

Item #12:
Village Trustee Lyman
LGBCP Downtown Board & Eco Devo Committee - Report

LGBCP
Board Meeting Minutes
May 20,2014

Present:

Officers: Rachel Perkal, Marian Ward, Patric Donahue, Barbara Dibble , Renee Clark, Marsha Forsythe, John Kopecky, Nancy C. Fino, Ryan Messner, Lori Lyman

Absent: Jacquie Longeway, Ed Acuna,

Ex-Officio: Sharon Fine, Dave Lothspeich

Guests: Pam Besbeas, John Barry, Chris Robicki, Angie Underwood, Helen Makaraitis, Julie Neuman

President Rachel Perkal called the Board of Directors Meeting to order at 5:15pm.

Minutes:

Correction to the minutes to be included with minutes from this meeting so we can approve at June meeting.

Treasurer's Report:

Pat reported spending less and no surprises thus far. There were several questions regarding expenses and income from the Chocolate Fest and request for LY figures to be included in our reporting. Rachel asked that we pay back anything borrowed from the reserve. Sharon requested to wait a week until we get remaining information from Star Events. John Kopecky motioned we accept the report, Nancy Fino seconded motion, and vote by board was unanimous.

Director's Report:

- Breakfast meeting with Harbor Retirement facility at the Grove Thursday May 29 and board invited to attend.
- Primrose School from Atlanta is another business opening in Long Grove
- Sharon had a discussion with an attorney regarding the bylaws of the LGBCP with a national firm working with non profit organizations. Agreed upon a specific meeting for the board on June 10 to further discuss this need as well as costs involved
- Committee Participation was also discussed since some committee members are not attending the regularly scheduled meetings. Discussion regarding how to handle those not attending their committee meeting and the possibility of including more specifics in our bylaws. R Perkal said the visitor center is making all of the calls and sending emails for committee meetings and questioned if this is really their job. Discussion and suggestion to the committee chairs to reach out to the absent member to confirm that their interest in the committee.
- Question as to whom should be responsible for liquor license and agreement favored that Sharon F should control.
- Dave L stated that we need to be cognizant that the calendar of events for 2015 should be confirmed by January 30,2014
- Visitor Center location in new location has been a plus for Long Grove. Helen M is no longer working for the center. However, Sharon stated many volunteers from the community are coming forward and want to help in any way. Discussed adding to the back of the VIP tickets for events, a notation as to whether you want to volunteer and get involved with your community events.
- Angie Underwood brought to our attention that some complaints from residents who received their VIP tickets after Chocolate Fest. Our issue is bulk mailing out of Lake Zurich and we discussed sending out tickets with more lead time in the future.
- Sharon discussed the partnership with PNC Bank. They purchased Stawberry Fest tickets to

give out to specific bank clients. They have a \$500 membership with the LGBCP as well as purchasing 2 fest booths.

- Stevenson HS Marketing teacher and Sharon have been working together to utilize marketing students in the upcoming Art Fest this year. They presented logo ideas as well as event ideas for visitors. SF is working with 23 of the 90 students who will “intern” this summer and / or work at the fests. Rachel suggested we invite them to board meeting for a presentation.. Sharon took 3 of the logos which were merged into 1 spectacular logo with the tag line from another group.
- Sharon stated the importance of reviewing all fests in terms of profitability
- FAM tour had a tea at Jeri’s of LG and Sharon gave each member a \$5.00 gift certificate to be used in Long Grove as they walked the village.
- Sharon is working with Dave L on compliance issues. There was an article in the paper recently stating that there were 229 violations found by the village
- Fashion show at the Grove on April 8, 2014 was outstanding. Lynne Jankovec of Olivia’s Past and Mira Pinscher of Bella Donna Boutique organized fashion show and shopping event . Several board members were in attendance with over 100 others and several Long Grove businesses were involved

Committee Reports

Special Events:

Marian reported they are working with Harley Davidson Palatine for an event including vintage bikes, the Evil Knievel bike for July 19th. Application forthcoming. Working in conjunction with Pam Besbeas.

Labor Day USA will be a country theme with line dancing , barbeque, and that Monday will be a 5K run.

Events:

John brought 3 event applications to the board.

1. Venus de Miles non competitive cycling ride will affect 3 streets/roads in Long Grove on August 9, 2014. Question as to whether we could get a “rest stop” in the future for this run. Ryan M stated that we need waivers from the insurance company for the event. Barbara D made a motion, Marian W seconded a motion to accept this application and the board approved with the caveat to get all appropriate waivers

2. Strawberry Fest –Pam Besbeas presented an application for event at Long Grove café to include music. Still needs approval from the property owner as well as insurance waivers, and site plan.

3. For the Love of Music application in the dining room of the Village Tavern for July 13, 2014 was presented and Dave L has the app

Nancy F made a motion to accept with all appropriate documentation and _____who seconded motion with board approval.

Strawberry Fest –

- Send out vip tickets to residents
- WGN producers make the decision as which restaurant will be featured. Pam B from Chatterbox stated that they should feature new businesses. Rachel suggested we give ideas to Michele from Molise PR so she can help direct efforts to all of the restaurants, new and old. However, the information must come from the business owners first. Chris R (chef from Chatterbox) did ask if Chatterbox could list specials each week on the LGBCP website. Chatterbox also has a wall display specifically designed to display events from the community.

Please take advantage of this opportunity.

- Mobile app for our visit Long Grove website needs to be updated as to businesses, times, phone numbers, etc. This must be sent to Michele at Molise in order to keep the information current, Board members would like the PR firm to attend a board meeting to share information.

Beautification:

Lori Lyman discussed the cost sharing for beautification projects are due by May 30, 2014. 2 formal submissions have been received so far. This includes mulching, planting, bike racks. There is a budget of matching funds from the village, the LGBCP, and the property owners totaling \$18,000.

Economic Development:

Nancy discussed a primary objective is to increase occupancy rates. Need 15 new merchants as minimum. The committee is working on an integrated marketing campaign, leveraging social media, to include real estate professionals as well as residents. "now is the perfect time to open a business in Long Grove." The committee would like to use WBBM and Crain's channels and have enlisted Molise PR for a plan as well as costs associated.

Ryan asked what are we actually doing to show how the LGBCP as well as the village are reinvesting in Long Grove. Should there be a new tab on our website for "business opportunities"? Are we thinking the big picture? How do we entice local residents to invest in our village? Lori Lyman reviewed the results of a recent survey as to business owners and property owners. Sidewalks, lights, street enhancements and benches, signage, utility lines, Lake Michigan water, maintenance of Buffalo Creek made the list. There was a 56% response rate from 2 property owners, 19 business owners, and 6 property owner/business owner.

New Business:

Village president Angie Underwood discussed that the village is In process of updated the permitted usages in Long Grove. Non retail use is 15-20%

Sharon stated each committee not making a formal presentation at the meeting should bring to our board meetings their minutes from respective committee meetings.

John K made motion to adjourn and Marian seconded. All in favor.

Meeting adjourned at. 7:00pm

Respectfully submitted,
Barbara Kramer Dibble
Secretary

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

	Jan - May 13	Budget	Jan - May 14	
Income				
4003 · Miscellaneous Income	-		-	
4001 · SSA (B1 district)	-		14,641	Timing, budgeted \$90K in June \$165K Yr
4002 · Village of Long Grove Grant	15,000	1,250	-	
4006 · Gift Certificate Sales	200	833	100	
4100 · Membership (Org). Income				
4121 · Corporate	500		250	
4110 · Business	-	1,458	500	
Total 4100 · Membership (Org). Income	500	1,458	750	
4500 · Promotions Committee Income				
4508 · Special event				
4508.03 · Vendors/Artisans/Other	-		590	
4508 · Special event - Other	1,995	2,083	-	
Total 4508 · Special event	1,995	2,083	590	
4501 · Chocolate Fest				
4501.09 · Village/State/Health/Fees	-		350	
4501.01 · Sponsorship	17,146		24,378	
4501.02 · Vendors/Food	28,794		14,485	
4501.03 · Vendors/Artisans/Other	7,180		5,800	
4501.04 · Rides/Games/Interactive	1,008		5,336	
4501.05 · Equipment Rental/Power Fee	105			
4501.06 · Product Sales/Drink	5,731		5,179	
4501.07 · Admissions	42,610		38,785	
4501.08 · Contributions/Tasting/Misc.	10,365	120,000	4,923	
Total 4501 · Chocolate Fest	112,939	120,000	99,236	
4502 · Strawberry Fest				
4502.01 · Sponsorship	8,140		4,660	Timing of Funding for Straw Fest
4502.02 · Vendors/Food	9,270			
4502.03 · Vendors/Artisans/Other	7,390			
4502 · Strawberry Fest - Other	320	25,000	-	
Total 4502 · Strawberry Fest	25,120	25,000	4,660	
4503 · Apple Fest				
4503.01 · Sponsorship	1,500		4,660	
4503.02 · Vendors/Food	-		300	
Total 4503 · Apple Fest	1,500	-	4,960	
4505 · OktoberFest				
4505.02 · Vendors/Food	-		800	
Total 4505 · OktoberFest	-	-	800	
4507 · Blues/Music Event	500		285	
4509 · Holiday Income		417	-	
4510 · Carriage Ride Fees (Misc.)	-	1,667	630	
4515 · Visitor Center Item Sales	37	2,500	-	
Total 4500 · Promotions Committee Income	142,091	151,667	111,161	
Total Income	157,791	155,208	126,662	
Gross Profit	157,791	155,208	126,662	

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

Expense	Jan - May 13	Budget	Jan - May 14
66900 · Reconciliation Discrepancies	23		
6200 · Admin/Operating Expenses			
6208 · Office Expense/Maintenance	-		319
6256 · Gift Certificate Reimbursement	-		100
6201.01 · Salary. staff	-	33,333	33,845
6202 · Employee Wages - Hourly	9,361	12,500	10,563
6203 · Insurance.Business/Property/O&D			
6203.01 · Business/Property/O&D	902		
6203.02 · Insurance-health	-	2,500	2,500
6203 · Insurance.Business/Property/O	3,265	3,000	3,170
Total 6203 · Insurance.Business/Property/t	4,167	5,500	5,670
6204 · Rent	3,195	7,500	7,500
6205 · Utilities-Visitors Center	394	750	1,890
6206 · Telephone/internet	1,084	1,042	881
6207 · Office Expenses/Supplies	877	833	1,781
6209-Golf Cart Expenses		100	-
6210 · Dues & subscriptions	2,900	2,900	900
6211 · Contribution/Recognition/Gifts	10,475	208	537
6212 · Seminars/Conferences/Training	-	3,125	402
6213 · Postage	-	208	79
6215 · Bank Fees, charges	469	2,083	299
6216 · Miscellaneous	-	4,167	1,938
6217 · Interest on LOC	3		1
6221 · Professional fees			
6221.02 · Audit/Tax Prep		3,400	-
6221.03 · Legal	100	200	-
6221.04 · Consulting			-
6221 · Professional fees - Other	434	500	
Total 6221 · Professional fees	534	4,100	-
6222 · Travel expense		50	-
6223 · Mileage Reimbursement		208	-
6224 · Meals		104	-
6225 · Payroll Taxes	1,297	2,708	4,113
6226 · Computer Hardware/Software Mtce	1,023	200	66
6227 · Payroll tax-info center		500	-
6229 · QB Payroll Fees	647		565
Total 6200 · Admin/Operating Expenses	36,429	82,121	71,444
6100 · Organization committee			
6105 · Printing	-		-
6100 · Organization committee - Other		2,083	-
Total 6100 · Organization committee	-	2,083	-

Later pmt of audit fees

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

	Jan - May 13	Budget	Jan - May 14	
6300 · Marketing committee				
6301 · Radio	2,250	5,000	5,920	
6302 · Print (Display + phonebook)	2,952	4,167	3,602	
6303 · E-Marketing (Constant Cont.)	-	500	1,147	
6305 · Lake Co. CVB Publications	800	333	-	
6307 · Marketing Consultant	-	23,500	16,400	Late billings
6310 · Graphic Design	-		89	
6320 · Visitor Guide/Maps/Printing	1,140	3,750	1,188	
6340 · Web design/maintenance	8,206	500	420	
6351 · Public relations	2,500			
6354 · Special Event Marketing	200		29	
6300 · Marketing committee - Other	-		85	
Total 6300 · Marketing committee	18,048	37,750	28,880	
6500 · Design committee				
6501 · Banners/Design/Maint.	1,610	1,250	1,125	
6502 · Signage/Design/Maint.	360	250	-	
6503 · Site Fees/Maintenance	325	3,750	-	
Total 6500 · Design committee	2,295	5,250	-1,125	Cost sharing program starting
6560 · Payroll Expenses	(0)		(0)	
6600 · Economic Development committee		833	-	
6604 · Association memberships	3,430	417	3,400	
Total 6600 · Economic Development committee	3,430	1,250	3,400	
7000 · Promotions committee				
7092 · Visitor Centor Items For Sale	50	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	9,000	9,000	13,000	
7020.03 · Sponsorship Commissi	4,308	4,000	-	
7020.04 · Talent Buying Fee	725	1,000	-	
7020.05 · Net Profit %	3,228	3,000	10,756	
7020.06 · Insurance/Liability/Liquor	329	500	329	
7020.07 · Village/State/Health Pen	1,675	1,500	150	
7020.08 · Office/Postage/Copies/E	-		746	
7020.01 · Mgt./Staffing/Productior	-		4,825	
Total 7020.01 · Mgt./Staffing/Productic	19,265	19,000	29,806	
7021 · General Event Rentals	21,040	20,000	-	
7022 · Services/Subs/Site Fees	17,979	27,000	15,201	
7023 · Entertainment/Attractions	9,385	9,000	22,050	
7024 · Media/Ad Materials/Signs	8,617	8,000	5,747	
7025 · Gen.Exp./Svc/Liquor/Supplies	3,278	3,000	862	
7026 · Misc. Expenses	5,500	1,500	176	
Total 7020 · CHOCOLATE FEST	85,062	87,500	73,843	

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7030 · STRAWBERRY FEST				
7030.01 · Mgt/Staffing/Production				
7030.02 · Management Fee	12,000	12,000	1,000	Timing of Funding for Straw Fest
7030.06 · Insurance/Liability/Liquor	329		329	
7030.07 · Village/State/Health Permi	25		25	
Total 7030.01 · Mgt/Staffing/Production	12,354	12,000	1,354	
7032 · Services/Subs/Site Fees	-		2,800	
7034 · Media/Ad Materials/Signs	250		-	
7035 · Gen.Exp./Svc/Liquor/Supplies	500			
Total 7030 · STRAWBERRY FEST	13,104	12,000	4,154	
7040 · APPLE FEST				
7040.01 · Mgt./Staffing/Production				
7040.06 · Insurance/Liability/Liquor	329		329	
7040.07 · Village/State/Health Permi	25		25	
Total 7040.01 · Mgt./Staffing/Production	354		354	
7043 · Entertainment/Attractions	400			
Total 7040 · APPLE FEST	754	-	354	
7060 · ART & WINE FEST				
7060.01 · Mgt./Staffing/Production				
7060.06 · Insurance/Liability/Liquor	329		329	
7060.07 · Village/State/Health Permi	25		25	
Total 7060.01 · Mgt./Staffing/Production	354		354	
7066 · Misc. Expenses	-		500	
Total 7060 · ART & WINE FEST	354		854	
7070 · OKTOBERFEST				
7070.01 · Mgt./Staffing/Production				
7070.06 · Insurance/Liability/Liquor	329		329	
7070.07 · Village/State/Health Permi	25		25	
Total 7070.01 · Mgt./Staffing/Production	354		354	
Total 7070 · OKTOBERFEST	354		354	
7088 · BLUES MUSIC EVENT				
7088.02 · Ice Meltin Blues Marketing	-	3,500	1,394	
7088.01 · Ice Meltin'Blue Entertainment	-	4,000	1,370	
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	
7050 · Special Events				
7050.01 · Mgt./Staffing/Production		2,083	-	
Total 7050 · Special Events		2,083	-	
Total 7000 · Promotions committee	107,296	111,333	90,859	
Total Expense	167,521	239,787	195,707	
Net Ordinary Income	(9,730)	(84,579)	(69,045)	
Net Income	(9,730)	(84,579)	(69,045)	

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7020.05 · Net Profit %	3,228	3,000	10,756
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Net Choc Fest	27,876	32,500	25,394