

Item #10:
Village Trustee Marshall
A. LGBCP Board Meeting – October 19, 2010

LONG GROVE BUSINESS & COMMUNITY PARTNERS
Board of Directors Meeting
Tuesday, October 19th, 2010
5:15 PM at Village Hall

AGENDA

- 1) Call to Order
- 2) Welcome & Introductions
- 3) Review Past Meeting Minutes
- 4) Treasurer's Report
- 5) Executive Committee Report
- 6) Directors Report
- 7) Village of Long Grove Report
- 8) Marketing Committee Report
- 9) Promotions Committee Report
- 10) Organization Committee Report
- 11) Design Committee Report
- 12) Economic Development Committee Report
- 13) New Business
- 14) Adjourn

Special Meeting date options: Oct. 27, Oct. 28, Nov. 1, Nov. 8.
Annual Meeting: Tuesday, Nov. 16th, 2010
Next Board of Directors Meeting: Tuesday, January 18th, 2011

Long Grove Business and Community Partners

Board of Directors Meeting Minutes

Meeting Date: September 21, 2010 @ The Village Tavern

Call to Order at 5:20 PM

Board Members in Attendance: Tim Almy, Tobin Fraley, Jodi Hutch, Sal Guadagna,, Karen Krahn, Sarah Yerkes, Rachel Perkal, John Kopecky, John Marshall, June Neumann, Peg Ball, Bob Stoll

Village Representatives: Dave Lothspeich

Staff: John Maguire, Kelly Happ

Guests: Steve Douglass, Sue from Ma and Pa's, Nick from Dakota, Mel Towner, Sarah Stoll, Paul Neumann, Mary Anne Ulrich, Bill from the Café and Maria Rodriguez

Welcome and Introduction: Peg introduced and welcomed guests.

Review Past Meeting Minutes: Sarah Yerkes moved to accept, Sal Guadagna seconded – so moved.

Treasurers Report: Sal delivered his report on P&L and Balance Sheet. 2011 Budget worksheets were distributed and budget meetings will still be called. Bob Stoll moved to accept, Sarah Yerkes seconded – so moved.

Executive Committee Report: Peg reported that a date for the Annual Meeting needed to be set, November 16 is the date selected. Announcement was also made that Ami Shah is no longer with Green Courte Partners and is thus no longer on the LGBCP Board.

Directors Report: John reported there have been computer and phone issues and they are all being addressed. Also, a request was made that notification of the various committee meetings be shared with John so that a master schedule of all the meetings can be maintained to avoid conflicts and gaps in the future. Reminder that we all need to try and encourage the sale of tickets for the Cinda Baxter 3/50 project event.

Village of Long Grove Report: Maria reported on behalf of the Village that the Sunset Foods project is on track for a January 15, 2011 opening. Also, a Panera and Chase Bank branch are currently in the works.

Promotions Committee Report: Special Event Applications were reviewed and recommended for forwarding to the Board of Trustees. Turkey Trot – Sarah Yerkes moved to forward, John Kopecky seconded, so moved. Oktoberfest and the Oktoberfest Parade – Tobin Fraley moved to forward, Sal Guadagna seconded, so moved. The Village Tavern Oktoberfest tent changed from 2 weeks to 1 week, Tobin Fraley moved to forward, Sal Guadagna seconded, so moved.

Marketing Committee Report: Karen Krahn reported the Marketing Committee is working on the last bits of advertising with the Daily Herald and will be passing the baton for future marketing work to Robin Malpass and Associates.

Organization Committee Report: June reminded us the next meetings are set for 9/26, then 10/26 and 11/23. They are continuing to work on the Bylaw review and may suggest the calling of a special budget meeting. A nominating committee was designated for working on the 2011 Board of Directors and elections. The committee will be made up of: June Neumann, Nick from Dakota, Julie Newman from Cigars and More, Lyn Pearson from the Montessori School and John Kopecky. June moved to establish the nominating committee, Sarah Yerkes seconded, so moved.

Design Committee Report: no report

Economic Development Report: no report

New Business: John issued a plea for volunteers to help with Applefest and Oktoberfest!

Adjourn - Sarah Yerkes motion to adjourn, Sal Guadagna seconded, so moved.

Meeting adjourned: 6:00 pm

LONG GROVE BUSINESS AND COMMUNITY PARTNERS

Balance Sheet

As of September 30, 2010

	<u>Sep 30, 10</u>
ASSETS	
Current Assets	
Checking/Savings	
1010 · Cash in bank - operating	55,744.36
1050 · PNC_National City Money Market	1,048.75
Total Checking/Savings	<u>56,793.11</u>
Accounts Receivable	
1200 · Accounts receivable	13.00
Total Accounts Receivable	<u>13.00</u>
Total Current Assets	56,806.11
Fixed Assets	
1670 · Program equipment	6,000.00
1690 · Furniture & fixtures	4,000.00
1680 · Office equipment	6,772.19
1799 · Accumulated depreciation	-11,199.23
Total Fixed Assets	<u>5,572.96</u>
TOTAL ASSETS	<u>62,379.07</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts payable	-20.64
Total Accounts Payable	<u>-20.64</u>
Other Current Liabilities	
2160 · Accrued penalties	6,220.00
2100 · Federal Withholding Tax Payable	1,936.20
2110 · Illinois Withholding Payable	260.23
2110.01 · Wage Garnishment Payable	692.30
2120 · SUTA Payable	54.00
2301 · Retirement Plan Withholding Pay	392.32
2820 · Line of Credit Midwest Bank	38,000.00
Total Other Current Liabilities	<u>47,555.05</u>
Total Current Liabilities	<u>47,534.41</u>
Total Liabilities	47,534.41
Equity	
3010 · Fund Balance	12,857.84
Net Income	1,986.82
Total Equity	<u>14,844.66</u>
TOTAL LIABILITIES & EQUITY	<u>62,379.07</u>

LONG GROVE BUSINESS AND COMMUNITY PARTNERS

Monthly Profit & Loss

January through September 2010

	<u>Sep 10</u>	<u>TOTAL</u>
Ordinary Income/Expense		
Income		
4000 · Administration income	0.00	1.00
4001 · SSA (B1 district)	0.00	87,389.52
4002 · Village of Long Grove	0.00	10,000.00
4004 · General fundraising	0.00	4,326.00
Map/catalogue/coop ad income	0.00	6,100.00
4100 · Gift Certificate Sales	31.00	-1,004.00
Members	0.00	4,325.00
4300 · Marketing income	0.00	400.00
Promotions income	<u>92,878.40</u>	<u>275,187.22</u>
Total Income	<u>92,909.40</u>	<u>386,724.74</u>
Expense		
Administration	19,332.57	140,176.23
6100 · Organization committee	430.39	2,824.35
6300 · Marketing committee	4,137.44	64,216.90
6500 · Design committee	240.00	9,932.58
6600 · Economic Development committee	0.00	4,947.65
7000 · Promotions committee	<u>21,296.75</u>	<u>162,641.22</u>
Total Expense	<u>45,437.15</u>	<u>384,738.93</u>
Net Ordinary Income	47,472.25	1,985.81
Other Income/Expense		
Other Income		
8010 · Interest Income N C Money Mkt	0.09	1.01
Total Other Income	<u>0.09</u>	<u>1.01</u>
Net Other Income	<u>0.09</u>	<u>1.01</u>
Net Income	<u><u>47,472.34</u></u>	<u><u>1,986.82</u></u>



HOLIDAY 2010

COOPERATIVE ADVERTISING PROGRAM

CAMPAIGN DATES: 11/10/10-12/31/10

VISIT LONG GROVE

The historic, charming village of Long Grove is a fantasy land of adorable shops with one-of-a-kind gifts. This holiday season, we will advertise on TV, in print and online to drive shopping and dining traffic to Long Grove. By participating in the Cooperative Advertising Program, you will have the opportunity to showcase your business.

CAMPAIGN COMPONENTS:

- Unique URL
- Sweepstakes
- E-Marketing - Admails
- Free-Standing, Glossy Newspaper Inserts
 - Distributed in Chicago Tribune, Daily Herald, and direct mail
 - 100,000 minimum quantity
- Television
 - Premium Cable Channels including HGTV, Food Network, Travel Channel, Oxygen, Hallmark, ESPN, and more
 - 2,500 spots minimum, 2 zones

SWEEPSTAKES

In addition to enticing shoppers to Long Grove, advertising will invite people to register at VisitLongGrove.com to win a \$1,000 shopping spree in Long Grove. Prize will be awarded at the end of the campaign on December 31, 2010.

GEOGRAPHIC MARKET AND AUDIENCE

This campaign will target potential shoppers and diners within 20 miles of Long Grove and primary audience will be women ages 35-54 with a household income of at least \$75,000.

COOPERATIVE OPPORTUNITIES:

Level I - \$1,500

- Included in a minimum of 300 TV spots
- Half-page ad in newspaper insert
- Included in one email blast to a minimum of 25,000 subscribers
- Includes a banner ad and listing on the VisitLongGrove.com landing page

Level II - \$750

- 3.5-by-3.5-inch ad in newspaper insert
- Listing with link to web site on the VisitLongGrove.com landing page

All Long Grove retailers will be listed on the web site and map in the newspaper insert, however they will be less prominent than cooperative advertisers.

KEY DATES:

Commitment: 10/15/10

Ad Materials Due: 10/22/10

QUESTIONS AND CONTACT INFO:

Cooperative ad sales are being handled by Robin Malpass & Associates (RMA). You can contact a representative from RMA by calling (815) 228-4843 or emailing at LongGroveinfo@robinmalpass.com.

2010-2011
Budget Worksheet

2010	Draft Income 2011	2010 Budget Expense	2010 Actual Expense	Draft Expense 2011	RMAProposed 2011 Expenses	RMA4th Qtr Proposal
Special Service Area (SSA)	\$165,000.00					
Village of Long Grove Grant	\$40,000.00					
Administration		\$168,148.00		\$141,960.00		
Design (Banners, Site Fees, Decorations)		\$12,000.00		\$12,000.00	\$10,000.00	
Economic Development						
- Association Memberships(CVB, E.D.)		\$5,000.00		\$5,000.00		\$7,500.00
- Workshops		\$2,000.00		\$2,000.00		\$10,000.00
- Development Materials						
Marketing						
- Marketing Consultant		\$109,400.00		\$115,000.00		\$8,000.00
- Holiday Campaign					\$26,400.00	\$40,000.00
- Media Campaign 2nd/3rd Qtr					\$50,000.00	\$7,500.00
- Holiday Website						\$5,000.00
- Social Media					\$10,000.00	\$5,000.00
- Public Relations					\$20,000.00	\$5,000.00
- Retail Consultant						
- Holiday Amenities						\$5,000.00
- Group Tour Development						\$5,000.00
- Colateral Materials					\$10,000.00	
- New Website					\$25,000.00	
- Coop Advertising ??????+++++	\$50,000.00					
Organization (Members, Services, Fees)	\$5,000.00	\$10,000.00		\$5,000.00		48K-LGBCP 31K-Coop 79K
Promotions (Fests, fees, sponsors, etc.)	\$273,000.00	\$231,218.00		\$231,218.00		
- Choc, Straw, Apple Fests						
- FineArt & Wine PTO Partnership						
- Blues, World Tour, OktoberFest						
- Holidays, Other, Hosted events						
TOTALS	\$533,000.00	\$537,766.00		\$512,178.00	\$191,400.00	\$93,000.00