

Item #13A:
Village Trustee Weber
LGBCP Board Meeting - April 16, 2013

Long Grove Business and Community Partners
Board of Directors Meeting

April 16, 2013
Village Hall – 5:15PM

AGENDA

1. Call to order
2. Welcome Guests
3. Review Previous Minutes
 - a. March 19,2013
4. Treasurer's Report
 - a. Budget standing to date
 - b. Arts & Music Council Donation
All received a cost sheet from Tobin
5. Executive Committee
6. Village of Long Grove
7. Events Committee
8. Design Committee
9. Economic Development Committee
10. Organization Committee
11. Marketing Committee
12. New Business
13. Adjourn

Next Board Meeting will be on May 21, 2013

Long Grove Business & Community Partners
Board of Directors Meeting
March 19, 2013

Call to order 5:24

Board Members in attendance: Tobin Fraley, Peg Ball, Claire Ball, Maryann Ullrich, Ed Acuna, Nancy Fino, Joanne Weber, Barbara Dibble, Renee Clark

Absent: Jacquie Longeway, Rachel Perkal, John Kopecky

Village Rep.: Dave Lothspeich

Guests: Paul Neumann, John Berry, Nick Seva

Review Past Minutes: Review past minutes of February 19, 2013. Motion to accept minutes, with spelling correction & addition of discussion on Church parking at Fests. Joanne Weber, 2nd Claire Ball. Passed

Treasurer's Report: Voided the Arts & Music Council check so we could clear 2012 books it can be reissued. Handed out a revised 2012 year end report & 2013 Budget to show that change. Reviewed 2013 year to date, Feb 28. Motion to accept the report Ed Acuna, 2nd Maryann Ulrich. Passed

Discussed the current rent on the Info. Center, \$629 a month. We have not been paying as no invoices are being sent. Presented the idea of renting the Art Guild space to consolidate our Business Coordinator's office, storage, conference room, & Info. center all in one place. We did get a preliminary quote but it was based on keeping both spaces. This need to be further explored.

Executive Committee: Interviews are being held, several good prospects are surfacing. The Merchant social meeting April 8 will be at the Royal Country Club, 5:15.

Village of Long Grove: The Village received the LGBCP newsletter with a request to send it to HOA Presidents. Village requests a definite schedule for this, suggested last week of the month. Barbara suggested two times a month. For now chose last week of the month.

Events Committee: Chocolate is moving forward. We will do the \$5 at the gate with a coupon for after the event. We will also do the tasting ticket.

We received an application for a Charity bike ride thru town.

Motion Ed Acuna, 2nd Renee Clark to approve this and pass it on to the Village Board. Passed

Design Committee: Continuing to work on getting new kiosks.

Economic Development Committee: No Report

Organization Committee: Have some new people interested in Associate membership, but we are still revising what it is we are offering.

Marketing/Promotion Committee: LGBCP is taking part in the new Village magazine. It will consist of local photos & stories, first issue April. We are paying \$12,000-\$13,000 a year for a full page ad with editorial in each issue. Merchants who want to advertize will be given a price reduction. Anyone can submit a story to the Marketing Comm.

New Business/Guest Comments: John Berry again brought up the \$5 coupon & using it on the Fest Weekend. The Partners could not take that financial risk and most merchants did not want to take that risk on themselves. Each store can do what they want, do their own special, give them \$5 off but let them keep the coupon BUT the actual coupon will be good after the fest up until the day before Strawberry Fest.

The question was asked when the DeNero video would be up on the Web site. Maryann will look into this.

Arts & Music council donation was again discussed. Ed requested that the cost sheet from the Arts & Music Council be sent out to all and this be on the April agenda. Ed favors a straight donation no strings attached.

Motion Ed Acuna, 2nd Joanne Weber to adjourn 6:45

Next meeting April 16, 2013
5:15PM
Village Hall

Events - LGBCP 2013 Actual vs 2013 Budget - 3/31/13 YTD

Categories	2013 Budget			2013 YTD Actual		
	Income	Expense	Net	Income	Expense	Net
Chocolate Fest	115,000	69,350	45,650	20,231	10,104	
Strawberry Fest	142,000	81,750	60,250		5,604	
Art & Wine Fest	20,000	13,000	7,000		354	
Apple Fest	130,900	75,050	55,850		354	
Octoberfest	5,500	5,500	0		354	
Festival Sub-Total	413,400	244,650	168,750	20,231	16,770	3,461
Winter Event	0	10,000	-10,000			
Ice Blues	0	2,000	-2,000	320	6,171	
Long Grove World Tour	1,000	3,000	-2,000			
General	0	5,000	-5,000		50	
Promotional Events Sub-Total	1,000	20,000	-19,000	320	6,221	-5,901
Events Total	414,400	264,650	149,750	20,551	22,991	-2,440

LGBCP 2013 Actual vs 2013 Budget - 3/31/13 YTD

Categories	Accounting Numbers	2013 Budget		2013 YTD Actual		
		Income	Expense	Income	Expense	Net
SSA	4001	165,000				
Long Grove Village Grant	4002	22,500		15,000		
Employee Wages & Retirement	6201, 6202, 6228		70,000		3,131	
Telephone/Internet	6206		3,000		707	
Bank Fees, Charges	6215		3,500		303	
Office Expenses (Income-Gift Cert.)	4006, 6205, 6207-6214, 6226		7,000	127	874	
Information Center & Office Rental	6204		8,000			
Business & Medical Insurance	6203		5,500		3,071	
Professional Fees (Accounting & Audit)	6221		4,000		534	
Administration Costs - Misc	6222, 6223, 6224		1,000			
Payroll Fees & Taxes	6225, 6229		9,000		822	
Letter of Credit Interest	6217		100		3	
Administration Sub-Total		187,500	111,100	15,127	9,445	5,682
Organization/Membership	4100.01, 6100	7,500	2,000	500		
Marketing Committee -- General	4301, 4303, 6300, 6310,		85,000		8,641	
Marketing - Consultants	4304, 6307		58,000			
Design Committee (Signs, Banners, Etc.)	6500		20,000		1,675	
Economic Development Committee	4600, 6600		6,000		250	
Historic Preservation & Education			2,000			
Promotions Events	7050, 7085, 7090, 7092, 7096, 7099	1,500	30,000	320	6,221	
Festival Events Totals	4500, 7020, 7030, 7040, 7060, 7070	447,900	301,200	20,231	16,770	
Committee Sub-Total	6320, 6340	456,900	504,200	-47,300	33,557	-12,506
Line of Credit Debt	2820	0	0	0	0	0
LGBCP Reserve Fund		0	20,000	-20,000	0	0
Total		644,400	635,300	9,100	43,002	-6,824

LGBCP 2013 Revision A & Revision B to Approved Budget



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Categories	2012 Actual		2013 Budget		2013 Revision A		2013 Revision B	
	Income	Expense	Income	Expense	Income	Expense	Income	Expense
SSA	158,753		165,000	0	165,000	0	165,000	0
Long Grove Village Grant	25,000		22,500	0	15,000	0	15,000	0
Employee Wages		28,471		70,000		87,300		
Telephone/Internet		2,553		3,000		3,000		
Bank Fees, Charges		3,273		3,500		3,500		3,500
Office Expenses (Income-Gift Cert.)	2,798	7,686		7,000		7,000		7,000
Information Center & Office Rental	694	7,669		8,000		8,000		8,000
Business & Medical Insurance		4,892		5,500		8,200		
Professional Fees (Accounting & Audit)		4,319		4,000		4,000		4,000
Administration Costs - Misc	155			1,000		1,000		1,000
Payroll Fees & Taxes		3,373		9,000		11,200		
Letter of Credit Interest		4		100		100		100
Administration Sub-Total	187,245	62,395	187,500	111,100	180,000	133,300	180,000	180,000
Organization/Membership	6,500	0	7,500	2,000	7,500	2,000		2,000
Marketing Committee		126,262		143,000		125,000		
Design Committee (Signs, Banners, Etc.)		11,684		20,000		20,000		
Economic Development Committee		1,860		6,000		4,000		
Historic Preservation & Education		0		2,000		2,000		
Promotions Events	4,483	14,612	1,500	30,000	1,500	30,000	1,500	
Festival Events Totals	454,742	282,874	447,900	301,200	447,900	301,200	447,900	
Committee Sub-Total	465,725	437,292	456,900	504,200	456,900	484,200		
Line of Credit Debt (2011-2013)		100	0	0	0	0	0	0
LGBCP Reserve Fund	0	130,000	0	20,000	0	10,000	0	
Total	652,970	629,787	644,400	635,300	636,900	627,500		
Net	23,183		9,100		9,400			

LGBCP 2013 Revision A to Approved Budget



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2013 Budget Notes:

Wages and Payroll Fees & Taxes = \$79,000 based on:

\$27,300 for Info Staff (5 days for 6 months & 7 days for 6 months)
based on 3 day at \$14/hr staff and 2 or 4 day staff at \$10/hr
\$51,700 for Coordinator (Yearly salary of \$46,000)

Hiring coordinator for 9 months this year, salary could be \$61,300

2013 Budget includes Village Grant of \$7,500 ??????

2013 Budget does not include any funding to Art & Music Council

2013 Budget Revision A Notes:

Coordinator salary was set at \$80,000 which increase 2013 budget for 9 months to \$60,000
Coordinator and Info Staff 2013 budget increased to \$87,300
Coordinator medical insurance was set at \$300/month or \$2,700 for 9 months
Increase in wages increased payroll fees & taxes \$9,000 to \$11,200

Income from Long Grove Village Grant of \$7,500 for 2013 was removed

To cover the coordinator's salary, reduction were made in the following;

Marketing Committee from \$143,000 to \$125,000

Economic Development from \$6,000 to \$4,000

LGBCP Reserve Fund from \$20,000 to \$10,000

2014 Budget Notes:

Coordinator salary of \$80,000 with medical insurance & payroll fees, cost = \$94,000

Coordinator and Info staff would increase \$23,500 over 2013

Marketing Committee budget (or something else) would be reduced 30% to \$100,000

David Lothspeich

From: Tobin Fraley [tobin@humbugs.com]
Sent: Saturday, March 23, 2013 8:32 AM
To: Ed Acuna; bkrmsa@comcast.net; Claire Ball; Rachel Perkal; Tobin Fraley; David Lothspeich; Mary Ann Ullrich; Renee Clark; Joanne Weber; Nancy Fino; john kopecky; Jacque Longeway
Subject: Long Grove Arts & Music
Attachments: LGAMC sound 6-20-12 Equipment.pdf

Hello All,

As per the request of the LGBCP, I am including a copy of the Long Grove Arts & Music Council's Sound Equipment wish list. Clearly I am in a rather precarious position with this subject, but I think that it's important to clarify a couple of points that several members of this board are already familiar with, so please bear with some repetition.

The LGMAC is entering its eighth season of offering free concerts in Long Grove during the summer months. We started the concerts in Buffalo Creek Park, not necessarily to bring business to Long Grove, but to act more as an agent of change. What this means is that we were attempting and continue to work towards the goal of changing the character of our village by offering extraordinary and diverse cultural events. I think that there was an assumption on our part that the very nature of this goal would enhance Long Grove's reputation as a destination and eventually increase traffic in the stores.

The LGAMC is a 501(c)3, not-for-profit organization and not a single person working on LGMAC events has ever received a penny of compensation. We have always been an all volunteer group. In fact, as the emcee of the concerts for the past seven years, I have never mentioned that I own stores in the village because I want to keep the distinction clear between my participation in the LGAMC and the downtown.

And lastly, please know that the LGAMC is a member of our community family. Our goal is not to compete with the LGBCP, but to enhance the village as a whole through the creation of a wide variety of cultural events including the Summer Concerts Series, the Long Grove Artists' Guild, the LG Writers' Group, working with the Stevenson Foundation and moving towards an arts center. There are members of this board who feel that it is critical that there be some "give back" from the LGAMC in terms of loaning sound equipment for events, otherwise, what's the benefit of granting the LGAMC funding. The benefit, regardless of the loaning of sound equipment, is that the LGAMC is a vital part of reenergizing our village and the help offered by the LGBCP is greatly appreciated and will go a long way in helping all of us.

I hope that the board of the LGBCP will see our value and help us reach our goals by re-allocating the \$10,000 originally earmarked for the purchase of much needed sound equipment.

Thank you for your consideration.

Sincerely,

Tobin Fraley
Director - Long Grove Arts & Music Council

Equipment	Priority 1	Priority 2	Priority 3	Priority 4	Notes
Mixing console:					
Midas 32 Channel Board	\$3,750				Purchased Used
Case for mixing console	\$450				Purchased Used
Amplifier 1 – Mains: Crown XTi 4000	\$1,000				Currently we are borrowing amp from Doug's work
Speaker poles: 2 x JBL SSK-BL		\$260			
					Currently we are borrowing EQs from Doug's work
Graphic EQ 1 – Mains: Ashley GQX-3102	\$670				MQX-2310.
Graphic EQ 2 – Monitors: dbx 231		\$200	\$200		Would also consider a Rane EQ.
Amplifier 2: Crown XTi 4000		\$1,000			Currently we are using Doug's EQ for monitors
Amplifier 3,4 – Monitors: Crown XTi 2000			\$700	\$700	
					We are also considering powered main speakers such as the QSC K12. In this case, we would not need amplifier for mains (still would need one for subwoofers).
Speakers – Mains: 2 x JBL SRX715		\$2,920			Currently using Reid's and Doug's monitors
					We are also considering powered monitor speakers such as the QSC K12 and JBL PRX612. In this case, we would not need monitor amplifiers.
Speakers – Monitors: 4 x JBL JRX112M (\$750 each)	\$3,000				Currently using Reid's and Doug's monitors
Mic – Instrument: 2 x Shure SM81	\$350	\$350			Also could use a variety of other instrument mics.
Mic – Kick drum: Audix D6	\$200				
Mic – Vocal: 2 x Shure SM58	\$200				Currently using mics from Reid, Doug, and Beans & Leaves
Mic – Vocal: 2 x Shure Beta 58	\$320				Currently using mics from Reid, Doug, and Beans & Leaves
Mic – instrument: 2 x Shure Beta 57A	\$280				
Mic Snake: Whirlwind WWMS248XL100		\$765			Currently using snakes from Doug
Mic stands – straight: 4 x Atlas MS-12C	\$160				Currently using stands from Reid and Doug
Mic stand w/booms: 8 x K&M	\$300				
Short mic stand w/booms: 4 x K&M		\$80			
Amp racks:					
Mic cases:	\$90	\$90			
Effects rack: SKB 1SKB19-12U		\$350			Currently using Doug's short rack
Direct box: 2 x Whirlwind Director		\$75	\$75		Currently using Doug's DI boxes
Direct box – active: Whirlwind Hotbox				\$125	There are several other active direct boxes available..
Reverb unit:			\$400		Currently using reverb built into Reid's board
Mic cables: 25 x Whirlwind 20'	\$250	\$250	\$125		Currently using Reid's and Doug's cables
Mains limiter/compressor: dbx DriveRack			\$500		
Misc. cables, adapters, cases, etc.		\$200	\$200		Currently using Doug's cables/adapters
Power controller: Furman PL-PLUS C				\$230	
Totals	\$11,220	\$6,490	\$2,720	\$1,055	Total = \$21485

Sharon Fine

205 Rivershire Lane • Lincolnshire, Illinois 60069 • 847.383.5100 • cell 847.609.0407
sjgfine@gmail.com

Objective

I seek an opportunity to apply my tourism / group sales & marketing skills to build guest loyalty and increased brand awareness. I am passionate about developing partnerships and packages that are beneficial to all. I have public speaking experience, and an easy going personality which allows me to create long lasting relationships. Recognized as being extraordinarily creative, I create “experiences” that attract media attention for all participants.

Professional Experience

2003 to Present

Lawry's The Prime Rib Restaurants

Sales and Marketing Manager

- Doubled Private Event Sales within my first 18 months
- Developed Chicago's boxed lunch and off-site catering program
- Provide the “creative” for special events, private dining, “themed” menus, To Go and catering
- Work closely with Exec. Chef on presentation, industry trends, food costs and portion control
- Established relationships and, ultimately, partnerships with:
 - The City of Chicago Dept. of Cultural Affairs (the only restaurant partner of CDCA)
 - The Field Museum
 - The Museum of Science & Industry
 - Chicago Architecture Foundation
 - Broadway in Chicago
 - The Richard H. Driehaus Museum
 - Quad Cities, Agri Tours
 - Chicago Convention and Tourism Bureau
- Member of GNMAA (Greater North Michigan Avenue Association) serving on the Dining and Nightlife Council
- Member of CCTB (Chicago Convention and Tourism Bureau / Choose Chicago). Positioned Lawry's at the top of the list of Chicago restaurants participating in events, conferences, and as a FAM host site, promoting Chicago tourism
- Recognized as an active participant in promoting (dining) tourism in Illinois, by the Governor's Office
- 2006 founding member of The Chicago Steakhouse Group, sharing best practices and promoting business referrals.
- Initiated change relating to Lawry's “Thanksgiving To Go” program. The program has grown from a 3K, in-house sideline, to an annual 8K off-site, profitable one day operation
- National representative of Lawry's Restaurants Inc. (6 restaurants), at national tourism conventions; conferences and summits: ABA-American Bus Assoc.; RSAA – Receptive Services Assoc.; NAJ – North American Journeys; China Summit; US Travel; SYTA – Student Travel; Bank Travel – Premier Travel Clubs; Illinois Governor's Conference on Tourism
- Positioned Lawry's Restaurants as a tour group friendly destination. This has resulted in successfully filling empty private dining rooms and seats, during daytime hours; “off” hours and slow nights. Initiated “Early Bird” Dining for tour groups.

Sharon Fine, continued

- Introduced a successful promotion at Chicago's Ale & Sandwich Bar (Lawry's casual lunch program). The "3 – 4 – 10 Lunch" (select 3 items "4" \$10) in 2009; followed by the "Winter Soup-er Special" and currently "The Pick Three". This has proven to be so successful, that it has been adopted by the entire company, and continues to show growth
- Spokesperson for Lawry's Chicago: Teaching Dining Etiquette Classes for Chicago area school children; interviewed by 190 North; interviewed by Phil Vettel (food critic); regularly interviewed by Phil Potempa NWI Times
- Implemented Lawry's 8th Grade Graduation Program, resulting in approx. 2000 8th grade graduates, annually, celebrating their graduations at Lawry's, over a three week period

November 1999 to October 2003

The Hilton Hotel, Northbrook

Social and Corporate Catering Manager

- In a department of 12 Catering Managers, only manager to book over 1 million in catering sales, in one year
- Received first award, ever presented, as "Outstanding Manager" in March, 2001
- Name submission, by Hilton Hotel, as a candidate for recognition as "Illinois' most outstanding catering manager"
- Responsible for building relationships with clients, especially those requiring high end attention to detail, and turning them into satisfied and loyal customers
- Developed menus specific to client needs, capturing business, resulting in "win-win" longstanding relationships

August 1998 to November 1999

The 410 Club, Wrigley Company

Director of Catering

- Responsible for 1.3 million in private dining sales, for an upscale, private dining club and conference center.
- Established personal relationships, within the Wrigley Building, resulting in off-site catering for the tenants
- Created new private dining and off-site catering menus, revised all pricing, and increased sales by 65%, within the first year
- Reversed the club's deficit from \$200,00 below projected sales in Aug. 1998 to exceeding expectations by December of the same year
- Became the only catering manager, called upon by Bill Wrigley, Jr., to consult on menu options and food trends for his private meetings and events.
- Having left the company, in 1999, I was asked in, Feb. of 2001, to come in and consult on ways of increasing sales with their current catering manager

March 1997 to August 1998

University of Chicago Hospitals, Center for Advanced Medicine (Sodexo)

Catering Manager

- Designed and implemented (from start-up) an upscale, in-house catering program for the new, state of the art, Center for Advanced Medicine. Catered to the needs of: The Hospital Board of Directors; medical departments; pharmaceutical companies; administrators; fundraising events; major hospital functions and medical staff meetings

Sharon Fine, continued

- Worked within event budgets, contained costs resulting in profits exceeding all expectations. This led to the catering program becoming an independent off shoot of the food service program
- Successfully marketed and secured in-house business, formerly supplied by off-site caterers.
- Personal contact and relationship building, with hospital administration and the Sodexo management team, resulted in exceptional growth and loyalty.

1980 to 1997 (owner / president of business – sold company in 1997)

Confectionately Yours, Ltd., Glenview, Illinois

(Gourmet confections manufacturer & wholesaler)

Confectionately Yours, Too, Ltd., Deerfield, Illinois

(Gourmet confections retailer, special event consultant, “Sweet Table” catering)

- Designed, developed and trademarked confection
- Designed and coordinated packaging to compliment products and promote market appeal
- Attended and promoted products at Fancy Food Conventions; Gift Markets and Specialty Food Shows throughout the United States
- Conducted gift-packaging training seminars at national food shows

Volunteer Fundraising / Public Speaking

1986

Dysfunctioning Child Center of Michael Reese Hospital (600 member charitable organization)

- Dinner Dance Chairperson
- Membership Chairperson
- First Vice President / Fundraising

Education

BS in Early Childhood Education

Graduated with “High Honors” from Northeastern Illinois University

Presenter of “Dining Etiquette” for Siemens Student Mentoring Outreach Program, Hilton Northbrook, Chicago Public Schools and WITS.

Outside Interests

- Cooking
- Art & Design
- Kayaking
- Photography
- Travel