

Item #7:
Village Trustee Marshall
LGBCP Board Meeting – May 3, 2011

LONG GROVE BUSINESS & COMMUNITY PARTNERS
Board of Directors Meeting
Tuesday, April 19 – Postponed – Actual meeting date, Tuesday, May 3, 2011
5:15 PM @ Village Hall

AGENDA

- 1) Call To Order
- 2) Welcome & Introductions
- 3) Review Past Meeting Minutes (March attached)
- 4) Treasurer's Report
- 5) Executive Committee Report
- 6) Directors Report
- 7) Village of Long Grove Report
- 8) Promotions Committee Report
- Special Event Applications
Porsche Club Concours - Sunday, June 19th (Father's Day) 8AM-2:30PM at Towner Green
"Cigar-B-Que" at Neumann's Cigars & More - Sunday, May 14, Noon-8PM
- 9) Organization Committee Report
- 10) Economic Development Committee Report
- 11) Marketing Committee Report
- 12) Design Committee Report
- 13) New Business
- 14) Adjourn

Next Board of Directors Meeting: Tuesday, May 17 - 5:15 PM at Village Hall

Tuesday, May 3 - **April Board Meeting** - 5:15-6:15 PM @ Village Hall -
Agenda & March Minutes attached. (Abbreviated meeting, another Village meeting scheduled after ours).

Friday, May 6 - **Chocolate Tasting Ticket Review** - 8:30-9:30 AM @ LGBCP Office - Participants, results, notes for future

Thursday, May 12 - **Star Events/Chocolate Wrap/Strawberry Planning** - 8:30 - 10:00 AM @ LGBCP Office

Tuesday, May 17 - **May Board Meeting** - 5:15 PM @ Village Hall

As always, please notify us in advance if unable to attend.
Thanks again for all your participation and support,
John

**Long Grove Business & Community Partners
Board of Directors Meeting
March 15, 2011**

Call to order 5:20

Board Members in attendance: Rachel Perkal, Tobin Fraley, Jody Hutch, Peg Ball, Claire Ball, Tim Almy, Maryann Ulrich, John Kopecky, Jacquie Longeway, Steve Douglass, John Marshall.

Absent: Bill Hristakos, Karen Krahn, Bob Stoll.

Village Rep.: Dave Lothspeich

Staff: John Maguire

Guests: Sarah Yerkes, John Berry, Nick Seva, Paul Neumann.

Review Past Minutes: Claire Ball motioned, Tobin Fraley 2nd to accept the February 15, 2011 minutes. PASSED.

Treasurer's Report: Rachel reported that Sal Guadagna has resigned his Board Position to put all his attention to his business. A BIG THANK YOU to Sal. Claire Ball has volunteered to take the Treasurer's position.

John Kopecky motioned, Tim Almy 2nd to elect Claire Ball Treasurer for 2011 effective immediately. PASSED.

The line of credit increase has come through.

Budget is still in flux more complete report next month.

Rachel P., Peg B., & John M. presented our needs to the Village during budget talks. Even with full support of all the Trustees they will only be giving us \$20,000 in their June'11-June'12 budget.

Reviewed P&L and Balance sheets. Steve Douglas motioned, Jacquie Longeway 2nd to accept the Treasurer's Report. PASSED

Directors Report: John will be attending the State Tourism Conference. Lake County CVB is still planning a Travel/Tourism Show in Gurnee and new print of materials. We made no commitments to them.

Village of Long Grove Report

Lake County is moving on redoing Old McHenry Rd. thru downtown. Discussing round about &/or stop signs. The Village has passed a Resolution requesting we stay with current crossroad stop signs & have minimal impact to businesses with widening.

Peg Ball motioned, John Kopecky 2nd to add LGBCP as signatures to this Resolution.
PASSED

Marketing Report: Malpass & Assoc. have given us a new quote on Visitors Guide. This is our first priority, then we will work on the existing Web Site to refresh.

Promotion Report: Ice Meltin' Blues March 26-27 ready to go. Following event apps. reviewed: Electronics recycling, Fire Dept. Pancake Breakfast, Beans & Leaves Music, Chocolate, Strawberry, Apple Fests, Heritage Run, Farmers Markets, Veterans event, Tavern outdoor dining events, Tavern Oktober Fest, Sunday Concert Series.
Jacquie Longeway motioned, Jody Hutch 2nd to accept as presented and recommend to the Village Board all the above apps.
PASSED

Design Report: Tobin proposed a minor change to our map to better group the stores, then add color wayfinding to our store fronts.
No Action taken.
Gazebo bids are all in and will be presented to the Architectural Committee, still plan on being done.

Economic Deve. Report: Have a committee with these priorities: 1. Fill vacancies make use of Loop Net to list all vacancies & explore the use of 1 Firm to rent all. 2. Signage for vacant stores to be the same. 3. Help sell building pads. 4. Help existing businesses to improve.

Organization Report: Meeting with Sunset foods confirmed their involvement with the downtown. They requested we sign their lot during Fests so people don't park there. PR & advertizing opportunities are available on the side panels of their bags.
Renewal info. has been sent to Associate Members.

New Business: Timmy's Sandwich is having a merchant social March 25, 5-7PM also invited the Village Board.
Nick Seva suggested stores put on more mini events to bring people to town.

Adjourned 7:00 Motion Tim Almy, 2nd Jodi Hutch PASSED
Submitted: Peg Ball April 6,2011

5:58 PM

04/18/11

Accrual Basis

LONG GROVE BUSINESS AND COMMUNITY PARTNERS

Balance Sheet As of December 31, 2011

March 31, 2011

	<u>Dec 31, 11</u>
ASSETS	
Current Assets	
Checking/Savings	
1010 · Cash in bank - operating	-12,866.65
1040 · Petty cash	129.40
1050 · PNC_National City Money Market	<u>1,049.27</u>
Total Checking/Savings	-11,687.98
Accounts Receivable	
1200 · Accounts receivable	<u>13.00</u>
Total Accounts Receivable	<u>13.00</u>
Total Current Assets	-11,674.98
Fixed Assets	
1670 · Program equipment	6,000.00
1690 · Furniture & fixtures	4,000.00
1680 · Office equipment	8,301.13
1799 · Accumulated depreciation	<u>-11,199.23</u>
Total Fixed Assets	<u>7,101.90</u>
TOTAL ASSETS	<u><u>-4,573.08</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts payable	<u>23,614.96</u>
Total Accounts Payable	23,614.96
Other Current Liabilities	
2160 · Accrued penalties	6,220.00
2111 · Direct Deposit Liabilities	2,231.54
2100 · Federal Withholding Tax Payable	1,361.03
2110 · Illinois Withholding Payable	280.74
2120 · SUTA Payable	115.91
2301 · Retirement Plan Withholding Pay	281.52
2820 · Line of Credit First Merit	<u>46,000.00</u>
Total Other Current Liabilities	<u>56,490.74</u>
Total Current Liabilities	<u>80,105.70</u>
Total Liabilities	80,105.70
Equity	
3010 · Fund Balance	-34,453.36
Net Income	<u>-50,225.42</u>
Total Equity	<u>-84,678.78</u>
TOTAL LIABILITIES & EQUITY	<u><u>-4,573.08</u></u>

5:57 PM

04/18/11

Accrual Basis

LONG GROVE BUSINESS AND COMMUNITY PARTNERS

Profit & Loss

January through December 2011 *March 31, 2011*

	<u>Jan - Dec 11</u>
Ordinary Income/Expense	
Income	
4002 · Village of Long Grove Grant	10,000.00
4006 · Gift Certificate Sales	-295.00
4100.01 · Membership (Org). Income	2,000.00
4300 · Marketing Committee Income	6,000.00
4500 · Promotions Committee Income	31,558.50
Total Income	<u>49,263.50</u>
Expense	
6200 · Admin/Operating Expenses	38,053.77
6300 · Marketing committee	34,470.35
6500 · Design committee	3,750.00
6600 · Economic Development committee	150.00
7000 · Promotions committee	23,065.06
Total Expense	<u>99,489.18</u>
Net Ordinary Income	-50,225.68
Other Income/Expense	
Other Income	
8010 · Interest Income N C Money Mkt	0.26
Total Other Income	<u>0.26</u>
Net Other Income	<u>0.26</u>
Net Income	<u><u>-50,225.42</u></u>

LGBCP 2011 ESTIMATED OPERATING COSTS

Categories	Accounting Numbers	2010 Actual (Paid)		2011 Budget		
		Income	Expense	Income	Expense	Net
SSA						
Long Grove Village Grant	4001	165,730		165,000		
Employee Wages & Retirement	4002	20,000		30,000		
Office Expenses (Income-Gift Cert.)	6201, 6202, 6228		108,952		93,000	
Information Center & Office Rental	4006, 6205-6215, 6226	-1,310	12,702		13,300	
Business & Medical Insurance	6204		17,845		7,800	
Professional Fees (Accounting & Audit)	6203		10,283		12,500	
Administration Costs - Misc	6221		9,160		8,500	
Payroll Fees & Taxes	6222, 6223, 6224		1,028		1,250	
Letter of Credit Interest	6225, 6228		8,694		9,250	
Administration Sub-Total	6217		2,043		2,000	
		184,420	170,707	195,000	147,600	47,400
Organization/Membership	4100.01, 6100	4,000	3,053	5,000	5,000	
Marketing Committee -- General	4301, 4303, 6300, 6310,	6,638	67,239	-60,601	15,000	
Marketing - Mailpass & Associates	4304, 6307	35,700	63,717	-28,017	16,000	
Design Committee (Signs, Banners, Etc.)	6500		8,644	-8,644	28,500	
Economic Development Committee	4600, 6600	380	6,713	-6,333	6,500	
Promotions Committee (Holidays, Carriages)	7090, 7092, 7096, 7099		7,218	-7,218	7,000	
Promotions Committee -- Festivals totals	4500, 7020, 7030, 7040, 7050, 7070, 7085	283,235	243,213	40,022	219,500	
Committee Sub-Total	6320, 6340	329,953	399,797	-69,844	297,500	8,400
2010 Bills Not Paid	2000		41,358	-41,368	41,400	
Line of Credit Debt (2011-2013, 3 year payback)	2820		12,935	-12,935	4,300	
Debts Sub-Total		0	54,293	-54,303	45,700	-45,700
Total		514,373	624,797	-110,434	490,800	10,100

FESTIVALS - INCOME & OPERATING COSTS

Categories	2010 Actual			2011 Budget		
	Income	Expense	Net	Income	Expense	Net
Ice Blues	0	0	0	0	0	0
Chocolate Fest	82,225	72,353	9,872	81,000	63,500	17,500
Strawberry Fest	90,952	72,383	18,569	91,000	65,000	26,000
Art & Wine Fest	14,311	12,000	2,311	14,000	12,000	2,000
Apple Fest	85,532	78,401	7,131	86,000	71,000	15,000
Octoberfest	8,364	8,076	288	8,500	8,000	500
Long Grove World Tour	1,851	0	1,851	0	0	0
Total	283,235	243,213	40,022	280,500	219,500	61,000

Star Events Numbers

Category	2010 Actual (Average)			2011 Budget		
	Income	Expense	Net	Income	Expense	Net
Sponsors				31,000		
Artisans				5,000		
Food Vendors				25,000		
Product Sales (Beer, Etc.)				5,000		
Gate Fee				7,000		
Equipment Rental				1,250	18,700	
Insurance, Permits, Office, & Misc.				300	1,200	
Services (Sanitation, Police, Etc.)					11,300	
Entertainment				1,350	5,750	
General					1,200	
Media					2,100	
Production & Management Fees					23,105	
Total	88,600	74,400	14,200	75,900	63,355	12,545

LGBCP 2011 ESTIMATED OPERATING COSTS

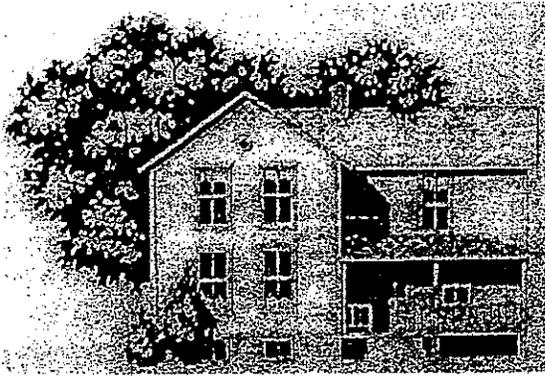
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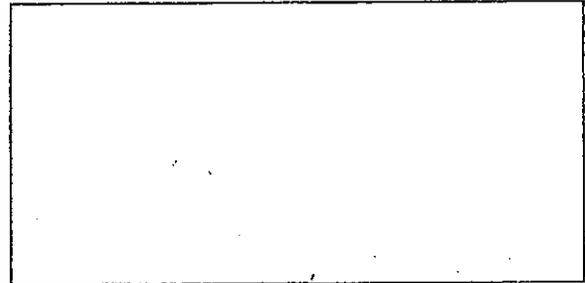
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Entertainment				1,350	5,750	
General					1,200	
Media					2,100	
Production & Management Fees					23,105	
Total	88,600	74,400	14,200	75,900	63,355	12,545



Long Grove Historical Society
Long Grove Times Quarterly Newsletter
Aaron Underwood, Newsletter Editor
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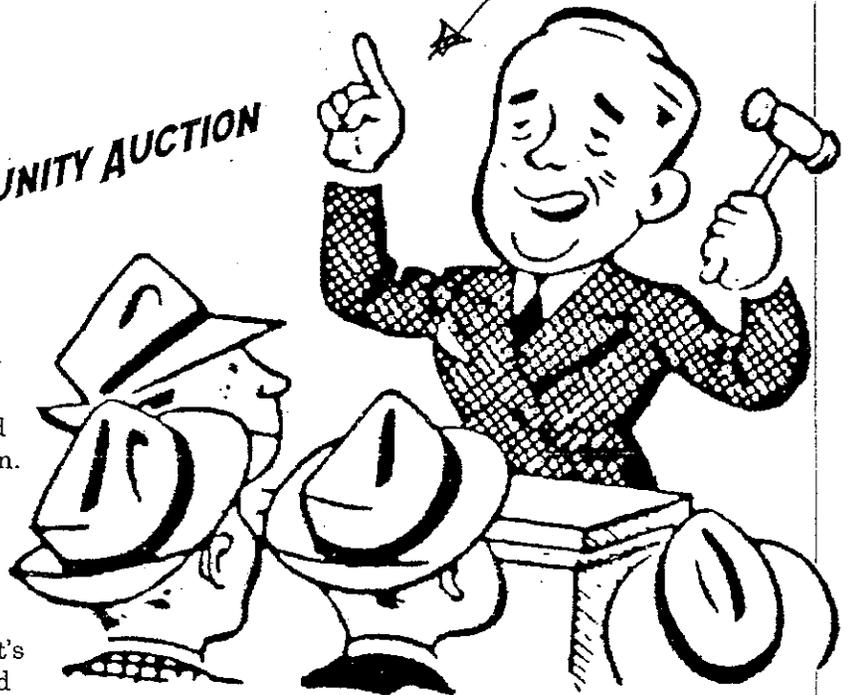


Raffle will be part of this event)

It's Back...

LONG GROVE COMMUNITY AUCTION

Ever been to a community auction? They usually take place at a local watering hole, and it seems like half the town shows up to eat, drink, and bid on each other's treasure. It's a big ol' barrel of fun. We used to have such a happening in Long Grove, but, like many things from days gone by, it hasn't been seen around these parts for many a moon. Well, we're bringing it back, for one night only, with the proceeds going to charity—The Long Grove Historical Society (that's us...). When we get the place, date, time finalized (we're currently investigating mid-June), we'll let you know, but for now,



WE NEED YOUR TREASURE. If you have something you'd be willing to donate to us for the auction, please contact either Marie Borg at (847) 438-7656 or Laurie Borawski at (847) 949-5264 or email us at admin@LongGroveHistory.org and let us know. Who knows, if enough people have enough of a good time... maybe the auction will decide to stick around Long Grove and become a regular happening.



We fit a
summer's
worth of fun
under one
roof

**LAKE COUNTY
SUMMER FUN EXPO**

Friday, May 13, 2011, 10 a.m. – 3 p.m.
Gurnee Mills Showcourt Entrance G



For more information, call 800-Lake-Now or visit LakeCounty.org

LAKE COUNTY SUMMER FUN EXPO

Stop by the Summer Fun Expo at Gurnee Mills and discover all of the exciting attractions Lake County, Illinois, has in store for the summer. Bring your family. Bring your friends. And start planning all the ways you're going to enjoy the summer in Lake County.

- Talk to exhibitors from more than 25 of the area's hottest attractions
- Enjoy FREE giveaways
- Enter to win exciting door prizes including Six Flags tickets, a Samsonite luggage set, an overnight at KeyLime Cove Resort and much more!
- Get your picture taken with Bugs Bunny and the Scooby Doo Mystery Machine
- Appearances by WXL radio personalities Jimmy and Jen
- Demonstrations by Serpent Safari
- Admission and parking are FREE, so don't miss out!
- Come to the Summer Fun Expo in Lake County and see where the ride can take you!

Friday, May 13, 2011
10 a.m. – 3 p.m.

Gurnee Mills Showcourt Entrance G
6170 W. Grand Ave.
Gurnee, IL



800-Lake-Now • LakeCounty.org

Come and See:

Best Western Inn & Suites at Market Square
 Comfort Inn & Suites Antioch & Mundelein
 Costco Wholesale
 Deerfield Park District
 Genesee Theatre
 Gurnee Mills
 Hawthorn Suites
 Homewood Suites by Hilton – Lincolnshire
 Holiday Inn Express Waukegan/Milan Banquets
 Jelly Belly Visitors Center
 KeyLime Cove Indoor Waterpark Resort
 Lake County Fielders
 Lake County Convention & Visitors Bureau
 Lambs Farm
 Long Grove Historic Village
 Marriott International
 Miller's Dog N Suds Drive-In
 Milwaukee's Mitchell Airport
 People's Choice Family Fun Center
 Port of Blarney
 Potawatomi Bingo Casino
 Red Roof Inn – Chicago Northbrook/Deerfield
 Richardson Adventure Farm & Corn Maze
 Samsonite Factory Outlet
 Six Flags Great America
 Serpent Safari
 Staybridge Suites – Lincolnshire
 Volo Auto Museum
 Waukegan Park District

ILLINOIS. MILE AFTER MAGNIFICENT MILE.

