

Item #15:
Village Trustee Weber
LGBCP Board Meeting – September 21, 2011

LONG GROVE BUSINESS & COMMUNITY PARTNERS
Board of Directors Meeting
Tuesday, Sept. 20, 2011
5:15 PM at Village Hall

AGENDA

- 1) Call To Order
- 2) Welcome & Introductions
- 3) Review Past Meeting Minutes (August'11 attached)
- 4) Treasurer's Report
- 5) Executive Committee Report
- 6) Directors Report
- 7) Village of Long Grove Report
- 8) Design Committee Report
- 9) Economic Development Committee Report
- 10) Marketing Committee Report (links to media reports below)
- 11) Organization Committee Report
- 12) Promotions Committee Report
Late addition: Event Application for LG Turkey Trot , Nov 24, 2011 by All Community Events
Star Events Proposal(sent via email), 2012 Calendar
- 13) New Business
- 14) Adjourn

Next Board of Directors Meeting: Tuesday, October 18, 2011 – 5:15 PM @ Village Hall

Long Grove Media schedule Summer-Fall V 083111.xls,
LG Website & Social Media Stats 091111 (2).docx,
Promotions LeadTime Calendar 2011.docx, 09-11-
11 CTC TABTRIB SUN NS 6 11[1].pdf, 09-02-11 CTC OTT FRI NS 5 12[1].pdf,
Long Grove Tribune Online Screenshot0911.docx

Long Grove Business & Community Partners
Board of Directors Meeting
August 16, 2011

Call to order 5:22

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, Nick Seva, John Berry, Andy Sexton (owner Baby building), Maureen Riedy, President Visit Lake County CVB

Review Past Minutes: John Kopecky motioned, Jacquie Longeway 2nd to accept the July 19, 2011 minutes. PASSED. (Correct spelling Baudin)

Treasurer's Report: Reviewed Operating costs to date and Fests standing to date. We have just received more Fest money that is not in these numbers. Full breakdown of expenses handed out to review. Steve Douglass motioned, Joanne Weber 2nd to accept the treasurer's report. PASSED

Executive Report: Rachel introduced Maureen Riedy who gave a comprehensive overview of Lake County CVB & how they market communities thru print and social media. State grants for CVBs directs usage to tourism, expanding number of heads in beds, not to expand local travel.

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Directors Report: New printing of Visitor Guide to be here before Art Fest. Cedar Grill still set to open in Sept.

Village of Long Grove Report: Joanne presented our wish list to the Village and the Archer Rd. signs were approved and will be up soon. The statue in the park was stolen. The Village met with some merchants on the look of the corner downtown. The Village agreed to do clean up of weeds etc. The cat related store has applied for a Business License and needs inspection. Peppermint Stick will reopen for food and ice cream. Sunset Foods has proposed a permanent Event sign on their property, this needs approval.

Marketing Report: Josh held the facebook seminar and no one came.

New Groupon program seems to be more merchant friendly, --5 coupons a day that have to be used that day-- Josh will set up a time for all to hear the program. The office received a report from Elyse & Robin @ 4:15 today John forwarded this to all. It is mainly just a list of places sent to not what was sent.

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Design Report: Met on signage and reviewed past requests and new needs. Will meet again to review written request and send it to the Village.

Economic Deve. Report: No Report

Organization Report: No Report

New Business: Rachel urged us to be careful of the time we use Robin/Elyse/Tamara so not to repeat our mistake of spending too much. Rachel to form a group to look at what is in Administration and if there are ways to better structure to save \$\$\$. Maryann Ullrich, Steve Douglass, Peg Ball, to join Rachel. Set a 30 day review time.

Adjourned 8:00PM Motion Timmy Almy, 2nd Joanne Weber PASSED

Submitted: Peg Ball Sept. 10, 2011

LONG GROVE - 2011 EVENT & PROMOTIONS LEADTIME CALENDAR

<u>Event</u>	<u>Dates</u>	<u>Public Relations</u>	<u>Blog /E-News</u>	<u>Facebook</u>	<u>Twitter</u>
Apple Festival	Sept.30, Oct. 1-2	8/30/11	9/20/11	9/25/11	9/27/11
OktoberFest	October 15-16	9/15/11	10/05/11	10/10/11	10/10/11
Holiday Preview	Nov 12-13	10/12/11	11/02/11	11/07/11	11/07/11
Small Business AMEX	Nov 26	10/26/11	11/16/11	11/21/11	11/21/11
Holiday Festivities	Nov 19 - December 25	10/19/11	11/09/11	11/14/11	11/14/11
Long Grove Turkey Trot	Nov. 24 (Thanksgiving Day)	10/24/11	11/14/11	11/19/11	11/19/11



The Long Grove Blog You'll love it!

Share this:

• @alexdomers We are hosting a Howard Finster folk/outsider art exhibit in Long Grove that is very inspirational! <http://ow.ly/6zFeC> <http://www.Lan.haw.aga>

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+ LONG GROVE BUSINESS OWNERS

[Add New Event](#) | [Add New Deal](#)

Welcome, Long Grove Business Owners!

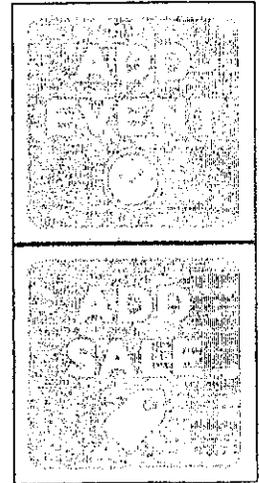
We've set up this page on the Long Grove Blog to allow you, the business owners of Long Grove, to submit your ideas and happenings to be featured on the blog! You can use our forms to submit your content, like an [upcoming event](#) or a [deal/sale](#) you have coming up. All blog posts are also promoted on the [Shops of Long Grove Facebook Page](#) and on Twitter at [@VisitLongGrove](#).

If you have any questions, you can use the contact form, below, or email info@longgroveonline.com.

1. Name
2. Email

3. Message
4. Send a copy of this email to yourself
5. If you want to submit this form, do not enter anything in this field

6.



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LGBCP 2011 OPERATING COSTS - August 31, 2011

Categories	Accounting Numbers	2011 Revised Budget		2011 Actual		
		Income	Expense	Income	Expense	Net
SSA	4001	165,000		75,513		
Long Grove Village Grant	4002	30,000		25,000		
Employee Wages & Retirement	6201, 6202, 6228		88,000		50,286	
Office Expenses (Income-Gift Cert.)	4006, 6205-6216, 6226		13,300	-190	7,295	
Information Center & Office Rental	6204		7,800		5,218	
Business & Medical Insurance	6203		12,500		9,023	
Professional Fees (Accounting & Audit)	6221		8,500		2,365	
Administration Costs - Misc	6222, 6223, 6224		1,250	-237	852	
Payroll Fees & Taxes	6225, 6229		9,250		4,045	
Letter of Credit Interest	6217		2,000		1,663	
Administration Sub-Total		195,000	142,600	100,086	80,747	19,339

Organization/Membership	4100.01, 6100	5,000	2,500	3,811	579	
Marketing Committee -- General	4301, 4303, 6300 minus 6307		15,000		9,996	
Marketing - Consultants	4304, 6307	0	36,500		13,392	
Design Committee (Signs, Banners, Etc.)	6500	20,000	28,500	20,000	25,604	
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, 7050, 7040, 7060, 7070, 7085	280,500	219,500	199,497	160,750	
Committee Sub-Total	6320, 6340	305,900	313,500	223,308	213,721	9,587

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	0	
Debts Sub-Total		6,000	40,700	6,000	36,358	-30,358

Total		506,900	496,800	329,394	330,826	-1,432
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FESTIVALS - INCOME & OPERATING COSTS - August 31, 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	69,293	13,889
Strawberry Fest	91,000	65,000	26,000	100,196	73,478	26,718
Art & Wine Fest	14,000	12,000	2,000	12,589	6,881	5,708
Apple Fest	86,000	71,000	15,000	3,530	10,594	-7,064
Octoberfest	8,500	8,000	500	0	274	-274
Long Grove World Tour	0	0	0	0	230	-230
Holiday, Etc.	0	0	0	0	0	0
Total	280,500	219,500	61,000	199,497	160,750	38,747

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