

Item #19A:
Village Trustee Lyman
LGBCP Board & Economic Development Committee

AGENDA

LGBCP Board of Directors' Meeting

Nov. 19, 2013

Meeting called to order at 5:15pm.

Board Members in Attendance:

Exec. Board Rachel Perkal Mary Ann Ullrich Ed Acuna

 Renee Clark Barbara Dibble Nancy Fino

 Tobin Fraley John Kopecky Jacquie Longeway

Village Board Members: Angie Underwood Lori Lyman Dave Lothspeich

Guests in Attendance:

Minutes from Tuesday October 15, 2013 reviewed. Changes:

Motion by _____ Second by _____ All In Favor _____ Opposed _____ Carried ___?

Treasurer's Report, Ed Acuna – Current Status / Proposed Budget 2014

Full Board Roll Call: Motion _____ Second _____

Roll Call: Rachel Perkal____ Mary Ann Ullrich ____ Renee Clark____ Barbara Dibble____
Nancy Fino____ Tobin Fraley____ John Kopecky____ Jacquie Longeway____

Director's Report:

•Marketing:

Summarize meeting with Molise PR

Intro. One on One Meetings with merchants / brainstorming sessions / creating "buzz"

Reaching Out: Farmside (Year Round Co-op Farmers' Mkt) / Red Oak or other property for Artists' Enclave / Breakfast Cafe

Visitors' Center – display case rack cards

Film Location – Illinois Film Office 312.814.3600

Dining Council - cross marketing

2014 – Review of expenditures: radio; print; social media; web enhancement; direct mail.

Long Grove Living Magazine - 4/2013 thru 3/2014 @ \$_____ ROI? 501c3 postage-no

General appearance of the town – fall “touch ups” = positive response from community, uplifting for merchants, continue budgeting for 2014 to provide help and inexpensive opportunities for merchants to improve outward appearance

•Tourism Initiatives:

Historic Village Coalition - Midwest

October: New Glarus, Wisc. / Cedarburg, Wisc. / Drive thru- Monroe, Wisc.

November: Stillwater, MN., Lanesboro, MN., Galena, IL.

Conventions 2014:

ABA – American Bus Association, approx.. 3500 attendees Jan. 11 – Jan. 15

Illinois Governor’s Conference Feb. 3 – 5

Bank Travel Conference Mar. 30 – April 1

Tourism Preparation:

Develop Attractions / Maintain Uniqueness / Niche Market / Promote Historic Culture / Partnerships

Short Term: Appearance / Enforce what can be enforced

Long Grove Confectionery Tours

Vineyard Tour

Historical Tours & Stories

Scavenger Hunts

Hands On: Cooking Classes; Art Classes; Tastings, etc.

Gerri’s High Tea

Taste of Long Grove – Progressive

Partner with: Accommodations; Attractions; Develop “Village” program

Long Term: Art Installations

Unique Permanent Attraction

Way Finding Signage

Restrooms

Safer walkways

• Fundraising Opportunities:

Community Fundraising Event

Partner with PTO on Art Festival

Host a Run / Walk

Events Committee: Jacquie Longeway Update of events since 10/15/2013 thru 12/31/2013.

Review of 2014 Calendar of Events.

Village of Long Grove Report: Referendum update; LGBCP SSA; Bridget Lane Workshop; other _____

Design Committee: Tobin Fraley

Economic Development Committee: Ed Acuna

Associate Membership Committee: Renee Clark – Presentation of Plan

Marketing Committee: Mary Ann Ullrich / CBS Radio / Daily Herald / Other

OLD Business:

Elections & Annual Meeting

- 2013 Current Board

Rachel Perkal	
Mary Ann Ullrich	
Ed Acuna	2011
Jacquie Longeway	2012
John Kopecky	
Tobin Fraley	2007
Nancy Fino	2013
Renee Clark	2012
Barbara Dibble	2013

Lori Lyman, Village Trustee Liaison
Dave Lothspeich, Village Manager Liaison

- Applications for Board positions and Committee Members
- Nominating Committee: Sue Fanara; Marian Ward; Nick Seva
Julie Neumann; Renee Clark; Lori Lyman; Ed Acuna

Beautification of the Historic Downtown - Brickman (Lori Lyman Report)

Historic Preservation Representatives – Village Ad Hoc Committee Members

Preliminary Budget & SSA – Ed /SF

Chart of Accounts – update in 2013 for 2014 per Ed & Sharon

Waste Mgmt.: Ed & SF going out to bid Waste Mgmt. & others / 2014 festivals

Hours of Operation – Opportunity to coordinate merchants

NEW Business:

- Request for authorization to donate \$145 for A Thanksgiving Dinner for an Armed Forces Family from Smokin T's
- Request for Board consideration of changes to Bylaws
- Nominating Committee presents slate of candidates to fill open Board positions.

Motion to adjourn by _____, second by _____, motion carried