

Item #11:
Village Trustee Lyman
Report Of LGBCP Meetings

LGBCP Board of Directors' Meeting

May 20, 2014

Welcome by Chair:

Meeting Format Explanation –

Open Discussion

Meeting called to order at _____.

Attendance:

- Board Members:
- | | | |
|---|---|--|
| <input type="checkbox"/> Ed Acuna | <input type="checkbox"/> Renee Clark | <input type="checkbox"/> Barbara Dibble |
| <input type="checkbox"/> Patric Donahue | <input type="checkbox"/> Nancy Fino | <input type="checkbox"/> Marsha Forsythe |
| <input type="checkbox"/> John Kopecky | <input type="checkbox"/> Jacquie Longeway | <input type="checkbox"/> Ryan Messner |
| <input type="checkbox"/> Rachel Perkal | <input type="checkbox"/> Marian Ward | |

- Executive Committee:
- | | |
|--|--|
| <input type="checkbox"/> Rachel Perkal, Chair | <input type="checkbox"/> Marian Ward, Vice Chair |
| <input type="checkbox"/> Barbara Dibble, Secretary | <input type="checkbox"/> Patric Donahue, Treasurer |
| <input type="checkbox"/> Lori Lyman, Village Trustee Liaison | Ex Officio / Non Voting by choice |
| <input type="checkbox"/> Dave Lothspeich, Village Manager | Ex Officio / Non Voting |
| <input type="checkbox"/> Sharon Fine, LGBCP Exec. Director | Ex Officio / Non Voting |

Village Officials:

Guests in Attendance:

Secretary:

Minutes from March 18, 2014

Changes:

Motion to Accept _____ Second by _____ / In Favor _____ / Opposed _____ Carried _____

Treasurer's Report: Financials Motion _____ Second _____

- Roll Call Vote:
- | | | |
|---|---|--|
| <input type="checkbox"/> Ed Acuna | <input type="checkbox"/> Renee Clark | <input type="checkbox"/> Barbara Dibble |
| <input type="checkbox"/> Patric Donahue | <input type="checkbox"/> Nancy Fino | <input type="checkbox"/> Marsha Forsythe |
| <input type="checkbox"/> John Kopecky | <input type="checkbox"/> Jacquie Longeway | <input type="checkbox"/> Ryan Messner |
| <input type="checkbox"/> Rachel Perkal | <input type="checkbox"/> Marian Ward | |

LGBCP Board of Directors' Meeting

Date May 20, 2014

Director's Report:

- Community Development – Harbor (Village); Primrose; Smokin' T's
- Governance: Wipfli \$12,500
- Committee Participation
- Applications: Liquor Licenses; Special Event Permits; COI
- Visitors' Center: Staffing / Volunteers for Fests
- Volunteers: Dog Owner; Neighbor from Arl. Hts.; VIP Ticket recipients
- Development Outreach/ Partnerships: Lake County CVB; PNC
- Partnerships / Marketing / Community / Education: Stevenson HS & PNC
- Festivals: Review ROI
- Tourism: FAM Tours / Welcome Package / Conventions / ATTRACTIONS
- Compliance – violations
- 5K Run Routes
- Fashion Show – shout out

Special Events & Promotions:

July 19, 2014 Harley Days

Aug. 30, 31, Sept. 1 Labor Day USA & 5K Run

Events Committee: JL excused absence; John Kopecky, Co Chair, reporting

Chocolate: report

VIP Tickets used 772 / 2100 homes (4 tix per home) Village support of \$2K
 Exact Expenses: Bulk Mail Permit \$225 / Postage \$570 / Printing Tix____,Insert____,
 Envelopes_____, Labor

Strawberry: VIP Tix ?

Art Fest / Star?

Event Applications / Permits:

Sat., Aug. 9	Venus de Miles	Rec'd. 5.19.14
June 20, 21, 22	LG Café	Strawberry Fest
Sat., July 26	PNC / Archer Lot	not rec'd.

Beautification Committee: Cost Sharing; Submissions**Economic Development Committee:** Occupancy Program**Associate Membership Committee:** Associate membership Drive**Resident Membership Program Developing:****Marketing Committee:****Village Report:**

OLD Business:

- Historic Downtown Evacuation / Safety Procedures?

NEW Business:

- Merchant Mixer Th., June 26
- Governance: Wipfli \$12,500
- Staffing the Visitors Ctr.

Motion to adjourn by _____, second by _____ motion carried

LGBCP
Board Meeting Minutes
March 18, 2014
(revised 5.19.14)

Present:

Officers: Ed Acuna, Renee Clark, Barbara Dibble, Patric Donahue, Nancy Fino, John Kopecky, Rachel Perkal, Marian Ward,

Ex-Officio: Lori Lyman, Dave Lothspeich, Sharon Fine,

Guests: Ryan Messner, Gina Quatrocchi, Barbara & Tom (Smokin T's), Pam Besbeas, John Barry, Helen Makaraitis

President Rachel Perkal requested an open forum at 5:20pm for Q & A

President Rachel Perkal called the Board of Directors Meeting to order at 5:40pm.

Minutes: February 18, 2014 minutes with revision to include Laurie Spinelle, from the LG Hair Studio, at the annual meeting. John K made motion to accept and Marian Ward seconded. Minutes were approved. February 25, 2014 minutes with explanation of the A (absence or no show) and E (is excused absence by communicating to Sharon Fine before the meeting). John Kopecky made a motion to accept and Pat Donahue seconded. Minutes were approved.

Treasurer's Report: Pat answered some of the questions from board members:

- the rent figures from LY were not paid until May
- revenue for Chocolate Fest has booked earlier than LY
- We began a new relationship with Molise Marketing in October 2013 and just a difference in the timing of those costs vs LY and we are spending less than the past
- the timing of Sharon's appointment vs LY with no one in the position
- Pat to send out calendarized budget to board members
- Pat, Rachel, Sharon to work on a protocol format in order to inform all committee chairs on their actual expenditures vs their budgets in order to stay on budget

Director's Report:

- working on PR with Parent's Magazine for the Chocolate Fest to encourage families to attend this event
- working on website in order to integrate with Facebook so businesses can post information
- Need monthly events on our website. Some information from businesses was listed on Facebook. But we need to market historic LG every month, not just for festivals. Discussed a calendar of events to be sent out quarterly. Will request Michelle from Molise to attend the next marketing committee meeting. Helen Makaraitis suggested a St Patrick's event as the kick off to the festival season in LG.
- By laws must be updated (last time 9-2012) and will put together a committee to work on
- Policies regarding a not for profit attorney for our organization. We have been using the village's attorney but need a specific person knowledgeable for a 5013 organization
- Confidentiality agreement for the BOD members
- applications need to have a specific format and we need to improve the timing preparation for all events. Sharon suggested a 6 month lead time.
- In the visitor's center, Helen is now working 3 days per week, with Carol retiring, and Joan is in the center 2 days per week, Barb on Mondays and a fill in person, and Julia Ward will man the center on Sundays as well as work on the data base.
- Sharon is working on partnerships with hotels.
- Sharon spoke regarding the difficulty for property owners, including those properties owned by

banks, and how the economy is affecting their businesses which has led to some retiring. How can we partner in other facets with the village to help businesses stay productive and profitable? Our brand of LG is strong and embedded with fond memories for many.

Committee Reports

Membership: Renee Clark stated some adjustments have been made regarding associate memberships and all is ready to go. A request to Sharon to get the information regarding associate membership should be sent out to board members

Beautification: First meeting will be March 19th with Pat, Glen, Jerry, and Lisa on board

Economic Development: Nancy Fino reported that Rachel Perkal (Chair) met with Village Planning commission and worked on increasing the permitted uses for the downtown to help us market to more possible businesses. Lori Lyman stated by March 29 a survey will be sent to property and business owners asking for input on how to allocate capital resources for the historic downtown area. Currently property inspections are in progress. Gina Quatrocchi brought up the issue of what could be done about the walkway issues to ensure safety and ease of travel. Rachel Perkal stated that there has been a flurry of activity regarding landlords in the Fountain Square area.

Events: Jacquie (absent) but working on the festivals, and excited about the new Special Events committee headed by Marian to include birthday celebrations as well as a St Patricks' celebration for next year. Applications presented by John Kopecky for (1) Beans and Leaves but was tabled to next meeting. (2) The LG Farmers Market application was discussed again as requested by the executive board due to concerns of several merchants in downtown LG regarding the possible types of vendors and will they compete with the LG merchants. The other concern expressed by Sharon was the name with reference to LG and what if any impact on our 5013 position. Marian Ward stated that if the event is good for the town then she is ok with the event. Rachel Perkal stated that depending upon the vendors, it could indeed affect her business. Lori Lyman expressed that Mary Ann Ullrich said there could be free space at the farmers' market for our LG merchants. Mary Ann also said she would be cognizant of who she selects to be part of the farmers' market. A question was raised if LGBCP should request a limit as to the number of artists that could show at these weekly markets. Ryan Messner suggested to have a ratio of produce vendors vs artist vendors. This will be the 5th year for the Farmers' market in LG.

Ed Acuna stated that all applications be submitted to the board before the board meeting in order for each board member to review. Then if questions/concerns, these can be addressed at the meeting. Renee Clark stated that all applications need to be treated equally in our decision making process.

Ed Acuna made the motion to approve the application as submitted with the following changes of the name to the LG Farmers' Market and to exclude all major festival dates. John Kopecky seconded. The vote was unanimous by the board members attending the meeting.

Special Events: Marian stated that Renee may be member also and that they were working on more incentives to get all of the merchants involved

Marketing: Barbara Dibble said at last marketing meeting John Kopecky attended and presented several enhancements to the LG visitors' brochure including more prominence of food locations on our maps as well as creating a walking tour guide for historic downtown LG. He has been talking with

the historical society. Sharon was to present to Kim from the marketing company for suggestions and ideas and report back to committee.

Lori Lyman: gave us an update regarding the referendum taking place today with only a 30% yes vote.

New Business:

MaryAnn Ullrich has resigned from the board leaving a vacancy for a property and merchant seat. Ryan Messner has been nominated and John Kopecky made a motion to appoint Ryan Messner for the remaining amount of time left from Mary Ann's term. Nancy Fino seconded and the vote was unanimous in favor. Ryan was welcomed.

Sharon Fine will create an ad hoc committee for the revision of our by laws.

Sharon will work on securing an attorney for the organization.

Rachel brought up question of a dependable fire inspection company that could contract with all merchants. We would need information on the pricing and what would the inspections entail. Ryan Messner stated that it would be smart to have a second vendor who could give us a competitive contract price also. After discussion, Rachel stated we should remove this discussion from the table.

Merchant Mixers to begin again and discussion was to include an educational aspect at the mixers. Discussion was to have mixers on a quarterly basis. Ed Acuna made a motion to adjourn and seconded by Renee Clark.

Meeting adjourned at 7:10pm.

Respectfully submitted,
Barbara Kramer Dibble
Secretary

LONG GROVE BUSINESS AND COMMUNITY PARTNERS
Profit & Loss Prev Year Comparison
January 1 through May 19, 2014

	2014	Budget	2013
Ordinary Income/Expense			
4501 · Chocolate Fest			
4501.09 · Village/State/Health/Fees	475		-
4501.01 · Sponsorship	9,468		14,146
4501.02 · Vendors/Food	27,253		26,999
4501.03 · Vendors/Artisans/Other	6,910		7,180
4501.04 · Rides/Games/Interactive	4,991		1,008
4501.06 · Product Sales/Drink	4,954		4,273
4501.07 · Admissions	38,785		42,610
4501.08 · Contributions/Tasting/Misc.	4,923		10,365
Total 4501 · Chocolate Fest Income	97,759	120,000	106,581
7020 · CHOCOLATE FEST			
7020.01 · Mgt./Staffing/Production			
7020.02 · Management Fee	13,000	9,000	9,000
7020.03 · Sponsorship Commissions		4,000	
7020.04 · Talent Buying Fee		1,000	
7020.05 · Net Profit %		3,000	
7020.06 · Insurance/Liability/Liquor	329	500	329
7020.07 · Village/State/Health Permits	150	1,500	1,675
7020.08 · Office/Postage/Copies/Etc.	746		-
7020.01 · Mgt./Staffing/Production - Other	4,825	-	-
Total 7020.01 · Mgt./Staffing/Production	19,050	19,000	11,004
7021 · General Event Rentals	-	20,000	21,040
7022 · Services/Subs/Site Fees	8,730	27,000	17,979
7023 · Entertainment/Attractions	22,050	9,000	9,385
7024 · Media/Ad Materials/Signs	4,472	8,000	6,734
7025 · Gen.Exp./Svc/Liquor/Supplies	862	3,000	3,278
7026 · Misc. Expenses	176	1,500	5,500
Total 7020 · CHOCOLATE FEST Expense	55,340	87,500	74,919
Income (Loss)	42,419	32,500	31,662

LONG GROVE BUSINESS AND COMMUNITY PARTNERS

Profit & Loss Budget Performance Budget

7070 · OKTOBERFEST January through May 2014

7070.01 · Mgt./Staffing/Production

7070.06 · Insurance/Liability/Liquor 329

7070.07 · Village/State/Health Permits 25

Total 7070.01 · Mgt./Staffing/Production 354

7071 · General Event Rentals -

7073 · Entertainment/Attractions -

7074 · Media/Ad Materials/Signs -

7075 · Gen.Exp./Svc/Liquor/Supplies -

7076 · Misc. Expenses -

Total 7070 · OKTOBERFEST 354

7088 · BLUES MUSIC EVENT

7088.02 · Ice Meltin Blues Marketing 1,394 3,500

7088.01 · Ice Meltn'Blue Entertainment 1,370 4,000

7089 · Cash Advance - Ice Meltin' Blue 350

7088 · BLUES MUSIC EVENT - Other 6,288

Total 7088 · BLUES MUSIC EVENT 9,402 7,500

7080 · LG WORLD TOUR

7086 · Misc. Expenses -

7083 · Entertainment/Attractions -

7082 · Services/Subcontractors -

Total 7080 · LG WORLD TOUR -

7050 · Special Events

7050.01 · Mgt./Staffing/Production - 2,083

Total 7050 · Special Events - 2,083

Total 7000 · Promotions committee 69,556 111,333

Total Expense 164,075 239,787

Net Ordinary Income (59,100) (84,579)

Net Income (59,100) (84,579)

LONG GROVE BUSINESS AND COMMUNITY PARTNERS

Profit & Loss Budget Performance Budget

Ordinary Income/Expense January through May 2014

4001 · SSA (B1 district)	1	
4004 · General fundraising	-	1,250
4006 · Gift Certificate Sales	100	833
4100 · Membership (Org). Income		
4110 · Business	500	1,458
Total 4100 · Membership (Org). Income	500	1,458
4500 · Promotions Committee Income		
4508.03 · Vendors/Artisans/Other	590	
4508 · Special event - Other	-	2,083
Total 4508 · Special event	590	2,083
4501 · Chocolate Fest		
4501.09 · Village/State/Health/Fees	475	
4501.01 · Sponsorship	9,468	
4501.02 · Vendors/Food	27,253	
4501.03 · Vendors/Artisans/Other	6,910	
4501.04 · Rides/Games/Interactive	4,991	
4501.06 · Product Sales/Drink	4,954	
4501.07 · Admissions	38,785	
4501.08 · Contributions/Tasting/Misc.	4,923	
4501 · Chocolate Fest - Other	-	120,000
Total 4501 · Chocolate Fest	97,759	120,000
4502 · Strawberry Fest		
4502.01 · Sponsorship	2,000	
4502 · Strawberry Fest - Other	-	25,000
Total 4502 · Strawberry Fest	2,000	25,000
4503 · Apple Fest		
4503.01 · Sponsorship	2,000	
4503.02 · Vendors/Food	300	
Total 4503 · Apple Fest	2,300	
4504 · Art & Wine Fest	-	
4505 · OktoberFest		
4505.02 · Vendors/Food	800	
Total 4505 · OktoberFest	800	
4506 · LG World Tour	-	
4507 · Blues/Music Event	285	
4509 · Holiday Income	-	417
4510 · Carriage Ride Fees (Misc.)	630	1,667
4515 · Visitor Center Item Sales	-	2,500
Total 4500 · Promotions Committee Income	104,364	151,667
4450 · Design income	10	
Total Income	104,975	155,208
Gross Profit	104,975	155,208

LONG GROVE BUSINESS AND COMMUNITY PARTNERS

Profit & Loss Budget Performance Budget

January through May 2014

Expense

6200 · Admin/Operating Expenses		
6208 · Office Expense/Maintenance	319	
6256 · Gift Certificate Reimbursement	100	
6201.01 · Salary. staff	30,768	33,333
6202 · Employee Wages - Hourly	9,852	12,500
6203 · Insurance.Business/Property/O&D		
6203.02 · Insurance-health	1,500	2,500
6203 · Insurance.Business/Property/O&D - Other	2,757	3,000
Total 6203 · Insurance.Business/Property/O&D	4,257	5,500
6204 · Rent	7,500	7,500
6205 · Utilities-Visitors Center	1,808	750
6206 · Telephone/internet	658	1,042
6207 · Office Expenses/Supplies	1,747	833
6209 · Golf Cart Expense	-	100
6210 · Dues & subscriptions	-	2,900
6211 · Contribution/Recognition/Gifts	537	208
6212 · Seminars/Conferences/Training	402	3,125
6213 · Postage	79	208
6215 · Bank Fees, charges	292	2,083
6216 · Miscellaneous	1,938	4,167
6217 · Interest on LOC	1	
6221 · Professional fees		
6221.02 · Audit/Tax Prep	-	3,400
6221.03 · Legal	-	200
6221.04 · Consulting	-	500
Total 6221 · Professional fees	-	4,100
6222 · Travel expense	-	50
6223 · Mileage Reimbursement	-	208
6224 · Meals	-	104
6225 · Payroll Taxes	3,763	2,708
6226 · Computer Hardware/Software Mtce	66	200
6227 · Payroll tax-info center	-	500
6229 · QB Payroll Fees	552	
Total 6200 · Admin/Operating Expenses	64,639	82,121
6100 · Organization committee	-	2,083

LONG GROVE BUSINESS AND COMMUNITY PARTNERS

Profit & Loss Budget Performance Budget

January through May 2014		
6300 · Marketing committee		
6301 · Radio	3,280	5,000
6302 · Print (Display + phonebook)	2,717	4,167
6303 · E-Marketing (Constant Cont.)	1,147	500
6305 · Lake Co. CVB Publications	-	333
6307 · Marketing Consultant	16,400	23,500
6310 · Graphic Design	89	
6320 · Visitor Guide/Maps/Printing	1,188	3,750
6340 · Web design/maintenance	420	500
6354 · Special Event Marketing	29	
Total 6300 · Marketing committee	25,355	37,750
6500 · Design committee		
6501 · Banners/Design/Maint.	1,125	1,250
6505 · Seasonal decorating	-	250
6507 · Capital Improvements	-	3,750
Total 6500 · Design committee	1,125	5,250
6600 · Economic Development committee		
6602 · Business relation/recruitment	-	833
6604 · Association memberships	3,400	417
Total 6600 · Economic Development committee	3,400	1,250
7000 · Promotions committee		
7090 · Carriage Rides	-	
7092 · Visitor Centor Items For Sale	-	1,250
7094 · Gift Certificate Giveaways	-	1,000
7096 · Holiday Entertainment/Events	1,900	
7020 · CHOCOLATE FEST		
7020.01 · Mgt./Staffing/Production		
7020.02 · Management Fee	13,000	9,000
7020.03 · Sponsorship Commissions	-	4,000
7020.04 · Talent Buying Fee	-	1,000
7020.05 · Net Profit %	-	3,000
7020.06 · Insurance/Liability/Liquor	329	500
7020.07 · Village/State/Health Permits	150	1,500
7020.08 · Office/Postage/Copies/Etc.	746	
7020.01 · Mgt./Staffing/Production - Other	4,825	
Total 7020.01 · Mgt./Staffing/Production	19,050	19,000
7021 · General Event Rentals	-	20,000
7022 · Services/Subs/Site Fees	8,730	27,000
7023 · Entertainment/Attractions	22,050	9,000
7024 · Media/Ad Materials/Signs	4,472	8,000
7025 · Gen.Exp./Svc/Liquor/Supplies	862	3,000
7026 · Misc. Expenses	176	1,500
Total 7020 · CHOCOLATE FEST	55,340	87,500

LONG GROVE BUSINESS AND COMMUNITY PARTNERS
Profit & Loss Budget Performance Budget

7030 · STRAWBERRY FEST January through May 2014		
7030.01 · Mgt/Staffing/Production		
7030.02 · Management Fee	1,000	12,000
7030.03 · Sponsorship Commissions	-	
7030.05 · Net Profit %	-	
7030.06 · Insurance/Liability/Liquor	329	
7030.07 · Village/State/Health Permits	25	
7030.01 · Mgt/Staffing/Production - Other	-	
Total 7030.01 · Mgt/Staffing/Production	1,354	12,000
7031 · General Event Rentals	-	
7032 · Services/Subs/Site Fees	-	
7034 · Media/Ad Materials/Signs	-	
7035 · Gen.Exp./Svc/Liquor/Supplies	-	
7033 · Entertainment/Attractions	-	
7036 · Misc. Expenses	-	
Total 7030 · STRAWBERRY FEST	1,354	12,000
7040 · APPLE FEST		
7040.01 · Mgt./Staffing/Production		
7040.02 · Management Fees	-	
7040.04 · Talent Buying Fee	-	
7040.06 · Insurance/Liability/Liquor	329	
7040.07 · Village/State/Health Permits	25	
7040.01 · Mgt./Staffing/Production - Other	-	
Total 7040.01 · Mgt./Staffing/Production	354	
7041 · General Event Rentals	-	
7042 · Services/Subs/Site Fees	-	
7043 · Entertainment/Attractions	-	
7044 · Media/Ad Materials/Signs	-	
7045 · Gen.Exp./Svc/Liquor/Supplies	-	
7046 · Misc. Expenses	-	
Total 7040 · APPLE FEST	354	
7060 · ART & WINE FEST		
7060.01 · Mgt./Staffing/Production		
7060.03 · Sponsorship Commissions	-	
7060.04 · Talent Buying Fee	-	
7060.06 · Insurance/Liability/Liquor	329	
7060.07 · Village/State/Health Permits	25	
Total 7060.01 · Mgt./Staffing/Production	354	
7061 · General Event Rentals	-	
7062 · Services/Subcontractors	-	
7064 · Media/Ad Materials/Signs	-	
7066 · Misc. Expenses	500	
Total 7060 · ART & WINE FEST	854	

David Lothspeich

From: Lori Lyman [llyman@me.com]
Sent: Friday, May 16, 2014 10:42 AM
To: Lori Lyman
Cc: Angie Underwood; David Lothspeich
Subject: Long Grove Survey Results
Attachments: RESULTS.docx; ATT00001.htm

Dear LGBCP Member,

Attached are results from the recent survey that was sent out on behalf of the Village of Long Grove and the LGBCP. We received a 56% response rate, which reinforces the fact that we have members who are engaged and willing to actively participate in enhancing the business district. We sincerely appreciate your support.

The survey results have been shared with the Village Board of Trustees and the LGBCP Economic Development Committee. We will prioritize projects and allocate funds to the best of our ability based on the results.

I would also like to take this opportunity to inform you of accomplishments the Village Board has achieved over the past 12 months that benefit the downtown:

- 1) Consultant Bridget Lane was hired to perform a workshop on marketing trends and conditions, available resources, and much needed revisions to the permitted uses list.
- 2) The Village Board in the very near future will be finalizing an updated list of permitted uses. This will encourage new merchants to establish businesses downtown as well as provide for an easier process to do so.
- 3) Hired B & F to do site inspections to improve the aesthetic of the downtown as well as provide for more marketable retail spaces. This will encourage property owners to take an increased sense of pride and further invest in their buildings and grounds.
- 4) Improved relations with the LGBCP and downtown merchants, property owners and potential investors through increased communication.
- 5) The Board approved a \$6,000 matching funds grant along with the LGBCP Beautification Committee for investment in site amenities such as benches, bike racks, and plantings. With matching funds this grant turns \$6,000 into \$18,000 worth of site improvements.
- 6) In an effort to support the merchants and increase business, especially in the winter months, Video Gaming was approved for a 6-month trial basis.

With forward momentum and your continued input, I am optimistic about Long Grove's potential in the upcoming year.

Regards,

Lori Lyman

On behalf of the Village Board of Trustees

(847) 220-1473

[Llyman@me.com](mailto:llyman@me.com)

**SURVEY OF
BUSINESS AND PROPERTY OWNERS B1 DISTRICT
REQUESTED JOINTLY BY THE VILLAGE OF LONG GROVE AND THE LGBCP
April 14, 2014
28 RESPONSES OUT OF 50 SURVEYS SENT (56% Response rate)**

Please complete the following survey, which will guide us in determining how to focus the Village of Long Grove's capital resources in the most appropriate way in the Historic Business District. You can just type your responses on this document and email it back to Lori Lyman at Llyman@me.com. Thank you in advance for your cooperation and time.

Which category defines you?

Property owner-2 Business owners-19 Both- 6 Community Organizer-1

Rank the following items in order of your priority. 1 being highest, 10 being lowest :

- 1_ SIDEWALKS: UPGRADES & REPAIRS (PUBLIC RIGHT OF WAY)
- 2_ LIGHTING (STREETSCAPE)
- 3_ STREET ENHANCEMENTS: BENCHES, BIKE RACKS, REFUSE BINS, PLANTERS
- 4_ SIGNAGE: WAYFINDING AND DIRECTORIES (WITHIN B1 DISTRICT)
- 5_ RESTROOMS: UPGRADES/NEW
- 6_ MUSIC VENUE (ADDITIONAL -ENLARGED - OUTDOOR)
- 7_ SIGNAGE: WELCOME/MONUMENT
- 8_ UTILITY LINES PLACED BELOW GROUND
- 9_ WATER (SOURCE-LAKE MICHIGAN)
- 10_ BUFFALO CREEK PARK AND TRAILS MAINTENANCE/USE STRATEGIES

Would you support extended business hours?

Yes_26_ No_1_

Preferred hours:

Thurs till 8

10-6 (3)

10-7 (3)

10-8 (3)

Longer in warm months, shorter in winter

What might encourage you to extend your business hours?

Signage promoting hours

Increased foot traffic (2)

All other stores must stay open (7)

Lighting (11)

Other businesses staying open

Improved walkways (3)

Entertainment/special events (4)

Cross marketing

Music playing at night throughout the village give a sense of safety at night

SUGGESTIONS:

Relax on the limitations for permits & reasonable rules. Very hard to operate.

Pavement hard to push strollers & difficult for elderly

We need to look good-planters, new benches,

More businesses coming to town.

Park District putting in a music venue

Get more restaurants (3)

Get Childrens museum

Outdoor café's

Less nick naks

More entertainment

More bars

Coffee shop

Mixed use-architects, designers

Shop local appreciation cards-LG residents receive discount

Pop ups

Small business fair

Check out Destinationuniversity.com

Have a strategy session that engages the executive committee of the LGBCP, village trustees & management to collaborate on a vision and action plan for our downtown.

Garden enhancements

Village Trustees need to take a proactive role in implementing change

Merchants/Owners

May 13, 2014

We are following up on our communication of April 29, 2014 introducing the **Landscape Investment Cost Sharing Program**.

The LGBCP has arranged for a **Landscape Investment Cost Sharing Program** with The Village. This program takes the cost of approved landscape projects and spreads them evenly among 1.) The LGBCP, 2.) The Village and 3.) The Merchant/Owner. The LGBCP and the Village have each committed \$6,000 so that a total of \$18,000 in landscape projects can be developed.

These investments are to go into new/upgraded landscape infrastructure and not to be used for maintenance type projects such as repainting or repairs to existing property. We are looking to significantly enhance the landscape for our historic downtown area to make it a more attractive and memorable experience.

The landscape projects/investments we envision would include plantings of annuals/perennials in ground or in containers, landscape materials such as mulch, timbers, bricks or items like benches or bike racks. For this initial cost sharing year, we will be reviewing all project submissions without regard to size and make our selection of those projects deemed to create the most value for our beautification effort.

Projects are for the 2014 season and should be completed by October 1 1, 2014.

We are extending the time to submit the **Request for Cost Sharing Appropriation** to May 31, 2014. Please return it to Pat Donahue, LGBCP at 308 Old McHenry Road, Long Grove, IL 60047 or patricmdonahue@comcast.net.

It is important that each **Request for Cost Sharing Project** describe the project as completely as possible, detailing the expected costs. Reimbursements will be made once project is complete, receipts are submitted and verification of completed work has taken place.

We are adding a tab to the LGBCP website to provide additional information about plants, plantings containers, benches, bike racks and other information to help you develop your landscaping projects.

If there are any questions, please contact Lori Lyman at 847-220-1473.

We look forward to the opportunity to partner with you on your enhancement project.

Sincerely,

The LGBCP Beautification Committee

Long Grove Business & Community Partners

Request for Cost Sharing Project

Name Property Owner/Merchant:

Property Address:

Phone:

Email:

Project Description:

Anticipated Total Cost:

LGBCP Economic Development Committee

May 12, 2014 Meeting Notes

Present: P. Donahue, S. Fine, N. Fino, L. Lyman, M. Forsythe, R. Roberti

2014 Approved Budget: \$3,000; 2014 Expenditures To-Date: \$0

Outcome of B&F Inspections were briefly discussed including to what degree violations were being addressed and/or fines generated. Committee is relying on the Village to enforce.

Overview given of the results of the Property Owner/Merchant Survey (results can be found in DropBox). And though lake water ranked 9 out of 10, the Committee re-iterated the importance of this in order to attract game-changing developers and new businesses.

Village assistance is needed to capture the square footage of all B1 district buildings so that we can manage the “services to retail” ratio occupancy mix. It was said that the Village should have this information as it was needed when implementing the SSA.

Progress being made on “increasing occupancy objective.” Program will be shared with outside resources to obtain quotes which are needed in order to develop a budget. It’s anticipated that we might need to launch this program in two phases (Phase I being the printed and digital collateral including available properties listings, the new “Doing Business” web tab for visitlonggrove.com with links to all the various Village forms, and the use of social media; Phase II being paid advertising across various media outlets). At this point, a July launch for Phase I is estimated with Phase II pending costs and ability to secure funding support from LGBCP and Village.

The notion of the LGBCP receiving funding via all downtown B1 tax revenue was discussed as this is typical as to how Chambers of Commerce operate. Lori is to broach the subject with the Village.

The Beautification Committee “shared funding” program was discussed and clarified. Program information will be re-distributed to all parties to ensure awareness and understanding and to increase involvement.

Board approved \$10,000 Bridget Lane study on appropriateness of current zoning and how to increase commercial development and revenues. Eco Devo Committee members to be included.

Updated permitted uses to be reviewed at the 5/13 Village Board meeting.

The need for having vacant spaces “viewing ready” was discussed. We will nudge landlords about this as the occupancy initiative advances and when we are advising them of the available properties listings & links that are being developed.

David Lothspeich

From: Sharon Fine [sfine@visitlonggrove.com]
Sent: Sunday, May 18, 2014 10:43 PM
To: Ed Acuna; renee.clark@bairdwarner.com; Nancy Fino; Marsha Forsythe; John Kopecky; Jacquie Longeway; Ryan Messner
Cc: Rachel Perkal; Marian Ward; Patric M. Donahue; Barbara Kramer Dibble; Lori Lyman; David Lothspeich
Subject: FW: Governance Package
Attachments: Long Grove Bus Comm Partners_Bd Gov Strat Planning EL_05-15-14.pdf
Importance: High

Dear LGBCP Board Members,

For the past several months I have been in touch with Sophie Kelley, Senior Manager at Wipfli LLP, regarding LGBCP's non specific structure as it relates to Non Profit Governance and Strategic Planning.

Wipfli is a well established, nationally recognized, CPA and Consulting Firm.

On May 6, while Sophie was in Chicago to meet with a client, she visited Long Grove to discuss our needs. We walked throughout the downtown and Sophie was able to spend varying amounts of time with Ryan Messner; John Barry; Nancy Fino and Dave Lothspeich.

Although the LGBCP has many issues, we came to the same conclusion...LGBCP's most pressing, is to establish policy (see page 2, Phase 1).

As you read through the "Engagement Letter" you will see why Sophie is a good fit for Long Grove (see page 3, Staffing, Sophie Bell Kelley, Sr. Mgr.).

For the sake of transparency, my son is a consultant, with Wipfli, in Minnesota.

He will not benefit from, nor be involved in, any of the planning that takes place on behalf of the LGBCP.

If you find dealing with this company, to be a conflict of interest, please do not allow that to be a deterrent in moving forward. Regardless of the company that we contract with, we must take steps soon, in order to avoid issues during the 2015 election process.

Please familiarize yourselves with the proposal, so that a discussion can ensue, Tuesday.

Thank you.

Sincerely,

Sharon



Sharon Fine

LGBCP Executive Director

|O|: 847.634.0888 |F|: 847.634.3673 |C|: 847.609.0407

Long Grove Business & Community Partners

308 Old McHenry Road

Long Grove, IL 60047

VisitLongGrove.com