

Item #10:
Village Trustee Marshall
LGBCP Board Meeting – July 21, 2010

D.L.

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

AGENDA

Call To Order

Welcome & Introductions

Review Past Meeting Minutes (June attached)

Treasurer's Report

Executive Committee Report

Directors Report

Village of Long Grove Report

Marketing Committee Report

Promotions Committee Report

- Special Event Application - Long Grove World Tour (LGBCP) - Sept. 4-5-6

Organization Committee Report

Design Committee Report

Economic Development Committee Report

New Business

Adjourn

Next Board Meeting: Tuesday, August 17th 5:15 PM at Village Hall

Long Grove Business and Community Partners

Board of Directors Meeting Minutes

Meeting Date: June 15, 2010

Call to Order at 5:20 PM

Board Members in Attendance: Tim Almyy, John Kopecky, Tobin Fraley, Jodi Hutch, Sal Guadagna, Jackie Longeway, Peg Ball, Ami Shah, Rachel Perkal, June Neuman, Sarah Yerkes, John Marshall, Bob Stoll

Village Representatives: Dave Lothspeich

Staff: John Maguire

Guests: Nick Park, Mary Ann Ullrich, Joanne from Paddy's on the Square, Vicki from Artist at Heart, Christine from Casa Brasil, Paul Neuman, John Barry

Welcome and Introduction: Peg welcomed our guests

Review Past Meeting Minutes: Correction of Org. mtg about "nothing to report" duly noted. Tim Almy motion to accept, Jodi Hutch second, so moved.

Treasurers Report: Choc Fest \$11K profit. Monies currently coming in from SSA, Village and Strawberry Fest. Sarah Yerkes motion to accept, John Kopecky second, so moved.

Directors Report: Property owner, Barbara Van Anrooy passed away. Details on funeral shared and a card was passed around for signatures. Flowers will be sent to the memorial service. On 7/19 Long Grove Garden Club will host the Northern Illinois Garden Club and will have attendees come to town after their meeting concludes. Planning to maybe do some custom coupons or offers for them when they come.

Village of Long Grove Report: Nothing to report.

Executive Committee Report: Nothing to report but some information to be covered later.

Design Committee Report: Nothing to report.

Economic Development Report: Trying to set up a Constant Contact session.

Marketing Committee Report: Ami presented where we are with the RFP. It was completed and sent out to 13 PR and media firms. Deadline to respond is June 30th. Priority #1 is to generate traffic in town, phase 2 then moves to the 2011 budget and what we can do next year re branding, PR and how we should do things with the marketing and PR for next year given our budget. A framework for evaluation of the proposals that come back is being established. John reported that 6 responses have already come in. Ensuing discussion as to whether this is a buyers market given the economic environment. WXRT radio - Saturday Morning Flashback and Grant Park Concert Program opportunities pulled together working with Robin Millpass. WFMT Radio Pledge Drive, on Saturday featuring Long Grove Day. Daily Herald every Wed thru Sun, our adds rotate thru the Herald on-line in a 10 mile radius of LG. DH advertising/promotion will end due to lack of participation. Discussion regarding the need to have people chip in to make these programs work.

Organization Committee Report: June reported they are still working on a shop local campaign. Thinking of communication with subdivision heads. Next meeting on June 22, probably at the LGBCP offices. Section three of the bylaws was reviewed and amended per the request of the property owners. June went through the issues the request for increased representation presented. Suggestion was made to table the conversation for this meeting and take the topic off line but including a property owner to have further discussion on how to “cure” the request for an added owner represented on the exec committee. Dave L addressed the request to have another village person on the board. John K made a motion to continue the discussion to another meeting,, Sal G. second, so moved. Final statement of our objective: We are striving to establish equal representation on the Executive Committee.

Promotions Committee Report: Strawberry Fest – Calendat magnets & LG Buttons will be handed out in return for donations. There will be double the number of vendors placed in Stemple lot. The Green and Old Mc Henry will be basically the same. Radio Disney will be on the Green Sunday. Art Fest and Wine Fest application submitted. It will be held in the Archer lot this year. There w.ill be overnight security and live music. Jackie L. recommended to pass this to village , John K second , so moved. Beth Judea Rummage Sale application, Jackie L. recommended to accept and move to village board (don’t need site plan and insurance as its their prop.) Sarah Y. second, so moved. Lunch on the Green every Friday, Tim will fax insurance to the village. Discussion regarding LGAMC concerts, wine and food etc. At Friday lunches the music is radio. Discussion ensued about how the art fest is set up and where it is placed. Regarding Tim’s Lunch on the Green, Tobin F. move to accept, Sal G. second, so moved. Saturday night some sections of the Fest will stay open until 8 pm. Sunday afternoon, one of the Next Food Star contestants will be appearing in town, given the contestant is still on the show – Paul Young is his name. Still looking for businesses to anti up for participation in the International Weekend for Labor Day.

New Business – John Kopecky brought up the need for a “Bus Czar” to champion bringing buses to town. Suggested Mary Ann Ullrich be the bus czar. John Marshall mentioned that Trustee Weber has not gotten contact from anyone re the Bridge and any interest in email promotion to retailers customer bases.

Adjourn - Bob S. motion to adjourn, John K second, so moved.

Meeting adjourned at 6:45 pm.

LONG GROVE BUSINESS AND COMMUNITY PARTNERS

Balance Sheet

As of June 30, 2010

	<u>Jun 30, 10</u>
ASSETS	
Current Assets	
Checking/Savings	
1010 · Cash in bank - operating	26,137.34
1050 · PNC_National City Money Market	1,048.48
Total Checking/Savings	<u>27,185.82</u>
Total Current Assets	27,185.82
Fixed Assets	
1670 · Program equipment	6,000.00
1690 · Furniture & fixtures	4,000.00
1680 · Office equipment	6,772.19
1799 · Accumulated depreciation	<u>-8,362.23</u>
Total Fixed Assets	<u>8,409.96</u>
TOTAL ASSETS	<u><u>35,595.78</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts payable	300.00
Total Accounts Payable	<u>300.00</u>
Other Current Liabilities	
2160 · Accrued penalties	6,220.00
2100 · Federal Withholding Tax Payable	1,864.72
2110 · Illinois Withholding Payable	247.61
2110.01 · Wage Garnishment Payable	346.15
2120 · SUTA Payable	76.77
2301 · Retirement Plan Withholding Pay	392.32
2820 · Line of Credit Midwest Bank	<u>38,000.00</u>
Total Other Current Liabilities	<u>47,147.57</u>
Total Current Liabilities	<u>47,447.57</u>
Total Liabilities	47,447.57
Equity	
3010 · Fund Balance	26,720.72
Net Income	<u>-38,572.51</u>
Total Equity	<u>-11,851.79</u>
TOTAL LIABILITIES & EQUITY	<u><u>35,595.78</u></u>

LONG GROVE BUSINESS AND COMMUNITY PARTNERS

Monthly Profit & Loss

January through June 2010

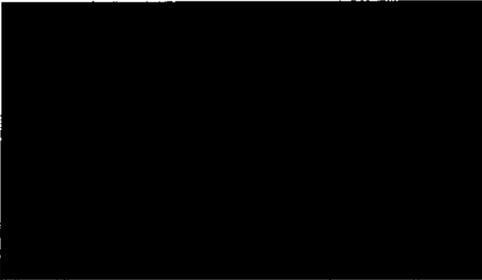
	<u>Jan 10</u>	<u>Feb 10</u>	<u>Mar 10</u>	<u>Apr 10</u>
Ordinary Income/Expense				
Income				
4000 · Administration income	0.00	0.00	1.00	0.00
4001 · SSA (B1 district)	0.00	0.00	13.04	0.00
4002 · Village of Long Grove	0.00	0.00	0.00	0.00
Map/catalogue/coop ad income	1,575.00	3,250.00	1,275.00	0.00
4100 · Gift Certificate Sales	-90.00	-30.00	25.00	50.00
Members	1,500.00	500.00	500.00	1,000.00
4300 · Marketing income	0.00	0.00	400.00	0.00
Promotions income	17.29	0.00	21,397.50	25,088.50
Total Income	<u>3,002.29</u>	<u>3,720.00</u>	<u>23,611.54</u>	<u>26,138.50</u>
Expense				
Administration	18,429.88	12,587.44	13,325.90	13,644.23
6100 · Organization committee	0.00	0.00	1,546.60	247.36
6300 · Marketing committee	3,212.92	445.44	3,720.43	5,324.21
6500 · Design committee	0.00	0.00	720.00	1,925.83
6600 · Economic Development committee	415.00	0.00	10.00	0.00
7000 · Promotions committee	13,977.50	3,000.00	4,620.00	10,130.00
Total Expense	<u>36,035.30</u>	<u>16,032.88</u>	<u>23,942.93</u>	<u>31,271.63</u>
Net Ordinary Income	-33,033.01	-12,312.88	-331.39	-5,133.13
Other Income/Expense				
Other Income				
8010 · Interest Income N C Money Mkt	0.12	0.12	0.14	0.13
Total Other Income	<u>0.12</u>	<u>0.12</u>	<u>0.14</u>	<u>0.13</u>
Net Other Income	<u>0.12</u>	<u>0.12</u>	<u>0.14</u>	<u>0.13</u>
Net Income	<u><u>-33,032.89</u></u>	<u><u>-12,312.76</u></u>	<u><u>-331.25</u></u>	<u><u>-5,133.00</u></u>

LONG GROVE BUSINESS AND COMMUNITY PARTNERS

Monthly Profit & Loss

January through June 2010

	<u>May 10</u>	<u>Jun 10</u>	<u>TOTAL</u>
Ordinary Income/Expense			
Income			
4000 · Administration income	0.00	0.00	1.00
4001 · SSA (B1 district)	0.00	54,405.25	54,418.29
4002 · Village of Long Grove	0.00	10,000.00	10,000.00
Map/catalogue/coop ad income	0.00	0.00	6,100.00
4100 · Gift Certificate Sales	-150.00	0.00	-195.00
Members	500.00	0.00	4,000.00
4300 · Marketing income	0.00	0.00	400.00
Promotions income	66,416.92	49,293.11	162,213.32
Total Income	<u>66,766.92</u>	<u>113,698.36</u>	<u>236,937.61</u>
Expense			
Administration	13,940.34	16,177.30	88,105.09
6100 · Organization committee	0.00	0.00	1,793.96
6300 · Marketing committee	5,246.42	36,002.44	53,951.86
6500 · Design committee	3,974.40	4,031.75	10,651.98
6600 · Economic Development committee	0.00	3,000.00	3,425.00
7000 · Promotions committee	48,994.17	36,861.30	117,582.97
Total Expense	<u>72,155.33</u>	<u>96,072.79</u>	<u>275,510.86</u>
Net Ordinary Income	-5,388.41	17,625.57	-38,573.25
Other Income/Expense			
Other Income			
8010 · Interest Income N C Money Mkt	0.12	0.11	0.74
Total Other Income	<u>0.12</u>	<u>0.11</u>	<u>0.74</u>
Net Other Income	<u>0.12</u>	<u>0.11</u>	<u>0.74</u>
Net Income	<u><u>-5,388.29</u></u>	<u><u>17,625.68</u></u>	<u><u>-38,572.51</u></u>



LONG GROVE BUSINESS AND COMMUNITY PARTNERS
Request for Proposals
June, 2010

Long Grove Business and Community Partners
307 Old McHenry Road
Long Grove, Illinois 60047
www.LongGroveOnline.com

Contact: John Maguire, Director
847/716-0902 jmaguire@longgrove.org

PROJECT DESCRIPTION

The Long Grove Business and Community Partners (LGP), Long Grove, Illinois is seeking an innovative, aggressive and experienced advertising/public relations agency to assume primary responsibility for marketing and promoting Long Grove's Historic Business District.

Long Grove's Historic Business District is located just 35 miles northwest of Chicago. It is a unique shopping and dining destination that draws customers and tourists from far beyond the immediate trade area. The historic village and its assortment of boutique/gourmet shops is a destination for families and tourists alike. The district also hosts a variety of festivals and events throughout the year which consistently draw large crowds of visitors.

BACKGROUND

The LGP was formed in 2004 and is a 501 (c) 3 Not-For-Profit public charity, whose broad mission is to preserve Long Grove's historic character, host memorable experiences for guests and residents and create an environment where business can thrive. One of its most important objectives is to promote the Historic Business District. The organization is primarily funded through a special service area assessment, an annual contribution from the Village of Long Grove, member dues and proceeds from recurring festivals and events.

Marketing and public relations has traditionally been managed in-house by the LGP Marketing Committee and Staff. Long Grove is well-known for its year-round festivals and quaint nature and has developed a strong brand as a result. Unfortunately, similar to many communities, Long Grove's Historic Business District has recently suffered from diminished traffic and recurring patronage. This decreased foot traffic has placed a significant burden on the local businesses and has forced some to close their doors. As a result, the primary goal of LGP for 2010 is to **increase foot traffic and retail sales in the Historic Business District**. During the fall and winter of 2010, as part of the 2011 budgeting process, the broader marketing and public relations strategy and approach will also be evaluated and improved.

SCOPE OF SERVICES

This assignment will be structured as a two-phase assignment. The agency will work with Marketing Committee to implement ideas and strategies generated, but we are seeking aggressive and innovative direction and strategic thought. The following describes the scope of work LGP will require from its advertising/public relations agency:

Cinda Baxter, Founder of *The 3/50 Project*

GREAT LAKES TOUR, OCTOBER 2010



Thanks for your interest in **The 3/50 Project**—what Fox News describes as “the formula that could save some local businesses that might not otherwise survive the recession.” As founder of the Project, it’s my pleasure to help spread the word, visiting communities where leadership is intent on supporting their local independent merchants.

Following are details regarding my upcoming speaking tour through five of the Great Lakes states, spotlighting **The 3/50 Project**:

Session title:

The 3/50 Project - Building Business from the Ground Up

Description:

Relying on the simple premise “Pick 3, spend 50, save your local economy,” **The 3/50 Project** sprung from a simple blog post in March 2009, went viral via social media, then exploded onto the national stage as a way to help local brick and mortar businesses reclaim consumer dollars. Featured by *Consumer Reports* as “Buzz of the Week,” the Project has enjoyed positive coverage by the national media, including *The Wall Street Journal*, *CNN*, *Fox Business News*, and *Entrepreneur*.

Singled out by *Inc. Magazine* for her expertise in using social media to engage audiences offline, founder Cinda Baxter shares how the Project came to be, what it’s grown into today, and how you can use it to strengthen your business tomorrow.

Session length:

45-50 minutes + Q&A

I’m happy to hang out and visit with attendees beyond the session itself, being a big believer that if someone has gone to the trouble to bring me there, I owe it to everyone to give them their money’s worth.

Tour Dates:

Early October 2010

Actual appearance dates will be determined as soon as the list of committed locations has been set.

Region:

Five Great Lakes states: Ohio, Indiana, Michigan, Illinois, and Wisconsin.

- Continued -

Always Upward
Consultant, Keynote Speaker
AlwaysUpward.com

The 3/50 Project
Founder
The350Project.net

RetailSpeaks
Founder
RetailSpeaks.com

Gifts & Dec
Contributing Editor
GiftsandDec.com

Cinda has a strong, positive impact on independent businesses around the country, giving hope and lending business owners, while inspiring consumers to action.

Sara Hill
Merchandise Mart Properties, Inc.

Book Cinda for an event

get_info@alwayssupward.com 612-435-0423
Post Office Box 16601, Minneapolis, MN 55416

Cinda Baxter, Founder of *The 3/50 Project*

GREAT LAKES TOUR, OCTOBER 2010 (PAGE 3 OF 3)

Cinda is well-spoken, knowledgeable, motivating, creative and the ultimate professional. Her wonderful personality leads her to have her provide keynote speeches and present at a wide variety of events.

Barbara Kotze
Eson America

Cinda is a high energy, highly creative individual and formerly a very successful retailer. She is an accomplished presenter and provides practical, step-by-step, usable advice.

Debra Saxton
Editor, Chief Talent

Participation commitment:

Event sponsors are asked to please commit before 5:00 p.m. (CDT) on July 15, 2010 via email to get_info@alwaysupward.com. A contract and invoice for the deposit will be sent at that time, due upon receipt.

Interested in co-sponsoring a speaking engagement?

Partner with area Chambers, DDAs, or similar economic development groups to co-sponsor an event featuring Cinda and her program about **The 3/50 Project!** Doing so not only helps offset up front costs, but helps connect neighboring communities interested in working together.

To co-sponsor an area event combining organizations, please contact:

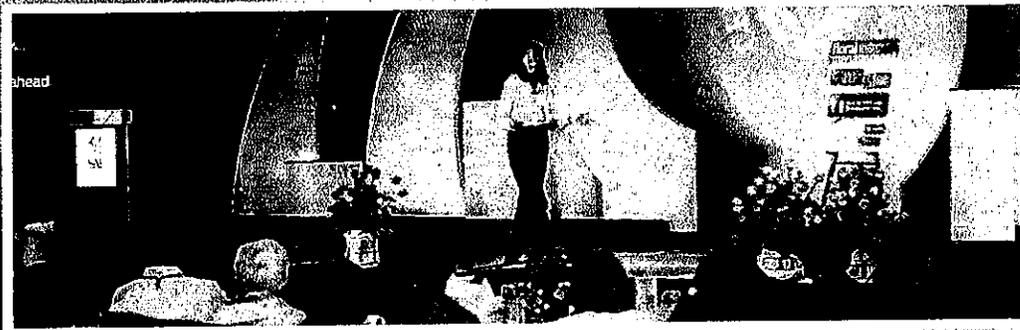
John Maguire
Director, Community Development
Log Grove Business and Community Partners
Cell 847.716.0902
jmm1359@aol.com

Want to host a speaking engagement on your own?

Maybe it's your annual Chamber dinner...maybe it's a city-wide celebration of local business. Whoever the audience, Cinda's program about **The 3/50 Project** fits all points on the spectrum, bringing enthusiasm back to Main Street.

To host an event sponsored solely by your organization, please contact:

Cinda Baxter
get_info@alwaysupward.com
612.435.0423



Book Cinda for an event

get_info@alwaysupward.com 612.435.0423
Post Office Box 16601, Minneapolis, MN 55416

Cinda Baxter, Founder of *The 3/50 Project*

GREAT LAKES TOUR: OCTOBER 2010 (PAGE 2 OF 3)



Single event fee:

Chamber Rate.....\$2,500 (\$1,500 deposit/\$1,000 due on site)
Offered exclusively to community-based organizations, the Chamber rate represents less than half my normal minimum speaking fee, to accommodate the limited budgets available to most local groups.

Expenses:

Transportation expenses will be pooled, then divided evenly between participating organizations, billed upon completion of the tour. Hotel, meals, and in-room internet will be billed to individual organizations, by location (with the possible exception of the first night, depending on airline schedules and start time of the initial speaking engagement).

Promotion and tone:

Bio, headshot, and graphics will be provided; speaker-side promotion will include my blog, Twitter, LinkedIn, and Facebook. I'm happy to make myself available to local media as well, knowing how important it is to reach the maximum audience possible (no additional fees apply).

My style is combines motivation, information, and an upbeat approach. The negative tone of media reports on the economy, combined with slow consumer engagement, has made things rough for independent merchants—financially and psychologically. I bring the message back to a positive place, having once been a retailer, aware of how vital it is to be understood and appreciated.

The goal is to lift an audience up, giving them a sense of empowerment and positive “juice” to run with long after the session ends. Every person that walks away feeling better, stronger, or wiser is a success in the making.

Event hint:

Luncheons and dinners, paired with advance tickets sales, work best (one price for organization members; a *slightly* higher price for non-members). **The 3/50 Project** message provides attractive exposure for your organization, showcasing your support of the local business community, which can translate into new members down the road.

Please note: The Chamber Rate speaking fee is only offered for events open to both member and non-member attendees. Please inquire about alternate pricing for private members-only events.

-Continued-

With her humor, conversational style, and keen intelligence, Cinda's the one you want to hire if you have an audience to inform and inspire.

Nina L. Kaufman, Esq.
Ask the Business Lawyer

Book Cinda for an event

get info@alwaysupward.com 612.435.0423
Post Office Box 16601, Minneapolis, MN 55416