7045 · Gen.Exp./Svc/Liquor/Supplies			-	2,500
7046 · Misc. Expenses			-	27,500
Total 7040 · APPLE FEST	10,254	9,000	2,354	87,500

LONG GROVE BUSINESS AND COMMUNITY PARTNERS
Profit Loss Comparisons
January through August 2014

	2013	Budget	2014	Full Yr
7060 · ART & WINE FEST			-	3,500
7060.01 · Mgt./Staffing/Production			-	1,500
7060.06 · Insurance/Liability/Liquor	329		329	2,000
7060.07 · Village/State/Health Permits	25		25	500
Total 7060.01 · Mgt./Staffing/Production	354	-	354	7,500
7061 · General Event Rentals	-		100	8,000
7062 · Services/Subcontractors	-		1,298	1,500
7063 · Entertainment/Attractions	-		3,385	
7064 · Media/Ad Materials/Signs	-		851	1,500
7065 · Gen.Exp./Svc/Liquor/Supplies	-		1,646	
7066 · Misc. Expenses	-		800	1,500
Total 7060 · ART & WINE FEST	354	-	8,433	20,000
7070 · OKTOBERFEST				
7070.01 · Mgt./Staffing/Production				
7070.06 · Insurance/Liability/Liquor	329		329	500
7070.07 · Village/State/Health Permits	25		25	
Total 7070.01 · Mgt./Staffing/Production	354		354	500
7071 · General Event Rentals				2,000
7073 · Entertainment/Attractions			-	2,500
7074 · Media/Ad Materials/Signs			-	500
7075 · Gen.Exp./Svc/Liquor/Supplies			-	6,000
7076 · Misc. Expenses			-	500
Total 7070 · OKTOBERFEST	354		354	12,000
7088 · BLUES MUSIC EVENT				
7088.02 · Ice Meltin Blues Marketing	-	3,500	1,394	3,500
7088.01 · Ice Meltn'Blue Entertainment	-	4,000	1,370	4,000
7089 · Cash Advance - Ice Meltin' Blue	-		350	
7088 · BLUES MUSIC EVENT - Other	7,619		6,288	
Total 7088 · BLUES MUSIC EVENT	7,619	7,500	9,402	7,500
7080 · LG WORLD TOUR				
7085 · Gen.Exp./Svc/Liquor/Supplies	702		-	500
7083 · Entertainment/Attractions	2,630		-	3,000
7082 · Services/Subcontractors	440		-	1,500
7080 · LG WORLD TOUR - Other	220			
Total 7080 · LG WORLD TOUR	3,992		-	5,000
7050 · Special Events				
7054. · Media/Ad Materials/Signs	38		804	
7050 · Special Events - Other	2,200	3,333	-	5,000
Total 7050 · Special Events	2,238	3,333	804	5,000
Total 7000 · Promotions committee	201,286	176,433	260,801	326,500
Total Expense	353,162	380,700	436,736	626,500
Net Ordinary Income	13,020	15,633	(52,384)	-
Net Income	**13,020**	**15,633**	**(52,384)**	**-**

LONG GROVE BUSINESS AND COMMUNITY PARTNERS
Apple Fest Budget

	2013 Apple	2014 Choc	2014 Straw	2014 Apple
Income				
4501.09 · Village/State/Health/Fees	-	350	25	
4503.01 · Sponsorship	24,277	26,693	23,740	24,000
4503.02 · Vendors/Food	26,509	28,093	30,008	29,000
4503.03 · Vendors/Artisans/Other	9,010	10,448	13,176	10,000
4503.04 · Rides/Games/Interactive	1,571	5,336	14,947	15,000
4503.05 · Equipment Rental/Power Fees	313	-		
4503.06 · Product Sales/Drink	5,364	5,179	8,921	9,000
4503.07 · Admissions	58,425	40,276	58,823	58,000
4503.08 · Contributions/Tasting/Misc.	449	4,923	513	500
Total Revenue	**125,918**	**121,298**	**150,153**	**145,500**
Expenses				
7040.01 · Mgt./Staffing/Production				
7040.02 · Management Fees	9,500	13,000	13,000	13,000
7040.03 · Sponsorship Commissions	10,756	9,023	12,500	12,500
7040.04 · Talent Buying Fee	250	-	-	
7040.05 · Net Profit %				
7040.06 · Insurance/Liability/Liquor	329	329	329	329
7040.07 · Village/State/Health Permits	200	150	45	50
7020.08 · Office/Postage/Copies/Etc.		746		500
7040.01 · Mgt./Staffing/Production - Other	10,404	10,936	10,306	9,000
Total 7040.01 · Mgt./Staffing/Production	31,438	34,184	36,180	35,379
7041 · General Event Rentals	23,941	23,292	25,358	24,000
7042 · Services/Subs/Site Fees	10,248	17,481	14,852	17,500
7043 · Entertainment/Attractions	11,160	22,000	28,865	28,000
7044 · Media/Ad Materials/Signs	2,340	10,415	12,006	5,000
7045 · Gen.Exp./Svc/Liquor/Supplies	2,747	5,662	6,946	3,500
7046 · Misc. Expenses	-	176	140	
Total Expenses	81,874	113,210	124,207	113,379
Net Income	**44,044**	**8,088**	**25,947**	**32,121**
Choc/Straw/Apple Combined				66,156
Budget				132,500
Shortfall				(66,344)

Long Grove Business Community Partners	Actual	Actual	Actual	----------	Forecast	----------	----------		
2014 Budget/Forecast	Jun YTD	Jul	Aug	Sep	Oct	Nov	Dec	F'cst	Budget
Ordinary Income/Expense									
Income	295		120					415	
4001 · SSA (B1 district)	82,501		788	35,000	40,000	6,711		165,000	165,000
4004 · General fundraising			-					-	3,000
4006 · Gift Certificate Sales	100		35	25	25	25	25	235	2,000
4100. · Membership (Org). Income			-						
4110 · Business	3,500	50	-	500	500	200	200	4,950	3,500
Total 4100. · Membership (Org). Income	3,500	50	-	500	500	200	200	4,950	3,500
4500 · Promotions Committee Income			-						
4508 · Special event	590		-					590	5,000
4501 · Chocolate Fest	119,807		1,491					121,298	120,000
4502 · Strawberry Fest	146,051	1,347	2,755	-	-	-	-	150,153	135,000
4503 · Apple Fest	5,260	870	11,580	123,870	3,920			145,500	140,000
4504 · Art & Wine Fest			5,476					5,476	25,000
4505 · OktoberFest	800		-		11,200			12,000	12,000
4506 · LG World Tour			-					-	5,000
4507 · Blues/Music Event		285	-						
4509 · Holiday Income			-	83	83	83	83	333	1,000
4510. · Carriage Ride Fees (Misc.)		630	-	333	333	333	333	1,963	4,000
4515 · Visitor Center Item Sales			10	25	25	25	25	110	6,000
Total 4500 · Promotions Committee Income	272,508	3,132	21,312	124,312	15,562	442	442	437,709	453,000
4450 · Design income		10							
Total Income	358,904	3,192	22,255	159,837	56,087	7,378	667	608,309	626,500
Cumulative Income	358,904	362,096	384,351	544,188	600,274	607,652	608,319		

Long Grove Business Community Partners	Actual	Actual	Actual	----------	Forecast	----------	----------		
2014 Budget/Forecast	Jun YTD	Jul	Aug	Sep	Oct	Nov	Dec	F'cst	Budget
6200 · Admin/Operating Expenses									
6208-Office Maintenance	319		-					319	
6252-Gift Certificate Reimb	100		-					100	
6201.01 · Salary. staff	40,000	6,153	7,423	6,667	6,667	6,667	6,667	80,243	80,000
6202 · Employee Wages - Hourly	13,002	3,246	1,873	2,200	2,200	2,200	2,200	26,921	30,000
6203.02 Insurance Health	3,000	500	500	1,000	500	500	500	6,500	6,000
6225 · Payroll Taxes	4,807	997	732	750	750	750	750	9,536	6,500
Total Payroll	60,809	10,896	10,528	10,617	10,117	10,117	10,117	123,200	122,500
6203 · Insurance.Business/Property/O&D	3,726		555					4,281	4,200
6204 · Rent	9,000	1,500	1,500	1,500	1,500	1,500	1,500	18,000	18,000
6205 · Utilities-Visitors Center	2,101	171	136	150	150	150	150	3,008	1,800
6206 · Telephone/internet	1,184	55	453	208	208	208	208	2,525	2,500
6207 · Office Expenses/Supplies	2,194	60	674	167	167	167	167	3,595	2,000
6209 · Golf Cart Expense		-	-	50				50	200
6210 · Dues & subscriptions	900		-					900	2,900
6211 · Contribution/Recognition/Gifts	537	-	-	42	42	42	42	704	500
6212 · Seminars/Conferences/Training	402	-	100	250	250	250	250	1,502	7,500
6213 · Postage	79	-	-	42	42	42	42	246	500
6215 · Bank Fees, charges	458	(27)	1,430	150	150	150	150	2,461	5,000
6216 · Miscellaneous	2,199	250	-	50	50	50	50	2,649	10,000
6217 · Interest on LOC		1	(1)						
6221 · Professional fees			-						
6221.02 · Audit/Tax Prep			-		3,500			3,500	3,400
6221.03 · Legal		-	-	100		100		200	500
6221.04 · Consulting		-	4,100	7,600	100	100	3,750	15,650	1,200
Total 6221 · Professional fees	-	-	4,100	7,700	3,600	200	3,750	19,350	5,100
6222 · Travel expense		-	-	50		50		100	250
6223 · Mileage Reimbursement		-	-	42	42	42	42	167	500
6224 · Meals		-	-	21	21	21	21	83	250
6226 · Computer Hardware/Software Mtce	66	66	-	100		100		332	500
6226 · Payroll tax-info center			-					-	
6229-QB Payroll Fees	663	94	94	94	94	94	94	1,227	1,200
Total 6200 · Admin/Operating Expenses	84,737	13,065	19,570	21,232	16,432	13,182	16,582	184,798	185,400
6100 · Organization committee	507	-	-	25	25	25	25	607	5,000

Long Grove Business Community Partners	Actual	Actual	Actual	----------	Forecast	----------	---------		
2014 Budget/Forecast	Jun YTD	Jul	Aug	Sep	Oct	Nov	Dec	F'cst	Budget
6300 · Marketing committee			-						
6301 · Radio	5,920	2,000	(2,000)	6,000	3,080			15,000	15,000
6302 · Print (Display + phonebook)	3,602	-	-	833	833	833	833	6,935	10,000
6303 · E-Marketing (Constant Cont.)	1,147	-	-					1,147	1,200
6305 · Lake Co. CVB Publications		-	-	67	67	67	67	267	800
6307 · Marketing Consultant	24,600	4,100	4,100	4,100	4,100	4,100	4,100	49,200	56,400
6310-Graphic Design	89		-						
6320 · Visitor Guide/Maps/Printing	4,767	-	-	1,000	50	50	1,000	6,867	9,000
6340 · Web design/maintenance	420	-	-	100				520	
6351-Public relations	409		-					409	
6354-Special Events Mktg	29		-					29	
6300-Marketing Committee Other	85		-					85	1,200
Total 6300 · Marketing committee	41,068	6,100	2,100	12,100	8,130	5,050	6,000	80,548	93,600
6500 · Design committee			-						
6501 · Banners/Design/Maint.	1,125		-	100	100	100	100	1,525	3,000
6505 · Seasonal decorating		67	-				250	317	1,000
6507 · Capital Improvements	438	3,035	692	1,250	1,250	1,250	1,250	9,165	9,000
Total 6500 · Design committee	1,563	3,102	692	1,350	1,350	1,350	1,600	11,007	13,000
6600 · Economic Development committee			-						
6602 · Business relation/recruitment			30					30	2,000
6604 · Association memberships	3,400	30	(30)	83	83	83	83	3,733	1,000
Total 6600 · Economic Development committee	3,400	30	-	83	83	83	83	3,763	3,000
7000 · Promotions committee			-						
7090 · Carriage Rides			-			1,500	2,500	4,000	4,000
7092 · Visitor Centor Items For Sale			-	25	25	25	25	100	3,000
7094 · Gift Certificate Giveaways			-	25	25	25	25	100	2,500
7096 · Holiday Entertainment/Events	1,900		-			2,500	2,500	6,900	5,000
7020 · CHOCOLATE FEST			-						
7020.01 · Mgt./Staffing/Production			-						
7020.02 · Management Fee	13,000		-					13,000	9,000
7020.03 · Sponsorship Commissions			9,023					9,023	4,000
7020.04 · Talent Buying Fee			-					-	1,000
7020.05 · Net Profit %	9,023		(9,023)					-	3,000
7020.06 · Insurance/Liability/Liquor	329		-					329	500
7020.07 · Village/State/Health Permits	150		-					150	1,500
7020.07-Village State Health Permits	746		-					746	
7040.01-Mgt Staffing Production Othe	4,825		6,111					10,936	
Total 7020.01 · Mgt./Staffing/Production	28,073	-	6,111	-	-	-	-	34,184	19,000

Long Grove Business Community Partners	Actual	Actual	Actual	----------	Forecast	----------	----------		
2014 Budget/Forecast	Jun YTD	Jul	Aug	Sep	Oct	Nov	Dec	F'cst	Budget
7021 · General Event Rentals	23,292		-					23,292	20,000
7022 · Services/Subs/Site Fees	17,481		-					17,481	27,000
7023 · Entertainment/Attractions	22,000		-					22,000	9,000
7024 · Media/Ad Materials/Signs	9,976		439					10,415	8,000
7025 · Gen.Exp./Svc/Liquor/Supplies	3,723		1,938					5,661	3,000
7026 · Misc. Expenses	176		-					176	1,500
Total 7020 · CHOCOLATE FEST	104,721	-	8,488	-	-	-	-	113,209	87,500
7030 · STRAWBERRY FEST			-						
7030.01 · Mgt/Staffing/Production			-						
7030.02 · Management Fee	13,000		-					13,000	12,000
7030.03 · Sponsorship Commissions	12,500		-					12,500	12,000
7030.05 · Net Profit %			-					-	10,000
7030.06 · Insurance/Liability/Liquor	329		-					329	500
7030.07 · Village/State/Health Permits	45		-					45	500
7030.01 · Mgt/Staffing/Production - Ot	9,761		545					10,306	8,000
Total 7030.01 · Mgt/Staffing/Production	35,635	-	545	-	-	-	-	36,180	43,000
7031 · General Event Rentals	23,384		1,974					25,358	12,000
7032 · Services/Subs/Site Fees	16,272	(220)	(1,200)					14,852	15,000
7034 · Media/Ad Materials/Signs	5,783	6,134	89					12,006	3,000
7035 · Gen.Exp./Svc/Liquor/Supplies	4,130		2,816					6,946	2,000
7033 · Entertainment/Attractions	29,265	(400)	-					28,865	12,000
7036 · Misc. Expenses		140	-					140	500
Total 7030 · STRAWBERRY FEST	114,469	5,654	4,224	-	-	-	-	124,347	87,500
7040 · APPLE FEST			-						
7040.02 · Management Fees		2,000	-	4,000	3,500	3,500		13,000	9,000
7040.04 · Talent Buying Fee			-					-	500
7040.04 Net Profit %			-		12,500			12,500	
7040.06 · Insurance/Liability/Liquor	329		-					329	500
7040.07 · Village/State/Health Permits	25		-	525				550	500
7040.01 · Mgt./Staffing/Production			-	9,000				9,000	10,000
Total 7040.01 · Mgt./Staffing/Production	354	2,000	-	13,525	16,000	3,500	-	35,379	20,500
7041 · General Event Rentals			-	9,000	15,000			24,000	15,000
7042 · Services/Subs/Site Fees			-	12,000	5,500			17,500	7,500
7043 · Entertainment/Attractions			-	24,000	4,000			28,000	12,000
7044 · Media/Ad Materials/Signs			-	5,000				5,000	2,500
7045 · Gen.Exp./Svc/Liquor/Supplies			-	3,500				3,500	2,500
7046 · Misc. Expenses			-					-	27,500
Total 7040 · APPLE FEST	354	2,000	-	67,025	40,500	3,500	-	113,379	87,500

Board Governance Meeting

September 18, 2014
The Village Hall
Long Grove, IL

Agenda

Objective: To establish Board Governance practices and policies to:

- *Serve the best interests of Long Grove Business & Community Partners*
- *Support the governance responsibilities of the Board of Directors*

Facilitator: Sophie Kelley – Wipfli LLP

Thursday, September 18, 2014

8:00 a.m. – 10:00 a.m. **Board of Directors**

I. Welcome *(Executive Director)*

II. Review Objective and Agenda *(Sophie)*

III. Recap previous meeting work

A. Nominating Committee Process
B. Requirements For Property Maintenance
C. Board Terms
D. Committee Structure
E. Board Leadership Decision-Making Process
F. Establish a Calendar of Events
G. Greater Clarity for the Role of Executive Director
H. Information Architecture/Communication
I. Rules of Engagement for Board and Committee Members

IV. Establish Rules of Engagement

A. Meeting Attendance
B. Communication Guiding Principles

V. Clarify the role of Executive Director

VI. Board Bylaws

A. Board Leadership Decision-making Process
B. Suggestions for Revision

VII. Information Architecture

A. Establish a Meeting Schedule
B. Ground Rules for Information Distribution
   1. Between the Board and members
   2. From Committees to the Board
   3. Within the Board and Committees

VIII. Board Roles and Responsibilities

A. Board Chair
B. Executive Officers

C. Committee Chair
D. Board Member

IX. Board Composition and Structure

A. Board Composition
   1. Board Member Election Process
   2. Board Terms
   3. Board Officer Election Process
B. Committee Structure
   1. Executive Committee
   2. Nominating Committee
   3. Standing Committees
   4. Other Committees
      i. Consider Creating a Finance Committee
C. Committee Charters
D. Committee Chairs
E. Assignment of Committee Members

X. Establish a Schedule of Events

XI. Summary/Evaluation