

Item #17:
Village Trustee Marshall
LGBCP Board Meeting – June 15, 2010

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

AGENDA

- 1) **Call To Order**
- 2) **Welcome & Introductions**
- 3) **Review Past Meeting Minutes** (May attached)
- 4) **Treasurer's Report**
- 5) **Executive Committee Report**
- 6) **Directors Report**
- 7) **Village of Long Grove Report**
- 8) **Marketing Committee Report**
 - Marketing/Public Relations Request For Proposals (attached)
 - Summer Campaign - Lake County CVB Summer Spaces, WXRT Radio, WFMT Radio, Grant Park publication, Daily Herald (coops<TBD>, online, fest trade)
- 9) **Promotions Committee Report**
 - Special Event Applications (3) - copies provided Tuesday
 - Timmy's outdoor Friday Lunch, Local Church Rummage Sale, Long Grove Fine Arts & Wine Festival (Kildeer-Coutryside PTO+LGBCP)
- 10) **Design Committee Report**
- 11) **Economic Development Committee Report**
- 12) **Organization Committee Report**
 - ByLaws Review
- 13) **New Business**
- 14) **Adjourn**

Next Board Meeting: Tuesday, July 20th, 5:15 PM @ Village Hall

Long Grove Business and Community Partners

Board of Directors Meeting Minutes

May 18, 2010

Call to Order at 5:20 PM

Board Members in Attendance: Tim Almy, John Kopecky, Jodi Hutch, Sal Guadagna, Peg Ball, Bob Stoll, Tobin Fraley, Rachel Perkal, June Neumann, Sarah Yerkes, Karen Krahn, Ami Shah, Rick Petrocelly

Absent: Jackie Longeway, John Marshall

Village Representatives: Dave Lothspeich, Charlie Wachs

Staff: John Maguire

Guests: Mary Ann Ullrich, Mel Towner, Jack Sales, Bill (LG Café), Mark (Amers Gallery), Bob Duncan, Jean, Charles and Barbara from Carriage Trade, John Barry, Steve Douglas, Paul Neumann

Welcome and Introduction: Peg welcomed the guests to the meeting.

Review Past Meeting Minutes: Sarah Yerkes motion to accept, June Neumann second, so moved.

Treasurers Report: Sal invited folks to the audit this Thursday. Sarah suggested some alternatives to what our audit process entails and costs us and volunteered to work with Sal on trying to reduce the costs. Questions were raised regarding our 501C3 status and what added cost and burden this loads in to our functions. Choc Fest was relatively successful to plan. Final numbers not quite in yet. Balance sheet is showing positive. P&L is showing a loss at this point in time. Midwest Bank has been closed and assigned to new ownership. We are waiting for further instructions from the bank. Rick Petrocelly motion to accept the report, Karen Krahn second, so moved.

Executive Committee Report: Property owners letter has been received. Bob Stoll, as property owner, explained that the group met looking for solutions. The group has a common goal and is coming from a common ground. Ami Shah continued to explain that the common goal is to regenerate traffic to the village and to infuse a real sense of urgency, a GREATER sense of urgency into the efforts. Greatest need is to hire a professional organization to lead and coordinate efforts to bring traffic to town. Sal discussed reallocation of dollars in the budget to fund marketing. There is some technicality we have to look at regarding what money may have to stay in committee budgets legally. This also has to do with protecting our 501C3 status. Peg clarified the board has already agreed that we will issue an RFP to potential firms. Group discussion ensued regarding advertising.

** A special committee has been defined to get a marketing firm in placed - Rachel Perkal, Ami Shah, Sal Guadagna and Karen Krahn as well as John Maguire. Suggestions on how to pose the RFP were made by Rick and Sal. Bob Duncan supported the urgency cry - push to a July contract date.

Mary Ann raised the issue of John's compensation. Sal clarified steps already taken re John's compensation thus ending discussion at this time. Discussion followed regarding increasing property owner representation on the Executive Committee. Request is for two owners to be on the committee. This will require an amendment to the bylaws which will be overseen by the Organization committee. John suggested this be looked at and brought to the next board meeting. Bob Stoll made a motion to amend the bylaws to allow for increase of the exec committee by adding a second property owner to sit on the executive committee. Second by John Kopecky, so moved with 1 abstention - June Neumann.

Directors Report: I'd Rather Be Knitting shop looking to expand but has had a bad experience thus far in seeking out a new space in town. Former Artwerks building is under contract for a cigar shop and smoking lounge. Hoping to be in by July. Newsletter went out via email yesterday, only 31 of 109 email addresses opened. Difficulties continue with opening ability. Hand delivery will be made of this issue to assist. LCCVB working on identifying and hiring a professional marketing company, John is on the committee and is gathering learning that can apply for us. Military Reunion planners meeting took place in LG last Friday for an hour. One of the groups has already booked a Lake County and LG location. LG was shot (filmed) for their website promotion. Kelly has been working with a PR firm from NY that wants to do something playing with our Strawberry Fest.

Village of Long Grove Report: Nothing to report from Charlie. Dave commented on the forwarded special uses requests that have been forwarded to the Board. Good time to look at forwarding uses that should be considered for the future.

Design Committee Report: Nothing to report

Economic Development Report: Nothing to report

Marketing Committee Report: Daily Herald commitment made but not all print. LCCVB opportunities continuing to be taken advantage of. Ami, Karen and John have been meeting with them.

Organization Committee Report: Nothing to report. Summer newssheet in the works for the website. Request for input due this Thursday, John will see this gets hand delivered.

Promotions Committee Report: Choc. Fest was a success. \$2 donation netted about \$7k-\$8k, 5K of which dropped to the bottom line. Lots of positive feedback about the new layout and cleaner look. Some further tweaking needed to make sure the food vendors are all happy. Expenses up a little due to the required signage and skirting for everyone. Nesquik and Godiva handouts were great. Charlie brought up the question of whether festivals should be revisited. Questions on whether there is real, measurable benefit from our having these events.

Special event application for Timmy's outdoor movies. Rick Petrocelly motion to accept, second John Kopecky, so moved.

Barbara from Carriage Trade talked about Plymouth MI and how this community rallied and recovered itself from significant economic hardship. Traverse City MI another such example. Suggestion has been made we try to learn from their success. Barbara will try to find out about how they have done this.

New Business - see above **

Sarah asked Dave Lothspeich if the village has made any headway in creating punitive actions for landowners not doing what needs to be done to care for the properties.

Adjourn - Bob Stoll motioned to adjourn, John Kopecky second, so moved at 7:16 pm

LONG GROVE BUSINESS AND COMMUNITY PARTNERS

Balance Sheet

As of May 31, 2010

	<u>May 31, 10</u>
ASSETS	
Current Assets	
Checking/Savings	
1010 · Cash in bank - operating	7,621.71
1050 · National City Money Market	1,048.37
Total Checking/Savings	<u>8,670.08</u>
Total Current Assets	8,670.08
Fixed Assets	
1670 · Program equipment	6,000.00
1690 · Furniture & fixtures	4,000.00
1680 · Office equipment	6,772.19
1799 · Accumulated depreciation	-8,362.23
Total Fixed Assets	<u>8,409.96</u>
TOTAL ASSETS	<u><u>17,080.04</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
2160 · Accrued penalties	6,220.00
2100 · Federal Withholding Tax Payable	1,967.70
2110 · Illinois Withholding Payable	262.54
2110.01 · Wage Garnishment Payable	-346.15
2120 · SUTA Payable	51.84
2301 · Retirement Plan Withholding Pay	401.58
2820 · Line of Credit Midwest Bank	38,000.00
Total Other Current Liabilities	<u>46,557.51</u>
Total Current Liabilities	<u>46,557.51</u>
Total Liabilities	46,557.51
Equity	
3010 · Fund Balance	26,720.72
Net Income	-56,198.19
Total Equity	<u>-29,477.47</u>
TOTAL LIABILITIES & EQUITY	<u><u>17,080.04</u></u>

LONG GROVE BUSINESS AND COMMUNITY PARTNERS

Monthly Profit & Loss

January through May 2010

	Jan 10	Feb 10	Mar 10	Apr 10	May 10	TOTAL
Ordinary Income/Expense						
Income						
4000 · Administration income	0.00	0.00	1.00	0.00	0.00	1.00
4001 · SSA (B1 district)	0.00	0.00	13.04	0.00	0.00	13.04
Map/catalogue/coop ad income	1,575.00	3,250.00	1,275.00	0.00	0.00	6,100.00
4100 · Gift Certificate Sales	-90.00	-30.00	25.00	50.00	-150.00	-195.00
Members	1,500.00	500.00	500.00	1,000.00	500.00	4,000.00
4300 · Marketing income	0.00	0.00	400.00	0.00	0.00	400.00
Promotions income	17.29	0.00	21,397.50	25,088.50	66,416.92	112,920.21
Total Income	<u>3,002.29</u>	<u>3,720.00</u>	<u>23,611.54</u>	<u>26,138.50</u>	<u>66,766.92</u>	<u>123,239.25</u>
Expense						
Administration	18,429.88	12,587.44	13,325.90	13,644.23	13,940.34	71,927.79
6100 · Organization committee	0.00	0.00	1,546.60	247.36	0.00	1,793.96
6300 · Marketing committee	3,212.92	445.44	3,720.43	5,324.21	5,246.42	17,949.42
6500 · Design committee	0.00	0.00	720.00	1,925.83	3,974.40	6,620.23
6600 · Economic Development committee	415.00	0.00	10.00	0.00	0.00	425.00
7000 · Promotions committee	13,977.50	3,000.00	4,620.00	10,130.00	48,994.17	80,721.67
Total Expense	<u>36,035.30</u>	<u>16,032.88</u>	<u>23,942.93</u>	<u>31,271.63</u>	<u>72,155.33</u>	<u>179,438.07</u>
Net Ordinary Income	-33,033.01	-12,312.88	-331.39	-5,133.13	-5,388.41	-56,198.82
Other Income/Expense						
Other Income						
8010 · Interest Income N C Money Mkt	0.12	0.12	0.14	0.13	0.12	0.63
Total Other Income	<u>0.12</u>	<u>0.12</u>	<u>0.14</u>	<u>0.13</u>	<u>0.12</u>	<u>0.63</u>
Net Other Income	0.12	0.12	0.14	0.13	0.12	0.63
Net Income	<u>-33,032.89</u>	<u>-12,312.76</u>	<u>-331.25</u>	<u>-5,133.00</u>	<u>-5,388.29</u>	<u>-56,198.19</u>

6/10/10

Board Members, as directed by the Board, present: June Neumann, Rachel Perkal, Sarah Yerkes also in attendance, Executive Director, John Maguire

Article VII

Committees

Section 3. Executive Committee. *(Original Wording) The Executive Committee shall be comprised of seven (7) members: four (4) officers of the Corporation, the Village of Long Grove Liaison representative, the Village Manager of Long Grove and the Executive Director.*

(Proposed Change) The Executive Committee shall be comprised of nine (9) members: five (5) officers of the Corporation, two (2) Village of Long Grove Liaison representatives, the Village Manager of Long Grove and the Executive Director. The Village Manager of Long Grove and the Executive Director will serve as Ex Officio, non-voting members of the Executive Committee. The Chair of the Board of Directors shall be the Chair of the Executive Committee. The Executive Committee shall meet in accordance with a schedule adopted by the Committee or as set by the Chair. Each meeting shall be open to attendance by any other Director provided however, that the Executive Committee may meet in executive session if prior notice is given to all Directors. Executive sessions may be called for matters deemed confidential or sensitive regarding personnel, real estate or private business practices. The Executive Committee shall possess and may exercise all of the powers of the Board of Directors within the established policies of the Board of Directors and within the limitations outlined in Section 2 of these bylaws. The Executive Committee shall keep minutes of its meetings, and all actions taken by the Executive Committee shall be reported to the Board of Directors at the next meeting.

(Additional, new paragraph proposed)

The seven (7) voting members of the Executive Committee must consist of the following class of members: at least two (2) Merchant Members, two (2) Property Owner Members, and the two (2) Village of Long Grove Liaisons.

Each member of the Executive Committee shall continue as such until the next Annual meeting of the membership and until his or her successor is appointed, unless such member is removed from the Board of Directors or ceases to qualify as a member.

Ex Officio members of the Executive Committee shall be bound by the conditions of Sections 2 and 7 of Article VI. The Village Manager of Long Grove shall continue to be a Director so long as he or she continues to hold the office from which his or her Ex Officio status derives, and shall cease to be a Director immediately and automatically upon ceasing to hold such office without the need for any action by the Corporation or the Board.

Appointments made in the same manner as provided in the case of original appointments may fill vacancies in the Executive Committee.

Original wording: The majority of the Executive Committee shall constitute a quorum and the majority vote of the Executive Committee members at a meeting at which a quorum is present shall be an act of the Executive Committee.

(Proposed change) Five (5) of the seven (7) members, at least one from each membership group, of the Executive Committee shall constitute a quorum and the majority vote of the Executive Committee members at a meeting at which a quorum is present shall be an act of the Executive Committee.

Section 4. Village of Long Grove Liaison Members to Executive Committee. ***Original wording: It is contemplated that the Village of Long Grove will appoint a liaison from the Village Board to serve as a voting member of the Executive Committee.***

The Village of Long Grove Liaison Member to the Executive Committee shall continue to be an Executive Committee member so long as he or she continues to hold the office from which his or her Ex Officio status derives and shall cease to be an Executive Committee member immediately and automatically upon ceasing to hold such office without the need for any action by the Corporation or the Board.

(Proposed change) It is contemplated that the Village of Long Grove will appoint two liaisons from the Village Board to serve as a voting member of the Executive Committee.

The Village of Long Grove Liaison Members to the Executive Committee shall continue to be an Executive Committee member so long as he or she continues to hold the office from which his or her Ex Officio status derives and shall cease to be an Executive Committee member immediately and automatically upon ceasing to hold such office without the need for any action by the Corporation or the Board.

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SUNDAY FARMER'S MARKET .. Beginning June 13
PORSCHÉ CLUB CONCOURS... June 20 (Father's Day)
STRAWBERRY FEST..... June 25-26-27

Amendment to the Long Grove Business and Community Partners ByLaws Article VII – Committees –

Section 3. Executive Committee

Section 3. Executive Committee.

The Executive Committee shall be comprised of **nine (9)** members: the Village Manager of Long Grove, the Executive Director, **two (2)** Village of Long Grove Liaison representatives and **five (5)** officers of the Corporation. The Village Manager of Long Grove and the Executive Director will serve as Ex-Officio, non-voting members of the Executive Committee.

The two (2) Village of Long Grove Liaison representatives shall not be property owners nor business owners within the Special Service Area. The five (5) officers of the Corporation shall be: the President of the Board of Directors, who shall serve as the President of the Executive Committee, and the Vice President, Secretary, Treasurer and Parliamentarian. Two (2) of these five (5) officers shall be property owners and two (2) shall be business owners.

The Executive Committee shall meet in accordance with a schedule adopted by the Committee or as set by the **President**. Each meeting shall be open to attendance by any other Director, provided however, that the Executive Committee may meet in executive session if prior notice is given to all Directors. Executive sessions may be called for matters deemed confidential or sensitive regarding personnel, real estate or private business practices. The Executive Committee shall possess and may exercise all of the powers of the Board of Directors within the established policies of the Board of Directors and within the limitations outlined in Section 2 of these bylaws. The Executive Committee shall keep minutes of its meetings, and all actions taken by the Executive Committee shall be reported to the Board of Directors at the next meeting.

Each member of the Executive Committee shall continue as such until the next Annual meeting of the membership and until his or her successor is appointed, unless such member is removed from the Board of Directors or ceases to qualify as a member.

Ex Officio members of the Executive Committee shall be bound by the conditions of Section 2 and 7 of Article VI. The Village Manager of Long Grove shall continue to be a Director so long as he or she continues to hold the office from which his or her Ex Officio status derives, and shall cease to be a Director immediately and automatically upon ceasing to hold such office, without the need for any action by the Corporation or the Board.

Appointments made in the same manner as provided in the case of original appointments may fill vacancies in the Executive Committee.

The attendance of five (5) of the seven (7) voting members of the Executive Committee shall constitute a quorum and must comprise at least one (1) each of a Village of Long Grove Liaison, a property owner and a business owner. The majority vote of the Executive Committee members at a meeting at which a quorum is present shall be an act of the Executive Committee

This Amendment is proposed to the LGBCP Board of Directors by the ByLaws Committee: June Neumann, Chair; Sarah Yerkes, Rachel Perkal, and John Maguire. In response to a motion presented to the Board of Directors by Bob Stoll, w/a 2nd by John Kopecky, at the 18. May 2010 meeting. Presented this 15. June 2010 for passing this proposal by the Board of Directors and to be brought for a vote of the membership at the Annual Meeting in November 2010.

Motion: "To increase the Executive Committee by one, for a total of 6 voting members. That one shall be a property owner."



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:

Phase 1 - \$40,000 budget for work and products through December 31, 2010

1. Hit the ground running! Generate and implement new campaigns and improve existing campaigns to drive new and repeat customer visits to Long Grove as soon as possible.
2. Develop Fall/Winter 2010 advertising and public relations campaign. Manage oversight, creative direction and implementation.

Phase 2 – Approximately \$110,000 base budget for 2011 contract year (Jan-Dec)

(Variable add-ons – grant funding, coop ad revenues, sponsorship, etc. to be determined)

1. Research market and comparable efforts to determine needs for 2011
2. Develop a comprehensive marketing and public relations campaign for the 2011 calendar year. Understand the current campaigns and strategy and develop innovative recommendations that:
 - a. Integrates media and public relations opportunities
 - b. Creates brand consistency
 - c. Targets desired customer markets
3. Actively manage and implement the program on an on-going basis

Project Deliverables

Potential deliverables to include, but not limited to:

1. Developing and producing creative materials, publications and campaigns
2. Generating public relations opportunities for the destination, events and business activities
3. Media analysis, advertising calendar and negotiation
4. Soliciting bids and contracting work as necessary
5. Working with any and all third party providers
6. Monitoring success of programs

Proposed budget amounts to cover all project deliverables, including retainers, hourly rate fees, commissions, subcontracts, production, ad placement, meetings and other expenses.

QUALIFICATIONS

This project will be awarded based upon review of qualifications and proposals. The following agency competencies will be considered:

1. Background and comparable experience
2. Partners and sub-contractors
3. Skills and historical results
4. Proposed Long Grove strategies
5. Communications, accessibility & onsite meeting availability
6. Fees in relation to deliverables

PROPOSAL REQUIREMENTS

All proposals should include:

1. Preliminary Long Grove strategies
2. Agency background, comparable experience, specialty and emphasis
3. Project team details
4. Compensation details – retainer, hourly rates, commissions related to all deliverables
5. Advertising negotiation experience
6. Creative/campaign samples

SUBMITTAL PROCESS

LGP will receive proposals via mail or email to John Maguire at the addresses above until 5:00 pm (CST), on Wednesday, June 30th at which time submittals will be opened. LGP reserves the right to accept none, any or all proposals. It is the responsibility of the agency to inspect the entire RFP and seek clarification of any item which may not be clear to them. For additional copies of the RFP package, please contact John Maguire.

Selected qualified agencies will be asked to present their proposals to the LGP Task Force in early July and once selection has been made, to begin work as soon as terms have been finalized.