

Item #7:
Village Trustee Marshall
LGBCP Board Meeting – February 16, 2010

**LONG GROVE BUSINESS & COMMUNITY PARTNERS
BOARD OF DIRECTORS MEETING
Tuesday, February 16th, 2010
5:15 PM at Village Hall**

AGENDA

- 1) Call To Order
- 2) Welcome & Introductions
- 3) Review Past Meeting Minutes – January Minutes attached
- 4) Treasurer’s Report
- 5) Directors Report
- 6) Village of Long Grove Report
- 7) Executive Committee/Admin Report (Part A)
 - Buy Local Program, Immediate-term sign improvements, Visitors Center & staff operations, Grant opportunities, Village business-regulatory issues, Member communications.
 - Hours of Operation
- 8) Design Committee Report
- 9) Economic Development Committee Report
- 10) Marketing Committee Report
- 11) Organization Committee Report
- 12) Promotions Committee Report
- 13) Executive Committee/Admin Report (Part B)
 - Budget adjustments discussion
- 14) New Business
- 15) Adjourn

Next Board of Directors Meeting: *Tuesday, March 16th, 2010 – 5:15 PM at Village Hall*

Long Grove Business and Community Partners

Board of Directors Meeting Minutes

Meeting Date: January 19, 2010

Call to Order at 5:20 PM

Board Members in Attendance: Jaquie Longeway, Tobin Fraley, Rachel Perkal, Peg Ball, Sal Guadagna, Karen Krahn, Tim Almy, John Kopecky, Jodi Hutch, Bob Stoll, June Neuman, Ami Shah

Village Representatives: John Marshall, Dave Lothspeich

Staff: John Maguire, Kelly Happ

Guests: Paul Neuman, Maryanne Ulrich

Welcome and Introduction: Peg introduced Sal's paper regarding meetings amongst Board members to the attending members of the Board. Discussion followed. Agreed that Sal's written address be submitted to the meeting minutes.

Review Past Meeting Minutes: Last meeting was the annual meeting and vote. Slate of proposed officers and Board positions was attached. Motion to approve said minutes Tobin Fraley, Seconded Bob Stoll.

Treasurers Report: Offered and accepted. Bob Stoll motion, Tobin second

Executive Committee Report: Annual meeting reviewed. Bylaws, Conflict of Interest and Compensation Policies Amendments all approved with Tobin Fraley making the motions and Sal Guadagna seconding.

Election -- Rachel Perkal withdrew as possible Treasurer and opted in as Secretary. Sal Guadagna and Tim Almy both interested in Treasurer position resulting in a vote. Ballots gathered by and tabulated by Paul Neuman. Sal Guadagna elected to Treasurer position. Bob Stoll remains as Vice President as does Peg Ball as President.

Board and Committee Role Assignments

Position	Incumbent
President	Peg Ball
Vice Pres	Bob Stoll
Secretary	Rachel Perkal

Treasurer	Sal Guadagna
Village Rep	John Marshall
Village Mgr	Dave Lothspeich
Director	John Maguire
Design	Tobin Fraley
Econ Dev	Rick Petrocelly
Marketing	Karen Krahn
Organization	June Neuman
Promotions	Jackie Longeway
At Large	Jodi Hutch
	Tim Almy
	Ami Shah
	John Kopecky
	Sarah Yerkes

Directors Report: New Board member session held this morning. Insurances renewed. Casa Brasil has moved to Country Lane and a new business, Dandy Things has opened in Mill Pond. John Maguire and Kelly Happ attended the LCVB Marketing Committee meeting.

Village of Long Grove Report: The Bridge newsletter is migrating to an online publication.

Design Committee Report: IDOT letter responding negatively to sign variances was discussed as were ideas for how to refurbish what we currently have asap. Tobin Fraley suggested reallocation all but the absolutely necessary dollars needed for Design over to the Marketing budget. A separate budget meeting will be held.

Economic Development Report: Mother's Wish Twins convention opportunity and Oktoberfest weekend discussed.

Marketing Committee Report: Discussion regarding status of the Visitors Guide, WXRT and need to make decisions regarding the proposed International Festival.

Organization Committee Report: First meeting already held, discussion regarding working with new On-line Bridge and shop local campaign possibilities.

Promotions Committee Report: Discussed possible VIP shopper program feedback.

New Business - none

Adjourn - John Kopecky moved to adjourn, seconded by Tim Almy

Commentary read at the Jan.19, 2010 Board Meeting by Sal Guadagna. Submitted as an addition to the Board Meeting minutes.

Several years ago there were four entities that were responsible for running all facets of Long Grove. This led to inefficiencies because of a lack of communications and that was one of the primary reasons why we established the LGB&CP and created this Board of Directors

The fundamental purpose of this Board is to enhance our businesses and the Community by providing a forum to address all issues involving Long Grove. We accomplish this through our sub-comity meetings and then carry these issues to our regularly scheduled meetings. This is a format we established to ensure that everyone was informed and it also allows everyone the right to provide input in a clear and organized manner.

Recently, there was a meeting called by several non-board and Board members on a selective basis to discuss issues regarding not only what is happening with Business in Long Grove but also to discuss personnel, wage and benefit issues.

It is my opinion that this is an undermining of this organization as a whole and a step in reverse from what we are trying to accomplish. If there are issues or questions that are of urgency, this Board and its members have never shyed away from a special meeting in its entirety when scheduled in advance. It is also my opinion that no Board member should ever place themselves in the position of accepting an invitation or scheduling a meeting without the entire Board being notified.

This is not how we do business in Long Grove! We address issues head on as a group, not as several factions with our own agenda.

We are not a perfect organization but we are an organizing that has to have unity so we can address these issues and resolve them for the betterment of ALL of our members, not a select few. And we must do this as a Board of Directors not an entity of the Board.

Therefore, in the future, I recommend that if any non-Board or Board member has an issue the first step is to attend a sub-comity meeting that has relevance with that issue. At that time the issue can either be addressed and resolved or if it can't be resolved it be placed on the agenda for the next regularly schedule meeting. If a special meeting is deemed to be required for any reason, that meeting will be scheduled through this Board, in advance, with notification going to all Board members.

As a Board we cannot allow factions within our community to steer our direction. We have a format and system to address everyone's needs and it should be followed to the letter. We are adults that have to answer difficult questions and make difficult decisions that have and enormous impact on the success of our businesses, our community and the people we represent especially during these trying times. We can only accomplish our goals by following our guidelines and performing as one entity, the long grove business and community partners board of directors.

LONG GROVE BUSINESS AND COMMUNITY PARTNERS

Balance Sheet

As of January 31, 2010

	<u>Jan 31, 10</u>
ASSETS	
Current Assets	
Checking/Savings	
1010 · Cash in bank - operating	28,423.11
1050 · National City Money Market	1,047.86
Total Checking/Savings	<u>29,470.97</u>
Total Current Assets	29,470.97
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>37,880.93</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
2160 · Accrued penalties	6,220.00
2100 · Federal Withholding Tax Payable	1,886.38
2110 · Illinois Withholding Payable	246.46
2120 · SUTA Payable	54.74
2301 · Retirement Plan Withholding Pay	410.84
2820 · Line of Credit Midwest Bank	38,000.00
Total Other Current Liabilities	<u>46,818.42</u>
Total Current Liabilities	<u>46,818.42</u>
Total Liabilities	46,818.42
Equity	
3010 · Fund Balance	24,095.40
Net Income	-33,032.89
Total Equity	<u>-8,937.49</u>
TOTAL LIABILITIES & EQUITY	<u><u>37,880.93</u></u>

LONG GROVE BUSINESS AND COMMUNITY PARTNERS
01 General-Profit & Loss Budget Performance
 January 2010

	Jan 10	Budget	\$ Over Budget	Jan 10	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4001 - SSA (B1 district)	0.00	13,750.00	-13,750.00	0.00	13,750.00	-13,750.00	185,000.00
4002 - Village of Long Grove	0.00	0.00	0.00	0.00	0.00	0.00	50,000.00
4004 - General fundraising	0.00	210.00	-210.00	0.00	210.00	-210.00	2,500.00
4005 - Organizational sponsorships	0.00	125.00	-125.00	0.00	125.00	-125.00	1,500.00
Members							
Members individual/family							
4101 - Members family	0.00	83.00	-83.00	0.00	83.00	-83.00	1,000.00
Total Members individual/family	0.00	83.00	-83.00	0.00	83.00	-83.00	1,000.00
Members biz outside HBD							
4110 - 1-10 employees	0.00	500.00	-500.00	0.00	500.00	-500.00	6,000.00
Total Members biz outside HBD	0.00	500.00	-500.00	0.00	500.00	-500.00	6,000.00
Members corp/tourism partners							
4120 - Members tourism	0.00	700.00	-700.00	0.00	700.00	-700.00	8,500.00
Total Members corp/tourism partners	0.00	700.00	-700.00	0.00	700.00	-700.00	8,500.00
Total Members	0.00	1,283.00	-1,283.00	0.00	1,283.00	-1,283.00	15,500.00
Promotions Income							
Special event income	1.29			1.29			
4408 - Other	1.29			1.29			
Total Special event income	1.29			1.29			
Total Promotions Income	1.29			1.29			
Total Income	1.29	15,368.00	-15,366.71	1.29	15,368.00	-15,366.71	234,500.00
Net Ordinary Income	1.29	15,368.00	-15,366.71	1.29	15,368.00	-15,366.71	234,500.00
Other Income/Expense							
Other Income							
8010 - Interest Income N C Money Mkt	0.12			0.12			
Total Other Income	0.12			0.12			
Net Other Income	0.12			0.12			
Net Income	1.41	15,368.00	-15,366.69	1.41	15,368.00	-15,366.69	234,500.00

**LONG GROVE BUSINESS AND COMMUNITY PARTNERS
Proposed 2010 Operating Budget**

		2010 Budget
Ordinary Income/Expense		
Income		
	4001 · SSA (B1 district)	165,000
	4002 · Village of Long Grove	50,000
	4004 · General Fundraising	2,500
	4005 · Organizational Sponsorships	1,500
	Membership	15,500
	4200 · Organization Income	5,000
	4300 · Marketing income	3,000
	Map/catalogue/coop ad income	14,000
	4400 · Promotions income	273,985
	Total Income	530,485
Expense		
	Administration	186,415
	6100 · Organization committee	10,000
	6300 · Marketing committee	97,400
	6500 · Design committee	25,000
	6600 · Economic Development committee	10,000
	7000 · Promotions committee	231,218
	Total Expense	560,033
	Net Ordinary Income	(29,548)

**LONG GROVE BUSINESS AND COMMUNITY PARTNERS
11 Design Committee- Budget Worksheet**

						2010	
						Annual Budget	
					Ordinary Income/Expense		
					Expense		
					6500 · Design committee		
					6501 · Banners	7,000.00	
					6502 · Way finding signage	12,500.00	
					6503 · Public access maintenance	3,500.00	
					6504 · Visual merchandising incentives	0.00	
					6505 · Seasonal decorating	2,000.00	
					6506 · Facade/landscape improve incent	0.00	
					Total 6500 · Design committee	25,000.00	

**LONG GROVE BUSINESS AND COMMUNITY PARTNERS
15 Organization Committee-**

15	ORGANIZATION		
		Annual Budget	Annual Budget
	Income		
	4200 · Organization income	5,000	5,000
	Total Income	5,000	5,000
	Expense		
	6100 · Organization committee		
	6101 · Newsletter	2,500	2,500
	6102 · Membership events	2,000	2,000
	6104 · Membership benefits	2,000	2,000
	6107 · Operations	3,500	3,500
	Total 6100 · Organization committee	10,000	10,000
	Total Expense	10,000	10,000
		-5,000	-5,000
		-5,000	-5,000

**LONG GROVE BUSINESS AND COMMUNITY PARTNERS
12 Economic Dev Committee-Profit & Loss Budget Performance
July 2009**

			Annual Budget
	Ordinary Income/Expense		
	Expense		
	6600 · Economic Development committee		
	6601 · Economic Dev consultants	1,000.00	
	6602 · Business relation/recruitment	2,000.00	
	6603 · Marketing business opportunitie	1,500.00	
	6604 · Associationr memberships	5,000.00	
	6605 · Meetings for Businesses	500.00	
	6606 · Secret Shopper	0.00	
	Total 6600 · Economic Development committ	10,000.00	
	Total Expense	10,000.00	
	Net Ordinary Income	-10,000.00	
	Net Income	-10,000.00	

**LONG GROVE BUSINESS AND COMMUNITY PARTNERS
Promotion Committee 2010**

	Ocktober Fest	Chocolate Fest	Strawberry Fest	Apple Fest	Holiday	Retail	Annual Budget
Ordinary Income/Expense							
Income							
Promotions income							
Special event income							11,655.00
4400 · Merchant fees	0.00	3,600.00	4,300.00	3,755.00			
4401 · Donations (Admissi	0.00	5,000.00	9,000.00	4,800.00		540.00	19,340.00
4402.00 · Vendor fees	0.00	9,500.00	9,950.00	7,000.00			26,450.00
4402.01 · Restaurants	0.00	20,000.00	21,000.00	23,023.00			64,023.00
4402.02 · Not For Profit				295.00			295.00
4402.03 · Tables, Chairs, T	0.00	2,400.00	3,800.00	4,120.00			10,320.00
4402.04 · Beer sales	6,500.00	4,400.00	7,400.00	6,000.00			24,300.00
4402.05 · Wine/Sangria sal	0.00	1,500.00			0.00		1,500.00
4402.08 · LG Tips	0.00	0.00	0.00	0.00	0.00		0.00
4402.10 · ATM Fee	0.00	250.00		220.00	0.00		470.00
4403 · Commissions			200.00				200.00
4404 · Generators	0.00	3,300.00	3,200.00	3,475.00	0.00		9,975.00
4405 · Merchandise sales	0.00	200.00	250.00	112.00	595.00		1,157.00
4407 · Childrens rides	0.00	1,600.00	1,500.00	1,200.00	0.00		4,300.00
4409 · Festival Deposits	0.00	0.00	0.00	0.00	0.00		0.00
Total Special event income	6,500.00	51,750.00	60,600.00	54,000.00	595.00	540.00	173,985.00
Special event sponsorship							
4420 · Level 1- Platinum		30,000.00	35,000.00	35,000.00			100,000.00
Total Special event sponsore	0.00	30,000.00	35,000.00	35,000.00	0.00		100,000.00
Total Promotions income	6,500.00	81,750.00	95,600.00	89,000.00	595.00	540.00	273,985.00
Total Income	6,500.00	81,750.00	95,600.00	89,000.00	595.00	540.00	273,985.00

**LONG GROVE BUSINESS AND COMMUNITY PARTNERS
Promotion Committee 2010**

	October Fest	Chocolate Fest	Strawberry Fest	Apple Fest	Holiday	Retail	Annual Budget
Expense							
7000 · Promotions committee							
Sponsorship consultant/exp							
7001 · Consultant fees	0.00	5,200.00	6,000.00	6,000.00	0.00		17,200.00
7010 · Partnership	0.00	0.00	0.00	0.00	0.00		0.00
Total Sponsorship consulta	0.00	5,200.00	6,000.00	6,000.00	0.00		17,200.00
7050 · Special events coordinator							
7051 · Coordinator fees	0.00	12,500.00	12,500.00	12,500.00	0.00		37,500.00
7052 · Postage & delivery	0.00	500.00	500.00	500.00	0.00		1,500.00
7053 · Printing Fees	0.00	260.00	300.00	300.00		103.00	963.00
7054 · Mileage	0.00	85.00	100.00				185.00
7055 · Supplies				121.00			121.00
7056 · Occasional Labor	0.00	1,600.00	1,700.00	1,145.00			4,445.00
7058 · Event Insurance	0.00	445.00	445.00	445.00			1,335.00
Total 7050 · Special events	0.00	15,390.00	15,545.00	15,011.00	0.00	103.00	46,049.00
Event Expenses							
7101 · Decorations	0.00	800.00	1,500.00	500.00	400.00		3,200.00
7102.00 · Entertainers	2,000.00	7,700.00	8,875.00	7,650.00	5,000.00		31,225.00
7102.02 · Carriage Rides						2000.00	2,000.00
7102.04 · Talent Buying Fe	0.00	700.00	810.00	700.00	0.00		2,210.00
7102.05 · Staging	0.00	1,700.00	1,700.00	910.00			4,310.00
7102.5 · DJ Entertainment	0.00	0.00	0.00	0.00	0.00		0.00
7102.06 · Sound System	0.00	3,000.00	3,500.00	5,300.00	0.00		11,800.00
7103 · Generators							0.00
7103.01 · Gas for genera	0.00	850.00	1,200.00	1,200.00	0.00		3,250.00
7103 · Generators - Other	0.00	6,000.00	6,200.00	7,200.00	0.00		19,400.00
Total 7103 · Generators	0.00	6,850.00	7,400.00	8,400.00	0.00		22,650.00
7104 · Ice							9,500.00
7106 · Refuse collection	0.00	3,300.00	3,500.00	2,700.00	0.00		11,470.00
7107 · Security	0.00	3,750.00	3,900.00	3,820.00	0.00		35,070.00
7109 · Tents	1,600.00	9,000.00	12,700.00	11,770.00			0.00
7110 · Signage	0.00	0.00	0.00	0.00	0.00		750.00
7110.01 · Walkie Talkies	0.00	250.00	250.00	250.00	0.00		125.00
7110.02 · State Liquor Lic	31.25	31.25	31.25	31.25			8,000.00
7110.03 · LG Beer Costs	1,400.00	1,400.00	3,200.00	2,000.00			3,700.00
7112 · Site fees	0.00	700.00	500.00	500.00	0.00	2000.00	2,110.00
7113 · Advertising	0.00	900.00	150.00			1060.00	750.00
7115 · Web page support	0.00	750.00			0.00		150.00
7116 · Printing	0.00	150.00					0.00
7116.01 · Graphic Design							622.00
7118.01 · Water/Coke	0.00	150.00	200.00	152.00	120.00		500.00
7119 · Souviner Items to Sell					500.00		3,324.00
7120 · Other	0.00	1,000.00	1,600.00	724.00			150.00
7120.01 · Other--Star	0.00	150.00			0.00		4,000.00
7202 · Retail Activities						4000.00	0.00
7203 · Transportation/Shur	0.00						157,616.00
Total Event Expenses	5,031.25	42,281.25	49,816.25	45,407.25	6,020.00	9,060.00	220,865.00
Total 7000 · Promotions com	5,031.25	62,871.25	71,361.25	66,418.25	6,020.00	9,163.00	221,278.27
Total Expense	5,031.25	62,871.25	71,361.25	66,418.25	6,020.00	9,163.00	52,706.73
Net Ordinary Income	1,468.75	18,878.75	24,238.75	22,581.75	-5,425.00	-8,623.00	52,706.73
Net Income	1,468.75	18,878.75	24,238.75	22,581.75	-5,425.00	-8,623.00	52,706.73

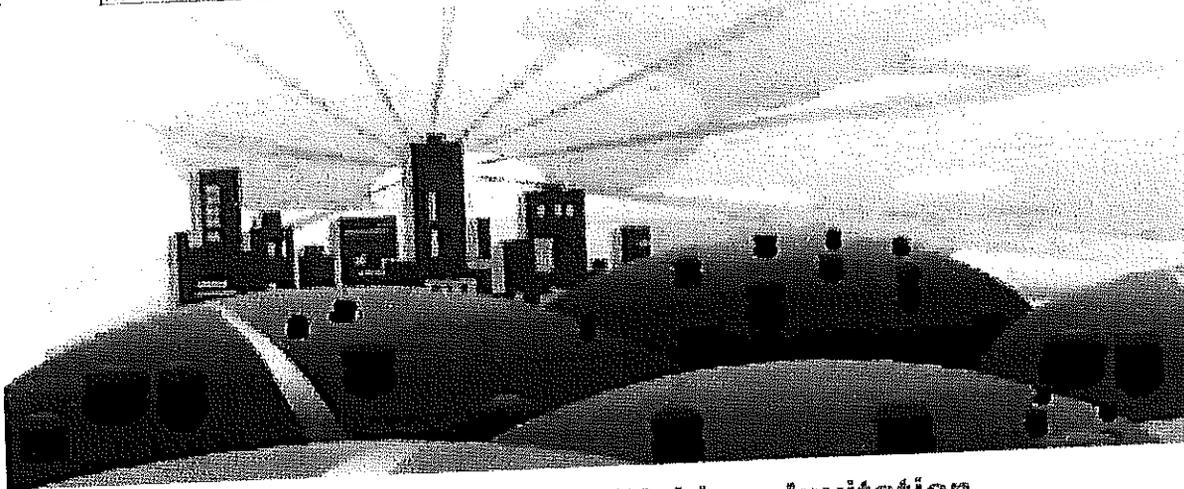
LONG GROVE BUSINESS AND COMMUNITY PARTNERS
13 Marketing Committee-Profit & Loss Budget Performance
 July 2009

		2010 Budget
Ordinary Income/Expense		
Income		
Map/catalogue/coop ad income		
4006	Visitors Guide	10,000.00
4007	Coop advertising	4,000.00
Total Map/catalogue/coop ad income		14,000.00
4300 - Marketing income		
4301	General Events	1,000.00
4302	Web Page Sales	2,000.00
4300 - Marketing income - Other		
Total 4300 - Marketing income		3,000.00
Promotions Income		
Special event income		
4405	Merchandise sales	
Total Special event Income		
Total Promotions income		
Total Income		17,000.00
Expense		
6300 - Marketing committee		
General destination advertising		
6304 - Internet		
6305	Lake Co. CVB Publications	3,700.00
6306	Lake Co. CVB Ad Campaign	13,500.00
6304 - Internet - Other		1,000.00
Total 6304 - Internet		18,200.00
6301	Radio	25,000.00
6302	Print	15,000.00
6303	Web	3,000.00
6350	Contingency/opportunities	14,000.00
6303.5 - Cable		
Total General destination advertising		75,200.00
Public relations		
6310 - General		
6310.10	Graphic Design	5,000.00
6310 - General - Other		
Total 6310 - General		5,000.00
Total Public relations		5,000.00
6320	Visitor guide/maps	10,000.00
6330	Souvenir items to sell	1,200.00
6340	Web design/maintenance	6,000.00
6350 - Contingency/opportunities		
Total 6300 - Marketing committee		97,400.00
Total Expense		97,400.00
Net Ordinary Income		-80,400.00
Net Income		-80,400.00

LONG GROVE BUSINESS AND COMMUNITY PARTNERS
14 Administration-Profit & Loss Budget Performance
 July 2009

		2009	2010
		Annual Budget	Proposed
Ordinary Income/Expense			
Income			
4001 · SSA (B1 district)			
Promotions income			
Special event income			
· 4405 · Merchandise sales			
Total Special event income			
Total Promotions income			
Total Income			
Expense			
Administration			
6201 · Salary		59,778.00	62,767.00
6201.01 · Salary, Staff		25,000.00	26,250.00
6202 · Salary-AA and info center		25,000.00	26,250.00
6203 · Insurance-business/property		5,520.00	5,520.00
6204 · Rent		15,525.00	15,680.00
6205 · Utilities		2,400.00	
6206 · Telephone/internet		5,120.00	3,840.00
6207 · Office supplies		4,500.00	3,500.00
6208 · Legal & professional fees		7,700.00	8,300.00
6209 · Auto expense		450.00	400.00
6210 · Dues & subscriptions		50.00	50.00
6211 · Contribution/Recognition/Gifts		750.00	750.00
6212 · Seminars/Conferences/Training		1,000.00	1,000.00
6213 · Postage		1,000.00	800.00
6214 · Deliveries		0.00	0.00
6215 · Bank Fees, charges			
6216 · Miscellaneous		1,000.00	750.00
6217 · Insurance-health		4,500.00	7,240.00
6218 · Utilities-Info center		1,000.00	800.00
6219 · Rent-Info center		6,972.00	7,041.00
6220 · Telephone - Info center		0.00	0.00
6221 · Professional fees		0.00	0.00
6222 · Travel expense		0.00	0.00
6223 · Mileage expense		0.00	0.00
6224 · Meals		250.00	250.00
6225 · Payroll Taxes		9,880.00	11,527.00
6226 · Computer Hardware/Software Mtce		500.00	500.00
6227.5 · IRA contribution		2,400.00	3,200.00
6228 · Retirement Plan Expense			
Total Administration		180,295.00	186,415.00

Subj: **February Webinar Invitation**
Date: 2/12/2010 2:01:19 P.M. Central Standard Time
From: info@jonschallert.com
To: jmm1359@aol.com



Reminder: No Cost Webinar Invitation

A reminder to my e-newsletter subscribers:

If you signed up earlier to participate in next week's webinars, you are registered!
You DO NOT need to re-register again.

I want to let you know that we still have room for more people to participate in our no cost webinar next week, being held on three (3) different days, at three (3) different times: February 16, 17, and 18. Again, here is the topic of the webinar:

Moving Your Business Forward, Even When the Economy's Not: Key Growth Strategies to Implement Now for 2010

Your first opportunity to watch this webinar is in the morning on February 16:

DATE: Tuesday, February 16
TIME: 8:00 - 9:00 a.m. Eastern Time
7:00 - 8:00 a.m. Central Time
6:00 - 7:00 a.m. Mountain Time
5:00 - 6:00 a.m. Pacific Time

Your next opportunity will be mid-day on February 17:

DATE: Wednesday, February 17
TIME: 1:00 - 2:00 p.m. Eastern Time
12 noon - 1:00 p.m. Central Time
11:00 a.m. - 12 noon Mountain Time
10:00 - 11:00 a.m. Pacific Time

Finally, your last opportunity to view this webinar will be in the evening on Thursday, February 18:

DATE: Thursday, February 18
TIME: 8:00 - 9:00 p.m. Eastern Time
7:00 - 8:00 p.m. Central Time
6:00 - 7:00 p.m. Mountain Time
5:00 - 6:00 p.m. Pacific Time