

Item #8:
Village Trustee Marshall
LGBCP Board Meeting – February 15, 2011

LONG GROVE BUSINESS & COMMUNITY PARTNERS
Board of Directors Meeting
Tuesday, Feb, 15th, 2011
5:15 PM at Village Hall

AGENDA

- 1) Call To Order
- 2) Welcome & Introductions
- 3) Review Past Meeting Minutes (Dec.'10 & Jan.'11 attached)
- 4) Treasurer's Report

January application action. Motion: The LGBCP Board of Directors authorizes application for the existing Line of Credit loan at First Merit Bank to be extended up to \$65,000. (from the current \$40,000.), using the Long Grove Downtown Special Service Area SSA revenues as backing, with the intention to repay funds borrowed by end of the calendar year, and to have Treasurer Sal Guadagna and Director John Maguire named on documents to administer transactions. Bob Stoll made the motion, seconded by Claire Ball, unanimous vote by the BOD, so moved.

February acceptance motion. Motion: The LGBCP Board of Directors approves the terms proposed by First Merit Bank to extend the existing line of credit limit from \$40,000 to \$65,000, upon completion of all application materials. Loan rate would remain at the current 6%.

Motion by: _____ Second: _____ Ayes: _____ Nays: _____

- 5) Executive Report
- 6) Directors Report
- 7) Village of Long Grove Report
- 8) Marketing Committee Report
- 9) Promotions Committee Report
- 10) Design Committee Report
- 11) Economic Development Committee Report
- 12) Organization Committee Report
- 13) New Business
- 14) Adjourn

Next Board of Directors Meeting: Tuesday, March 15, 2011- 5:15 PM @ Village Hall

Long Grove Business and Community Partners

Board of Directors Meeting Minutes

Meeting Date: January 18, 2011

Call to Order at 5:15 PM

Board Members in Attendance: John Kopecky, Mary Ann Ullrich, Tim Almy, Claire Ball, Steve Douglass, Sal Guadagna, Peg Ball, Jodi Hutch, Bob Stoll, Rachel Perkal, Karen Krahn, Jacquie Longeway, Tobin Fraleyt, Bill Hristakos, John Marshall

Village Representatives: Dave Lothspeich

Staff: John Maguire

Guests: Mark Small, Paul Neumann, Robin Malpass, Josh (Sweet Whimsey), Nick (Dakota Expressions)

Welcome and Introduction: Peg welcomed and acknowledged guests.

Review Past Meeting Minutes: Rachel read through minutes from November special meeting and will summarize the Annual Meetings notes as well. They'll be sent to John Maguire and he'll send them to the Board with next meeting materials. The Board will vote approval/acceptance at the next meeting.

Organization Report: The new slate of officers proposed and presented as well as the chairs for open committees. These positions were voted on and approved, so moved.

Treasurers Report: Sal reported that 30 hours have been spent so far working to simplify our accounting practices and chart of accounts. Questions asked and answered by Sal.

Motion: The LGBCP Board of Directors authorizes application for the existing Line of Credit loan at First Merit Bank to be extended up to \$65,000. (from the current \$40,000.), using the Long Grove Downtown Special Service Area SSA revenues as backing, with the intention to repay funds borrowed by end of the calendar year, and to have Treasurer Sal Guadagna and Director John Maguire named on documents to administer transactions. Bob Stoll made the motion, seconded by Claire Ball, unanimous vote by the BOD, so moved.

Executive Committee Report: Conflict of Interest document and Compensation documents as presented in the email, opened for discussion. Concerns regarding poorly written language discussed. Fact that these are same docs used since LGBCP organization was founded and are required for 501c3 status. Jodi Hutch (Organizational Committee) and Bob Stoll will look at the language and we'll get a rewrite out to everyone, should it be necessary, and then get it signed at a future meeting.

Directors Report: John reported the Visitors Center hours tightened up and shortened for right now.

Sunset Foods grand opening next Tuesday and CVS is planning to have their grand opening simultaneously.

Village of Long Grove Report: John Marshall asked we come out in force to support the Sunset opening.

Design Committee Report: No report

Economic Development Report: Steve Douglass is looking forward to the role, no report today.

Promotions Committee Report: Jackie Longeway spoke about meetings taking place. Rachel Perkal talked about the meeting with Star Events and RMA. Currently setting date for next promo com mtg. Propose to meet the 27th at 8:30 at LGBCP offices. Objective is to set our schedule and move forward so we can be on time with the Village and get our dates out there. Need to decide just which events we are taking on. Lion's Den for the Fests will be discussed at that meeting.

Claire Ball made a motion to accept that Star Events will be retained on a one year contract for 2011, Sal Guadagna seconded, so moved.

Marketing Committee Report: Robin presented a summary of the 2010 Holiday Campaign, survey results and proposed branding looks and statement.

New Business – Mark Small gave us a weather caution – it's nasty out there.

Adjourn - Tim Almy motion to adjourn, Sal Guadagna second.

Meeting Adjourned 6:40 pm

Long Grove Business and Community Partners

Board of Directors Meeting Minutes

Special Meeting Date: November 15, 2010

Call to Order at 8:34 AM.

Board Members in Attendance: June Neumann, Jodi Hutch, Sal Guadagna, John Kopecky, Jackie Longeway, Peg Ball, Bob Stoll, Rachel Perkal, Sarah Yerkes, Tobin Fraley

Village Representatives: Dave Lothspeich

Staff: John Maguire

Guests: Claire Ball, Paul Neumann, Mary Ann Ullrich, Robin Malpass, Bob Haddon, Steve Douglass

Welcome and Introduction: Peg welcomed, announced we have a FULL agenda to cover.

Review Past Meeting Minutes: Correct misspelled word in third paragraph. Sarah Yerkes motioned to accept, Sal Guadagna seconded. so moved.

Treasurers Report: Sal delivered report reviewing balance sheet and P&L. OktoberFest is in. Apple Fest is almost in. Bob Stoll motioned to accept Treasure Report, Sarah Yerkes seconded, so moved.

The budget had been approved provisionally as presented. Discussion took place as to whether the budget can be approved by this board or has to be approved by the "new" board. Bob Stoll motioned to approve the budget as entered to present to the membership. Sarah Yerkes second. Roll vote, all members present said yes.

Executive Committee Report: Peg shared Holiday activity FSI from Daily Herald and Tribune.

Directors Report: No Report

Village of Long Grove Report: No Report

Design Committee Report: Nothing much to report but holiday hours are up on three corner signs, the trees ready and winter banners are up.

Economic Development Report: No Report

Marketing Committee Report: Robin Malpass presented what they are working on and what they have in play. 40K from LGBCP and 46K from the merchants. 120K inserts will be printed. 100K to insert in Tribune, 19k in Daily Herald. Dec 2 for Trib following week for Daily Herald. 400 commercials will begin running tomorrow! Tribune goes live today! Bob will send out notice as to when the ads will run.

Organization Committee Report: By laws revision discussion. Sarah led discussion, reviewed her conversation with Donna Harris from Heritage Consulting. Question raised, do we even need an Executive Committee? Further discussion on voting entities and votes.

Article 5 section 5 (voting) will be effected and changed. No single property owner shall have more than 25% of the vote in the owners category. Same should be true for the lease holders (merchants.)

No entity shall have more than 25 % of the vote.

Article 4 section stands as written (votes in two pots)

Article 7 change out, Leave Board as is, get rid of the executive committee

Article 8, don't need a parliamentarian but the secretary would now need to add responsibility of managing the voting process at the Annual meeting.

Motion to approve ammendments, voted NO by all, the motion failed.

Bob Stoll motioned to remove the additional board member, Sal Guadagna seconded, so moved.

Bob Stoll motioned to provisionally accept the bylaws as discussed pending submission of rewrites that will be submitted by emails and voted on by email. Sal Guadagna seconded, John Maguire and Rachel Perkal will do the rewrite.

Sarah Yerkes moved to accept slate as presented, Tobin fralet seconded, so moved.

Promotions Committee Report: 164 glasses purchased at Holiday Preview. Wine event needs to be tightened up to make it safer and better. RFP for Events has gone out to 5 firms.

New Business – Suggestion was made to create a "calling tree" for merchants with extended hours.

Adjourn - Sal Guadagna motioned to adjourn, Bob Stoll seconded, so moved.

Meeting adjourned at 10:04 am.

LONG GROVE BUSINESS AND COMMUNITY PARTNERS

Balance Sheet
As of February 14, 2011
Feb 14, 11

ASSETS

Current Assets

Checking/Savings

1010 · Cash in bank - operating \$ 15,594.98

1040 · Petty cash

1040.01 · Visitors Center Petty Cash \$ 129.40

Total 1040 · Petty cash \$ 129.40

1050 · PNC_National City Money Market \$ 1,048.92

Total Checking/Savings \$ 16,773.30

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Accounts Payable

2000 · Accounts payable \$ 45,597.45

Total Accounts Payable \$ 45,597.45

Other Current Liabilities

2100 · Federal Withholding Tax Payable \$ 1,901.18

2110 · Illinois Withholding Payable \$ 350.03

2120 · SUTA Payable \$ 58.12

2301 · Retirement Plan Withholding Pay \$ 140.76

2820 · Line of Credit First Merit \$ 37,935.00

Total Other Current Liabilities \$ 40,385.09

Total Current Liabilities \$ 85,982.54

Total Liabilities \$ 85,982.54

Assets \$ 16,773.30

Liabilities \$ 85,982.54

\$ (69,209.24)

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LONG GROVE BUSINESS AND COMMUNITY PARTNERS
Profit & Loss Budget vs. Actual
January 2011

02/15/11

Accrual Basis

	Jan 11	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
4001 · SSA (B1 district)	0.00	165,400.00	-165,400.00
4002 · Village of Long Grove Grant	0.00	40,000.00	-40,000.00
4200 · Membership (Org). Income	0.00	5,000.00	-5,000.00
4200-1 · Organization Committee Income	0.00	0.00	0.00
4300 · Marketing Committee Income			
4304 · Coop advertising	4,500.00		
4300 · Marketing Committee Income - Other	0.00	50,000.00	-50,000.00
Total 4300 · Marketing Committee Income	4,500.00	50,000.00	-45,500.00
4500 · Promotions Committee Income			
4503 · Apple Fest			
4503.01 · Sponsorship	795.00		
Total 4503 · Apple Fest	795.00		
4500 · Promotions Committee Income - Other	0.00	290,000.00	-290,000.00
Total 4500 · Promotions Committee Income	795.00	290,000.00	-289,205.00
4600 · Economic Development income	0.00	400.00	-400.00
Total Income	5,295.00	550,800.00	-545,505.00
Expense			
6200 · Admin/Operating Expenses			
6201 · Employee Wages - Salaried	4,692.30	61,000.00	-56,307.70
6202 · Employee Wages - Hourly	885.47	30,000.00	-29,114.53
6203 · Insurance			
6203.01 · Business/Property/O&D	1,992.79	5,520.00	-3,527.21
6203.02 · Insurance-health	858.98	6,950.00	-6,091.02
Total 6203 · Insurance	2,851.77	12,470.00	-9,618.23
6204 · Rent			
6204.02 · Rent-Info center	0.00	7,200.00	-7,200.00
Total 6204 · Rent	0.00	7,200.00	-7,200.00
6205 · Utilities-Visitors Center	0.00	800.00	-800.00
6206 · Telephone/internet	690.95	3,840.00	-3,149.05
6207 · Office Expenses/Supplies	0.00	3,500.00	-3,500.00
6209 · Golf Cart Expense	0.00	100.00	-100.00
6211 · Contribution/Recognition/Gifts	0.00	750.00	-750.00
6212 · Seminars/Conferences/Training	150.00	1,000.00	-850.00
6213 · Postage	0.00	800.00	-800.00
6215 · Bank Fees, charges	0.00	1,000.00	-1,000.00
6216 · Miscellaneous	0.00	750.00	-750.00
6217 · Interest on LOC	117.17	2,000.00	-1,882.83
6221 · Professional fees			
6221.01 · Accounting	0.00	3,000.00	-3,000.00
6221.02 · Audit/Tax Prep	0.00	5,500.00	-5,500.00
6221.03 · Legal	0.00	25.00	-25.00
Total 6221 · Professional fees	0.00	8,525.00	-8,525.00
6222 · Travel expense	0.00	500.00	-500.00
6223 · Mileage Reimbursement	0.00	500.00	-500.00
6224 · Meals	0.00	250.00	-250.00
6225 · Payroll Taxes	465.75	9,000.00	-8,534.25
6226 · Computer Hardware/Software Mtce	0.00	750.00	-750.00
6228 · Retirement Plan Expense	140.76	2,000.00	-1,859.24
6229 · QB Payroll Fees	17.25	250.00	-232.75
Total 6200 · Admin/Operating Expenses	10,011.42	146,985.00	-136,973.58
6100 · Organization committee	0.00	5,000.00	-5,000.00
6300 · Marketing committee	0.00	115,000.00	-115,000.00
6500 · Design committee	0.00	12,000.00	-12,000.00
6600 · Economic Development committee			
6601 · Economic Dev consultants	0.00	2,000.00	-2,000.00
6604 · Association memberships	0.00	5,000.00	-5,000.00
Total 6600 · Economic Development committee	0.00	7,000.00	-7,000.00
7000 · Promotions committee			
7090 · Carriage Rides	0.00	2,000.00	-2,000.00
7092 · Gift Items For Sale/Redemption	0.00	4,500.00	-4,500.00
7096 · Holiday Entertainment/Events	0.00	4,500.00	-4,500.00
7020 · CHOCOLATE FEST			
7020.01 · Mgt./Staffing/Production			
7020.02 · Management Fee	2,995.00		
Total 7020.01 · Mgt./Staffing/Production	2,995.00		

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02/15/11

Accrual Basis

LONG GROVE BUSINESS AND COMMUNITY PARTNERS
Profit & Loss Budget vs. Actual
January 2011

	<u>Jan 11</u>	<u>Budget</u>	<u>\$ Over Budget</u>
7020 · CHOCOLATE FEST - Other	0.00	73,400.00	-73,400.00
Total 7020 · CHOCOLATE FEST	2,995.00	73,400.00	-70,405.00
7030 · STRAWBERRY FEST	0.00	72,200.00	-72,200.00
7040 · APPLE FEST	0.00	71,000.00	-71,000.00
7060 · ART & WINE FEST	0.00	12,000.00	-12,000.00
7070 · OKTOBERFEST	0.00	8,000.00	-8,000.00
7080 · BLUES MUSIC EVENT	0.00	0.00	0.00
7085 · LG WORLD TOUR	0.00	0.00	0.00
Total 7000 · Promotions committee	2,995.00	247,600.00	-244,605.00
Total Expense	13,006.42	533,585.00	-520,578.58
Net Ordinary Income	-7,711.42	17,215.00	-24,926.42
Net Income	-7,711.42	17,215.00	-24,926.42

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 02/15/11
 Accrual Basis

LONG GROVE BUSINESS AND COMMUNITY PARTNERS

Profit & Loss Budget vs. Actual

January through December 2010

	Jan - Dec 10	Budget	\$ Over Bud...
Ordinary Income/Expense			
Income			
4001 · SSA (B1 district)	165,730.07	165,000.00	730.07
4002 · Village of Long Grove Grant	20,000.00	40,000.00	-20,000.00
4006 · Gift Certificate Sales	-1,310.00		
4200 · Membership (Org). Income	4,000.00	15,500.00	-11,500.00
4200-1 · Organization Committee Inco...	0.00	9,000.00	-9,000.00
4300 · Marketing Committee Income	45,338.04	17,000.00	28,338.04
4500 · Promotions Committee Income	290,235.02	273,985.00	16,250.02
4600 · Economic Development income	380.00		
Special event income	0.00		
Special event sponsorship	0.00		
Total Income	524,373.13	520,485.00	3,888.13
Expense			
6200 · Admin/Operating Expenses	171,301.06	170,474.84	826.22
6100 · Organization committee	3,053.42	10,000.00	-6,946.58
6300 · Marketing committee	159,761.06	110,212.00	49,549.06
6500 · Design committee	8,644.47	12,000.00	-3,355.53
6600 · Economic Development commi...	6,713.19	7,000.00	-286.81
7000 · Promotions committee	251,452.64	249,073.59	2,379.05
Total Expense	600,925.84	558,760.43	42,165.41
Net Ordinary Income	-76,552.71	-38,275.43	-38,277.28
Other Income/Expense			
Other Income			
8010 · Interest Income N C Money Mkt	1.18		
Total Other Income	1.18		
Net Other Income	1.18		
Net Income	-76,551.53	-38,275.43	-38,276.10

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02/15/11

Accrual Basis

LONG GROVE BUSINESS AND COMMUNITY PARTNERS

Balance Sheet

As of December 31, 2010

	<u>Dec 31, 10</u>
ASSETS	
Current Assets	
Checking/Savings	
1010 · Cash in bank - operating	23,984.19
1040 · Petty cash	129.40
1050 · PNC_National City Money Market	1,048.92
Total Checking/Savings	25,162.51
Accounts Receivable	
1200 · Accounts receivable	13.00
Total Accounts Receivable	13.00
Total Current Assets	25,175.51
Fixed Assets	
1670 · Program equipment	6,000.00
1690 · Furniture & fixtures	4,000.00
1680 · Office equipment	7,556.36
1799 · Accumulated depreciation	-11,199.23
Total Fixed Assets	6,357.13
TOTAL ASSETS	<u>31,532.64</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts payable	73,081.20
Total Accounts Payable	73,081.20
Other Current Liabilities	
2160 · Accrued penalties	6,220.00
2100 · Federal Withholding Tax Pay...	2,245.42
2110 · Illinois Withholding Payable	288.94
2120 · SUTA Payable	40.39
2301 · Retirement Plan Withholding ...	415.38
2820 · Line of Credit First Merit	12,935.00
Total Other Current Liabilities	22,145.13
Total Current Liabilities	95,226.33
Total Liabilities	95,226.33
Equity	
3010 · Fund Balance	12,857.84
Net Income	-76,551.53
Total Equity	-63,693.69
TOTAL LIABILITIES & EQUITY	<u>31,532.64</u>

*m. ball
abbott.com*

LCICVB Member Forum Agenda Feb. 15, 2011

- I. Welcome – Maureen Riedy
- II. Presentation – Kim Marie Ball, Abbott
- III. Marketing & Sales Highlights – Maureen Riedy
- IV. Rebranding, Summer campaign &
New Visitors Guide – DHD
- V. New Member Introductions - Jayne Nordstrom
- VI. Milwaukee's General Mitchell Airport - \$100 travel
voucher drawing.
- VII. University Center of Lake County – Kim Kreml



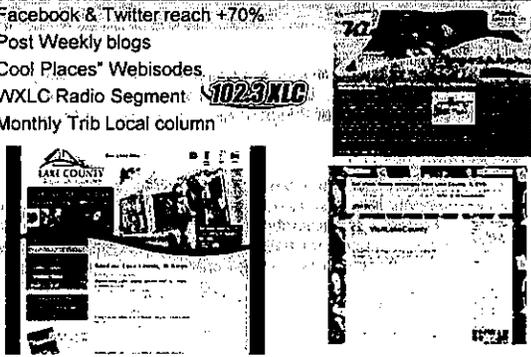
Strategies to Attract Visitors

- Travel Resources – visitor guides, website, kiosks at Lake Forest Tollway Oasis & Navy base.
- Advertising, e-newsletters, social media marketing.
- Sales calls, tradeshow – lure group business.




Marketing & Social Media

- Facebook & Twitter reach +70%
- Post Weekly blogs
- Cool Places® Webisodes
- WXLC Radio Segment: **102.3 WLC**
- Monthly Trib Local column



YTD Website Stats (July – January 2011)

- 60,000/month visitor sessions.
- 794,000 page views on lakecounty.org.
- 6,300/month coupons viewed/downloaded
- 4,700/month hotel packages viewed.



YTD Group Sales Results

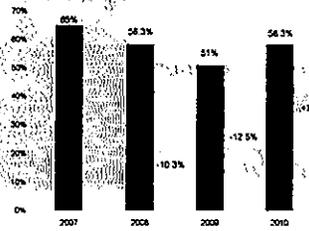
Meetings, Reunions, Group Tours, Sports & Special Events, etc.

- Generated **206 leads** with 12,632 room nights, value of \$4.3 million
- Secured **105 groups** for Lake County:
8,671 attendees
5,948 room nights
Economic impact - **\$2.1 million**
- Upcoming tradeshow:
Heartland Travel Showcase -26 appts.
Affordable Meetings, Chicago.



Lake County 2010 Hotel Occupancy

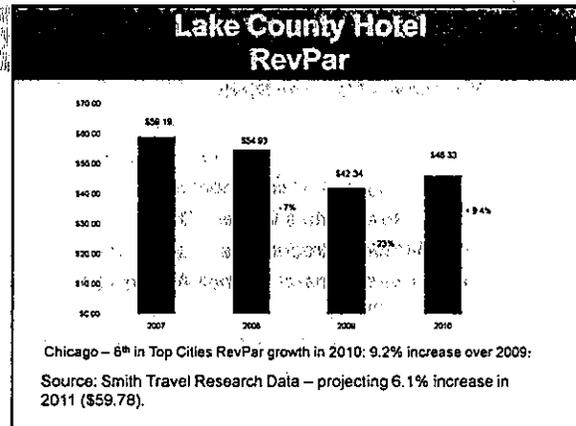
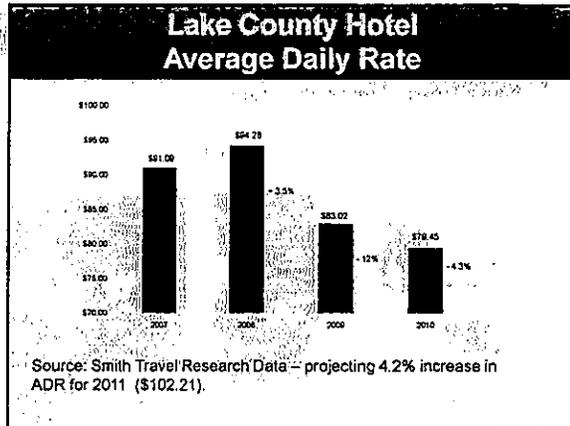
8,566 hotel units in Lake County



Year	Occupancy Rate
2007	65%
2008	58.3%
2009	51%
2010	58.5%

Source: Smith Travel Research Data – projecting 1.8% increase in occupancy for 2011 (58.5%).





Lake County Tourism Expo

Friday, May 13, 2011 Gurnee Mills Show Court

- Kick-off summer tourism season
- National Tourism Week
- Media Event
- Invite Group Leaders
- Open to the public 10 - 3pm
- Exhibitors – sign up by March 15
be part of Lake County Summer Tourism newspaper insert.

New Positioning Statement

Lake County, Illinois is a destination with so many hidden jewels. Depending on which road you take, there are lots of things to experience beyond the expected.

Just a short ride from Chicago or Milwaukee, Lake County lets visitors become the explorer and discover hundreds of destinations unknown. From family-friendly fun to relaxing retreats, let the ride in Lake County take you places you never expected.

Lake County Visitors Guide

- New design and size
- Visual excitement
 - Engaging transitional spreads
- Larger ad formats for members
- Available in mid-May

Let the ride take you.

2011 Summer Campaign

- Geography – Chicago
- Primary target audience
 - Target Women 35-49, HHI \$75,000 +
- Flight dates 6/6 – 7/17 (6 weeks)
- Develop a cross-media platform
 - High visibility & repetition
 - Drive web traffic and build database
- Multiple measurable opportunities for recognition of sponsoring partners. Several investment levels.
 - TV
 - Radio
 - Outdoor
 - Direct
 - Online

The mission of Heritage Consulting Inc. is to assist citizen groups and government agencies to preserve cherished landmark buildings and downtown districts and to grow high performing nonprofit heritage organizations to manage and sustain them.

- Home
- [About Heritage Consulting Inc.](#)
- New Solutions for House, Museum

Coping with a funding crisis—Part 1 of 5 in the series Surviving a Financial Crisis: Strategies that Work February 13, 2011 by Donna Ann Harris

Coping with a funding crisis—Part 1 of 5 in the series Surviving a Financial Crisis: Strategies that Work

Has this happened to you? You walk into your office on a Monday morning, early this time, only to find the phone ringing. You pick it up and find an exasperated board member, telling you that they have heard rumors over the weekend that your largest funder, city government, is considering cuts to your budget for the coming fiscal year. You try to understand why this board member is so upset, and then you realize. Oh, you mean this year. This calendar year? Right now? How much? Is that possible? Yes. Your top funder is about to cut your budget by 40%! This is not fictional I can assure you.

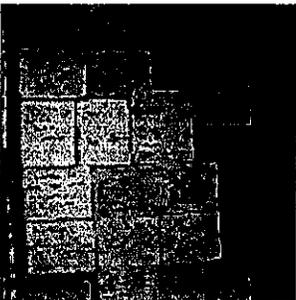
Like most nonprofits, Main Street organizations build their budgets from a variety of sources, but if one source is an overly large chunk of your budget, it is logical to panic when any cut is discussed. In this case, the revitalization organization is highly dependent on government support for half of their annual operating budget. This unfortunately, is more common than you think. Nonprofit organizations, like any business, put themselves at risk if their revenue is highly concentrated in one sector or clients. [Main Street Survival Strategies](#) can prevent some of the panic than can ensue.

But once the initial shock dissipates, what should you do? First, do not panic. Second, do not disregard bad news. Denial is a powerful motivator for people as well as organizations. Board leadership will have to create a sense of urgency among the other board members that first, news is real and bad and second, the Board must act.



A Main Street Board Meeting. This is the time to gather the Main Street tribe together. Invite your board members, founders, past presidents and key volunteers together to discuss the bad news. Board leadership should be prepared to discuss with the group:

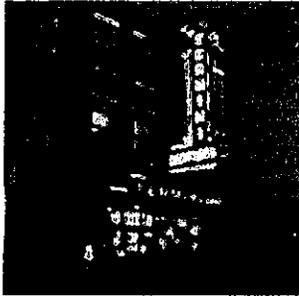
- What is the range of the budget shortfall?
- Is this shortfall short-term or long-term?
- Is this a cash flow or balance sheet issue?
- Is the crisis solvable?
- Is there enough time to make changes?
- Will the crisis sink the organization?



Brainstorming in West Branch IA

What to do now? Once you know all the facts, form a "Brain Trust" to help reinforce the core mission of the organization and identify possible solutions. Brain Trust members should be well known by the broader group and have a history with the organization to assure that the best advice possible is available.

Organize the "Brain Trust" into two teams. One team will scour the budget and work plans looking for cuts. The other team will review every work plan item to identify ways to boost revenue. The Board should give these teams authority to interview committee chairs about their activities and work closely with them to review work plans for both cuts and revenue enhancements. These teams should also spend time with the Executive Director and treasurer to get further details about cash flow and organizational finances. In the mean time, remind the meeting attendees that these discussions are confidential until the Board reaches a decision about what course to take.



What is the core mission of your Main Street?

Making decisions. Give the Brain Trust teams two weeks to work and then have them share their suggestions with the Executive Committee. These teams will look at all of programs of the organization and discuss if any are marginal to the mission. Perhaps these projects will not be so obvious at first, but they can be taking up volunteer time as well as financial assets better allocated to mission critical activities.



Downtown in Canton TX

The Brain Trust teams should discuss their findings with the Executive Committee members and make any modifications before presenting their final comments to the Board. The Board should review suggestions from both teams to come up with a mix of revenue options as well as cuts to face the financial crisis with sufficient speed. Indeed both cuts and revenue increases must be considered and the board will know that they have been successful, because no one is happy. Once the full Board makes a decision, they should implement the cuts, and communicate their decisions to key funders and others outside the organization.



Milwaukee Avenue in Libertyville IL

Real solutions coming....The following blog posts will highlight real solutions for revitalization organizations that are facing budget cuts. We will review how 25 ideas for raising revenue; 25 ideas to cut costs and 15 ideas about how to communicate your message as you go through this turbulent period.