

Item #13:
Village Trustee Weber
LGBCP Board Meeting – October 27, 2011

LONG GROVE BUSINESS & COMMUNITY PARTNERS

Board of Directors Meeting

Tuesday, October 18th, 2011

5:15 PM at Village Hall

AGENDA

Call to Order

Welcome & Introductions

Review Past Meeting Minutes (Sept. attached)

Treasurer's Report

Executive Committee Report

Community Development Director's Report

Village of Long Grove Report –

Lake County DOT - Old McHenry Road Open House, Wed. Oct. 19 5-7 PM at Kildeer-Countryside School

Design Committee Report (Sign ordinance suggestions attached)

Marketing Committee Report (Marketing Report attached, Excel spreadsheet)

Promotions Committee Report

Economic Development Committee Report

Organization Committee Report

New Business

Adjourn

Next Board of Directors Meeting: *TBD – Budget Meeting, Annual Meeting in November.*

NOTE: *We will need to adjourn our Board Meeting by 6:45 PM.* *The Village of Long Grove's Plan Commission is meeting in the same Board Room at 7:00 PM, immediately after our meeting. First item on their agenda is to consider the amendments to the sign code as suggested from our Design Committee. New draft that Tobin has revised is attached to this agenda. Please print your own copy to review and stay to participate in the Plan Commission Meeting if you're interested.*

**Long Grove Business & Community Partners
Board of Directors Meeting
September 20, 2011**

Call to order 5:25

Board Members in attendance: Rachel Perkal, Tobin Fraley, Peg Ball, Claire Ball, Maryann Ullrich, John Kopecky, Jacquie Longeway, Steve Douglass, Josh Baudin, Timmy Almy, Joanne Weber

Absent: Bob Stoll, Bill Hristakos

Village Rep.: Dave Lothspeich

Staff: John Maguire

Guests: Paul Neumann, Patrick Cadichon (res)

Review Past Minutes: Claire Ball motioned, Jacquie Longeway 2nd to accept the August 16, 2011 minutes as amended. PASSED. (Green Court 2 words)

Treasurer's Report: Reviewed Operating costs to August 31. We have paid down our credit line to this year's budget. We received more SSA and Village dollars. Audit is being worked on. Need this year's SSA numbers to present to the Village to approve. John Kopecky motioned, Jacquie Longeway 2nd to accept the Treasurer's Report. PASSED

Executive Report: The special review committee is working, a report to come soon.

Directors Report: Ripple Agency has a book for all to look at with current PR pieces. Info Center hours: 10-2 Mon.-Thrus. 10-4 Fri.&Sat., 11-4 Sun. We have requested a lead time calendar from Ripple so we can get on a schedule for news items. We should plan a breakfast meeting to introduce blogging and twitter to merchants.

Village of Long Grove Report: Bids are out for the new Archer Rd. signs. Comments from Maryann to the Village: Felt they should go back to publishing the Bridge not just e-mail. Village should get more involved with our vacant buildings i.e. signs that don't come down. Joanne suggested a letter come from the LGBCP Board to the Village explaining the impact these buildings have on existing merchants.

Marketing Report: Work is happening on some great blogging pieces. Steve reported that web traffic is up 20% in Aug. & Sept. Apple details are out in Print & web.

WCIU will do a 6 minute piece on Home Page for Apple Fest. Apple goodies will go to Mellisa Forman.

Promotion Report: Turkey Trot application for 11/24/11. Last year had 1200 runners expect 2000 this year. We need to work on a promo to get participants to return to shop on Small Business Saturday. Tobin Fraley motion, Maryann Ullirch 2nd to approve and pass on to the Village. PASSED No time to discuss Star Events proposed contract, will meet Fri. 23rd at 8:30 am bring specific questions.

Design Report: Signage amendment requests will go to the Planning & Architectural committees Mid Oct.

Economic Deve. Report: Spoke with owner of Baby, Baby & More building but have not spoken with Mr. Upton.

Organization Report: Rachel reported Marriot in Lincolnshire is interested in working with downtown, possibly an art exhibit at the Hotel.

New Business: None.

Adjourned 6:50PM · Motion John Kopecky 2nd Timmy Almy PASSED

Submitted: Peg Ball Sept. 10, 2011

LONG GROVE BUSINESSES - HOLIDAY PARTICIPATION 2011

NAME OF BUSINESS:

CONTACT PERSON:

PHONE:

HOLIDAY HOURS

Please list your complete weekly hours of operation for November & December 2011.

Open late on Fridays (at least 7:00 PM) has been traditional. If we have enough consensus, we can promote better Christmas Eve & New Year's Eve may be shorter hours, most typically closed Christmas Day & New Year's Day.

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

HOLIDAY PREVIEW

The traditional "Holiday Preview" hours will be tightened up this year to **Noon-5:00 PM on Saturday, November 12th**.

Between these hours, we encourage shops to highlight their best seasonal products with trunks shows, tastings, signings, etc. We will offer the wine tasting option to just a few locations spread out geographically.

YES, we'll offer a special event during Holiday preview hours

Description _____

YES, we would be interested in hosting wine-tasting at our location. Please contact us.

LONG GROVE TURKEY TROT - 5K, 8K & Family Run, Thanksgiving morning, downtown Long Grove

Up to 2,000 participants, plus several hundred spectators are expected. We hope to turn them all into customers on the immediately following Nov. 25-26-27 weekend with a "Bounce-Back" promotion, offering 20% discount to those who return during business hours with a special card/invitation with the offer. Runners will also receive goody bags (2,000 quantity stuffer items needed).

YES, We will offer 20% discount to participants returning Nov. 25-26-27 only.

YES, we will open our business between 7:30 and 10:30 AM on Nov. 24.

YES, we would like to be a Sponsor, Vendor or Supplier to the race organizer, a private company called "All Community Events". They're looking for sample-sized food/drink donations or discounts on mass purchase, or outdoor entertainment the AM of the race. Please call Peter Starkowicz at (847)344-0861 or go to www.allcommunityevents.com for more detail. Deadline October 21st. Partners can receive logo recognition on event shirts and be included in 20,000+ email blast invitation.

SMALL BUSINESS SATURDAY

The day after Thanksgiving Day is "Black Friday", typically dominated by "door-buster" sales at chain stores, big boxes and malls. Last year, American Express helped spearhead the 1st SMALL BUSINESS SATURDAY, encouraging shoppers to spend the day supporting their local, independent businesses. This year, Nov. 26th will be promoted as a great opportunity to shop & dine in hometowns just like Long Grove for the holidays. Any business can join the American Express promotions online, and we'll be pushing the concept to our most likely customers. Tell us if you will participate and do something special that day to lure people to your business.

YOUR OWN SPECIAL HOLIDAY ACTIVITIES

Please list dates & descriptions of any holiday-related activities, promotional dates, musical offerings, product demos, book signings, special parties, meals or other attractions specific to your business:

EMPLOYEES SHOPPING CARD - DISCOUNT PROGRAM

Are you willing to encourage fellow downtown Long Grove merchants & employees spend locally with an incentive or discount? Please enter your businesses offer, effective dates, details & restrictions below. Also enter the names of each employee, and we'll print & distribute discount cards by Nov. 19th

NAME OF BUSINESS:

OFFER:

RESTRICTIONS:

NAMES OF EMPLOYEES (Use back of page if more space is needed):

PLEASE ANSWER BOTH PAGES OF THIS FORM IMMEDIATELY AND RETURN TO THE VISITORS INFORMATION CENTER
NO LATER THAN FRIDAY, OCTOBER 21ST

PHONE: 847-634-0888

FAX# 847-634-0888

LGBCP 2011 OPERATING COSTS - September 30, 2011

Categories	Accounting Numbers	2011 Revised Budget		2011 Actual		
		Income	Expense	Income	Expense	Net
SSA						
Long Grove Village Grant	4001	165,000		124,130		
Employee Wages & Retirement	4002	30,000		30,000		
Office Expenses (Income-Gift Cert.)	6201, 6202, 6228		88,000		56,704	
Information Center & Office Rental	4006, 6205-6216, 6226		13,300	-530	10,333	
Business & Medical Insurance	6204		7,800		5,718	
Professional Fees (Accounting & Audit)	6203		12,500		9,882	
Administration Costs - Misc	6221		8,500		2,365	
Payroll Fees & Taxes	6222, 6223, 6224		1,250		852	
Letter of Credit Interest	6225, 6229		9,250		4,553	
Administration Sub-Total	6217	195,000	142,600	153,600	92,258	61,342

Organization/Membership	4100,01, 6100	5,000	2,500	3,800	579	
Marketing Committee -- General	4301, 4303, 6300 minus 6307		15,000		14,362	
Marketing - Consultants	4304, 6307	0	36,500		11,700	
Design Committee (Signs, Banners, Etc.)	6500	20,000	28,500	20,000	24,878	
Economic Development Committee	4600, 6600	400	5,000		3,150	
Promotions Committee (Holidays, Carriages)	7090, 7092, 7096, 7099		6,500		250	
Promotions Committee -- Festivals totals	4500, 7020, 7030, 7040, 7060, 7070, 7085	280,500	219,500	254,434	180,930	
Committee Sub-Total	6320, 6340	305,900	313,500	278,234	235,849	42,385

2010 Bills Not Paid	2000	6,000	36,400	6,000	36,358	
Line of Credit Debt (2011-2013, 3 year payback)	2820	0	4,300	0	4,300	
Debts Sub-Total		6,000	40,700	6,000	40,658	-34,658

Total		506,900	496,800	437,834	368,765	69,069
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NOTE: 2011 Line of Credit Paid Back is \$33,000 from the \$69,069

FESTIVALS - INCOME & OPERATING COSTS - September 30, 2011

Categories	2011 Budget			2011 Actual		
	Income	Expense	Net	Income	Expense	Net
Ice Blues	0	0	0	0	0	0
Chocolate Fest	81,000	63,500	17,500	83,182	69,243	13,939
Strawberry Fest	91,000	65,000	26,000	101,841	73,478	28,363
Art & Wine Fest	14,000	12,000	2,000	21,369	12,922	8,447
Apple Fest	86,000	71,000	15,000	46,898	22,810	24,088
Octoberfest	8,500	8,000	500	0	320	-320
Long Grove World Tour	0	0	0	1,350	1,877	-527
Holiday, Etc.	0	0	0	-206	280	-486
Total	280,500	219,500	61,000	254,434	180,930	73,504

PROJECTED 2011 FESTIVALS - INCOME & OPERATING COSTS

Numbers below are based on financial information as of October 18, 2011

Categories	2011 Budget			2011 Actual Projection		
	Income	Expense	Net	Income	Expense	Net
Ice Blues	0	0	0	0	0	0
Chocolate Fest	81,000	63,500	17,500	83,200	69,200	14,000
Strawberry Fest	91,000	65,000	26,000	101,400	73,500	27,900
Art & Wine Fest	14,000	12,000	2,000	21,400	12,900	8,500
Apple Fest	86,000	71,000	15,000	87,300	70,400	16,900
Octoberfest	8,500	8,000	500	5,400	5,500	-100
Long Grove World Tour	0	0	0	1,300	1,877	-577
Holiday, Etc.	0	0	0	-200	280	-480
Total	280,500	219,500	61,000	299,800	233,657	66,143

2011 Apple Fest - Gate & Bar Income

Date & Time	Hotel	Fountain	Coffin	Bridge	Enzo	Total	Fount Bar	Welcome	Total
Friday - 2:00PM	145	110	80	225	75	635	0	0	635
- 4:00PM	80	35	20	168	17	320	453	7	780
- Total	225	145	100	393	92	955	453	7	1,415
Saturday - 2:00PM	491	250	440	1,739	255	3,175	860	0	4,035
- 4:00PM	283	6	304	549	460	1,602	2,523	11	4,136
- Total	774	256	744	2,288	715	4,777	3,385	11	8,173
Sunday - 2:00PM	596	495	518	2,666	1,300	5,575	1,600	0	7,175
- 4:00PM	163	193	223	452	479	1,510	2,457	0	3,967
- Total	759	688	741	3,118	1,779	7,085	4,057	0	11,142
Event Totals	1,758	1,089	1,585	5,799	2,586	12,817	7,895	18	20,730

Grand Total 20,730

2010 Totals	601	574	1,507	3,598	2,486	8,766	4,504	22	13,292
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2011 Apple Fest - Gate Paid Visitors

Date & Time	Hotel	Fountain	Coffin	Bridge	Enzo	Total
Friday - 2:00PM	73	55	40	112	37	317
- 4:00PM	40	18	10	84	9	161
- Total	113	73	50	196	46	478

Saturday - 2:00PM	246	125	220	870	128	1,589
- 4:00PM	140	3	152	274	230	799
- Total	386	128	372	1,144	358	2,388

Sunday - 2:00PM	298	247	259	1,333	650	2,787
- 4:00PM	81	97	111	226	240	755
- Total	379	344	370	1,559	890	3,542

Event Totals	878	545	792	2,899	1,294	6,408
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Percent per Gate, %	14	9	13	45	20	100
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Gate Costs - Hotel (YMCA) Friday & Saturday - $\$200 + (999 \times 5\%) = \250
 - Hotel(Josh) Sunday - $\$100 + (759 \times 5\%) = \138
 - Other (Stevenson) - Friday, Saturday, & Sunday - $\$1200 + (11059 \times 5\%) = \$1,753$
 - Total - $\$1,500 + (12,817 \times 5\%) = \$2,141$

Old Gate Costs - 3 days, 5 gates per day at \$150 per day = \$2,250 (SAVED \$ 109)

Estimated Paid Visitors - Weekend Total 25,000 = 26%
 - Weekend Total 30,000 = 21%
 - Weekend Total 35,000 = 18%

2012 Festival Visitor Gate Income

Festival	Existing Gate Incomes, \$			
	2009	2010	2011	Average
Chocolate	4,631	8,000	4,811	5,814
Strawberry	9,088	7,958	8,586	8,544
Apple	4,808	8,788	12,817	8,804
Average	6,173	8,249	8,738	7,720

Festival	Number of \$2 Paid Visitors			
	2009	2010	2011	Average
Chocolate	2,316	4,000	2,406	2,907
Strawberry	4,544	3,979	4,293	4,272
Apple	2,404	4,394	6,409	4,402
Average	3,087	4,125	4,369	3,860

Festival Attendance	Number of Paid Visitors Per Festival				
	20%	30%	40%	50%	60%
20,000	4,000	6,000	8,000	10,000	12,000
25,000	5,000	7,500	10,000	12,500	15,000
30,000	6,000	9,000	12,000	15,000	18,000
35,000	7,000	10,500	14,000	17,500	21,000

Festival Attendance	2012 Income Per Festival for \$5 Gate Fee				
	20%	30%	40%	50%	60%
20,000	20,000	30,000	40,000	50,000	60,000
25,000	25,000	37,500	50,000	62,500	75,000
30,000	30,000	45,000	60,000	75,000	90,000
35,000	35,000	52,500	70,000	87,500	105,000

Improve 2012 Festival Profits

Possible Ways Per Festival

• Increase gate income	\$40,000
• Establish VIP parking area	3,500
• Partners hold tasting/etc fund raiser at each fest	4,000
• Increase vender rates (\$1,695 to \$1,995)	6,000
• Increase number of vendors	10,000
• Increase number of artisans	6,000
• Increase sponsors, if possible	5,000
• Increase kid rides income	5,000
• Stay open evening, at least one night	1,000
• Reduce barricade/cone costs	500
• Reduce or eliminate Green Courte site fees	800
• Reduce number of stages & entertainment costs	1,000
• Reduce tent/table/chair costs	<u>2,000</u>
Total	\$84,800

10/4/11 CGBall



MEDIA CONTACT:

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FOR IMMEDIATE RELEASE

--photography available--

LONG GROVE ANNOUNCES THE OPENING OF SIX NEW BUSINESSES

Historical village thrive with new attractions as the holiday season approaches

LONG GROVE, IL (OCTOBER 2011) — The Village of Long Grove is delighted to add more glow to their community with SIX new business announcements and one store relocation. The Village boasts a wide selection of store attractions including antiques, apparel, fine arts, gifts, home furnishings, restaurants, cafes, and much more to further encourage local shopping and maintain Long Grove as a shopping destination. New business openings in Long Grove include:

- **Celine Custom Jewelers:** Custom design jewelry in platinum, gold and sterling silver garnished with exceptional gemstones and diamonds. All repairs done on premises. www.celinecustomjewelers.com
- **The Cedar Grill:** Contemporary American Cuisine simply prepared from quality ingredients in a rustic setting. The Cedar Grill offers both lunch and dinner as well as full bar service. Read more at www.cedargrill.org.
- **The Pear Tree Shoppe:** Featuring beautiful ornaments, nativities, garlands, gifts and more to create holiday memories. See more information at www.peartreeshoppe.com.
- **Rivellino School of Art:** The school offers classes throughout the year in a variety of media for children and adults. The gallery features the work of both their students and other local artists. Read more at <http://longgroveart.blogspot.com/>.
- **Harper's Hollow Halloween Shop:** Located on the Northeast corner of the crossroads, this Halloween shop will have you immediately drawn to the sights, sounds and smells of this great holiday!
- **The Peppermint Stick:** A happy place for people to go to with good food and reasonable prices, the inviting atmosphere makes you feel right at home. With penny candy for sale and the original marble counter still standing where one can enjoy breakfast, lunch and ice cream treats, this is a place you want to come back to over and over again. Visit www.thepeppermintstickoflonggrove.com for more details.

Additionally, the beloved **Dandy Things**, offering “indie” toys, clothing, art and more for children, teens and the young at heart, has moved to a larger location on Old McHenry Road. See more information at dandythingsshop.com.

In addition to these new store openings, Long Grove also is proud to be host to two art exhibits:

- **Howard Finster Exhibit:** Perhaps best known for his artwork gracing album covers such as R.E.M.'s Reckoning and Talking Heads' Little Creatures, Finster is the most prominent and famed member of the "outsider art" movement, with over 50,000 paintings in his collection. David Leonardis, Curator of the Howard Finster Vision House Museum, hosts the exhibit and lecture series, discussing his personal and professional relationship with Howard Finster, as well as an overview of the Museum's permanent collection in Summerville, Georgia. See hours and details at: <http://www.visitlonggrove.com/finster/howardfinster.html>.

- **Lyman Whitaker:** Take a walk through Long Grove and one will have a hard time *not* stopping to gaze at the newest installation of outdoor art, Wind Sculptures by Lyman Whitaker. Whitaker transported fifty of these billowing copper and steel sculptures from his studio in Utah to Long Grove, creating a Wind Forest of beauty. Read more at <http://thelonggroveblog.com/2011/09/01/lyman-whitaker-wind-sculptures/>.

About The Village of Long Grove

Originally settled as a German farming community, the Village of Long Grove's rich historical background gave way to a multitude of additional cultures such as French, Polish, Greek, Irish, Canadian, Scottish, British, Scandinavian, Italian, Native American and many more. Notoriously known as a 'must-see' destination in Lake County, the Village gives visitors a very unique feel unlike any other place. It is almost as if they are nestled in a hidden town in Europe.

Recognized as one of the nation's genuine historic villages, and famous for their annual festivals, the Village of Long Grove also serves as a Midwest destination, known for its one-of-a-kind, unique shopping experience that cannot be duplicated. Only in Long Grove can one experience a charming, historic village abundant with unspoiled natural beauty, and a diverse collection of shops, restaurants and events, all supported by a genuine hospitality rarely found in urban environments. A 35-mile jaunt from Chicago, the Village of Long Grove is an experience not to be missed.

Come visit, shop and dine in Long Grove... You'll love it. For more information about the Village of Long Grove please visit www.visitlonggrove.com or call 847-634-3114.

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