

Item: #9:
Village Trustee Lyman
LGBCP Downtown Updates

LGBCP Board of Directors' Meeting

5:15PM WELCOME BY CHAIR:

GUESTS IN ATTENDANCE:

Guest Presentations: Each, 15min. presentation / 15 min. Q & A

5:15 – 5:45pm John Barry, Star Events

5:45 – 6:15pm Duff Rice, Ravenswood Event Services (RES)

6:15 – 6:45pm Special Event Management, Hank Zemola

6:45pm – 7:00pm OPEN FORUM

John Kopecky - Chocolate Fest Dates

7:00pm BOARD MEETING CALLED TO ORDER at _____pm.

ROLL CALL Board Members in Attendance:

The Board of Directors

- Rachel Perkal, Chair
- Marian Ward, Co-Chair
- Patric Donahue, Treasurer
- Barbara Dibble, Secretary
- Ed Acuna
- Renee Clark
- Nancy Fino
- Marsha Forsythe
- John Kopecky
- Jacquie Longeway
- Ryan Messner
- Dave Lothspeich, Village, Ex-Officio
- Sharon Fine, LGBCP, Ex-Officio

Trustees in Attendance -

Notation: November meeting cancelled due to conflict with Lake County Roads Open House @ Kildeer

Secretary's Report: Minutes October 21, 2014 - corrections:

Motion to approve October BOD Mtg.

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

Treasurer's Report, Pat Donahue

Presentation of Financial Report Motion _____ Second _____
Formation of Financial Committee

Director's Report:

- Marketing - Molise PR in review / studying the value of marketing to LGBCP members
- Attorneys: Presentation of Attorney Search, in order budget legal fees
- New Businesses: Clover; Epilogue; Galena Canning Company; Cook County Property Tax Service
- Recent Property Sold – Tom Van Anrooy's property
- LGBCP has begun making it presentation to the Trustees on a monthly basis
- Tourism - initiatives 2015; Memberships and Conferences

- Sound System - \$513 equipment, \$50 wiring, \$245 installation
- Bathrooms – survey for status report

Village Report: Angie Underwood, Village Pres.

Economic Development – Nancy Fino

Redefining Goals

Budgeting for 2015

Development - Beautification Committee: Patric Donahue

Membership Committee: Renee Clark

New LGBCP Associate & Executive Members:

Associate Members:

Staybridge Suites, Lincolnshire

Sherwin-Williams, Long Grove

Executive Members:

American Enterprise Bank, Buffalo Grove

Committee Redefined Goals

Events: Events Committee Update – **Jacque & Marian**

The Big Three Events / Dates for 2015:

Chocolate / Strawberry / Apple

Others: Irish / Art (unless Art becomes a big fest component) / 5K / Holiday Season (KristKindle)

Marketing Committee: Barbara Dibble

Mon., Dec. 22 - WGN featuring easy food prep for the holidays.

OLD Business:

Nominating Committee Report:

NEW Business:

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

Adjourn to Exec. Session

LONG GROVE BUSINESS AND COMMUNITY PARTNERS

	Chocolate Fest		Strawberry Fes		Art Fe		Apple Frest		Total	
	2013	2014	2013	2014	2014	2014	2013	2014	2014	2014
4501.09 · Village/State/Health/Fees		350							175	550
4503.01 · Sponsorship	19,624	28,065		25			24,277	25,915	85,345	
4503.02 · Vendors/Food	30,788	26,806	27,670	21,525	9,840		26,509	26,679	83,176	
4503.03 · Vendors/Artisans/Other	9,485	10,473	8,295	29,691	9,380		9,010	12,488	46,581	
4503.04 · Rides/Games/Interactive	1,008	5,336		14,240			1,571	14,039	34,723	
4503.05 · Equipment Rental/Power Fees	105	1,402	167	15,348			313		1,402	
4503.06 · Product Sales/Drink	5,731	4,954	6,388	10,536	1,967		5,363		17,457	
4503.07 · Admissions	37,335	43,641	54,382	60,614	161		71,425	62,065	166,481	
4503.08 · Contributions/Tasting/Misc.	10,365	5,148	320	513			449		5,661	
Total Revenue	114,441	126,175	122,626	152,492	21,348		138,917	141,361	441,376	
Expenses										
7040.01 · Mgt./Staffing/Production										
7040.02 · Management Fees	9,000	13,000	13,000	13,000	8,000		9,500	9,000	43,000	
7040.03 Commissions Sponsor/Attendance	8,261	9,023	13,067	9,442			10,756	11,000	29,465	
7040.04 · Talent Buying Fee				805			250	600	1,405	
7040.05 · Net Profit %										
7040.06 · Insurance/Liability/Liquor	329	329	329	329	329		329	329	1,315	
7040.07 · Village/State/Health Permits	1,675	150	175	45	25		200	25	245	
7020.08 · Office/Postage/Copies/Etc.		746							746	
7040.01 · Mgt./Staffing/Production - Other	10,069	11,161	7,704	10,527	300		10,404	10,305	32,293	
Total 7040.01 · Mgt./Staffing/Production	29,334	34,409	34,275	34,148	8,654		31,438	31,259	108,469	
7041 · General Event Rentals	21,039	23,602	22,072	25,358	100		23,941	22,107	71,167	
7042 · Services/Subs/Site Fees	4,911	14,481	11,617	14,852	2,171		7,248	13,003	44,507	
7043 · Entertainment/Attractions	12,385	25,000	15,080	30,865	4,951		14,160	23,800	84,616	
7044 · Media/Ad Materials/Signs	8,617	11,468	6,024	16,008	5,415		2,340	11,621	44,512	
7045 · Gen.Exp./Svc/Liquor/Supplies	3,278	5,352	6,068	6,946	2,480		2,747	#VALUE!	#VALUE!	
7046 · Misc. Expenses	17	176	195	140	485			40	841	
Total Expenses	79,580	114,488	95,331	128,317	24,256		81,874	101,830	#VALUE!	
Net Income	34,861	11,687	27,295	24,176	(2,908)		57,043	39,531	#VALUE!	

Long Grove Business Community Partners									
2014 Budget/Forecast									
Actual	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Forecast	Forecast
Jun YTD	Jul	Aug	Sep	Oct	Nov	Dec	2014	2014	2014 Budget
295		120	89					504	
82,501		788	31,844	24,000	17,711	8,156		165,000	165,000
		-	-					-	3,000
100		35	-		200	650		985	2,000
		-	-						
3,500	50	-	500	250	150	100		4,550	3,500
3,500	50	-	500	250	150	100		4,550	3,500
4500 · Promotions Committee Income									
4508 · Special event	590	-	6,603					7,193	5,000
4501 · Chocolate Fest	119,807	1,491	2,036		2,831			126,165	120,000
4502 · Strawberry Fest	146,051	1,347	997	-	1,342	-		152,492	135,000
4503 · Apple Fest	5,260	870	119,847		3,803			141,360	140,000
4504 · Art & Wine Fest								21,348	25,000
4505 · OktoberFest	800	5,476	11,732	4,090	50			1,300	12,000
4506 · LG World Tour					500			500	5,000
4507 · Blues/Music Event					500			285	
4509 · Holiday Income								-	1,000
4510 · Carriage Ride Fees (Misc.)								630	4,000
4515 · Visitor Center Item Sales								88	6,000
Total 4500 · Promotions Committee Income	272,508	3,132	141,293	4,090	9,026	-		451,361	453,000
4450 · Design income		10							
Total Income	358,904	3,192	22,255	173,726	28,340	8,906		622,400	626,500
Cumulative Income	358,904	362,096	384,351	558,077	586,417	613,504		622,410	

Long Grove Business Community Partners

2014 Budget/Forecast

	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Forecast
	Jun YTD	Jul	Aug	Sep	Oct	Nov	Dec	2014	2014	2014 Budget
6300 · Marketing committee										
6301 · Radio	5,920	2,000	(2,000)	-	(100)	-	-	5,820	5,820	15,000
6302 · Print (Display + phonebook)	3,602	-	-	385	-	594	-	4,581	4,581	10,000
6303 · E-Marketing (Constant Cont.)	1,147	-	-	-	-	-	-	1,147	1,147	1,200
6305 · Lake Co. CVB Publications	-	-	-	-	-	-	-	-	-	800
6307 · Marketing Consultant	24,600	4,100	4,100	4,254	4,100	4,100	4,100	49,354	49,354	56,400
6310-Graphic Design	89	-	-	-	-	-	-	89	89	-
6320 · Visitor Guide/Maps/Printing	4,767	-	-	-	113	700	1,000	6,580	6,580	9,000
6340 · Web design/maintenance	420	-	-	-	-	-	-	420	420	-
6351-Public relations	409	-	-	-	-	8,200	-	8,609	8,609	-
6354-Special Events Mktg	29	-	-	-	-	868	-	897	897	-
6300-Marketing Committee Other	85	-	-	-	-	-	-	85	85	1,200
Total 6300 · Marketing committee	41,068	6,100	2,100	4,639	4,113	14,462	5,100	77,582	77,582	93,600
6500 · Design committee										
6501 · Banners/Design/Maint.	1,125	-	-	-	-	100	100	1,325	1,325	3,000
6505 · Seasonal decorating	438	67	-	-	233	-	-	300	300	1,000
6507 · Capital Improvements	1,563	3,035	692	2,584	(841)	250	1,400	7,558	7,558	9,000
Total 6500 · Design committee	3,400	3,102	692	2,584	(608)	350	1,500	9,183	9,183	13,000
6600 · Economic Development committee										
6602 · Business relation/recruitment	-	-	30	-	-	-	-	30	30	2,000
6604 · Association memberships	3,400	30	(30)	-	-	-	-	3,400	3,400	1,000
Total 6600 · Economic Development committee	3,400	30	-	-	-	-	-	3,430	3,430	3,000
7000 · Promotions committee										
7090 · Carriage Rides	-	-	-	-	-	2,570	2,500	5,070	5,070	4,000
7092 · Visitor Centor Items For Sale	-	-	-	-	-	-	-	-	-	3,000
7094 · Gift Certificate Giveaways	-	-	-	-	-	-	-	-	-	2,500
7096 · Holiday Entertainment/Events	1,900	-	-	-	-	2,500	2,500	6,900	6,900	5,000
7020 · CHOCOLATE FEST	-	-	-	-	-	-	-	-	-	-
7020.01 · Mgt./Staffing/Production	-	-	-	-	-	-	-	-	-	-
7020.02 · Management Fee	13,000	-	-	-	-	-	-	13,000	13,000	9,000
7020.03 · Sponsorship Commissions	-	-	9,023	-	-	-	-	9,023	9,023	4,000
7020.04 · Talent Buying Fee	-	-	-	-	-	-	-	-	-	1,000
7020.05 · Net Profit %	9,023	-	(9,023)	-	-	-	-	-	-	3,000
7020.06 · Insurance/Liability/Liquor	329	-	-	-	-	329	-	329	329	500
7020.07 · Village/State/Health Permits	150	-	-	-	-	150	-	150	150	1,500
7020.07-Village State Health Permits	746	-	-	-	-	746	-	746	746	-
7040.01-Mgt Staffing Production Other	4,825	6,111	225	225	-	-	-	11,161	11,161	-
Total 7020.01 · Mgt./Staffing/Production	28,073	-	6,111	225	-	-	-	34,409	34,409	19,000
7021 · General Event Rentals	23,292	-	-	-	-	310	-	23,602	23,602	20,000

Long Grove Business Community Partners

2014 Budget/Forecast

	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Forecast
	Jun YTD	Jul	Aug	Sep	Oct	Nov	Dec	2014	2014 Budget	
7022 · Services/Subs/Site Fees	14,481	-	-	-	-	-	-	14,481	27,000	
7023 · Entertainment/Attractions	25,000	-	-	-	-	-	-	25,000	9,000	
7024 · Media/Ad Materials/Signs	9,976	439	439	1,053	1,053	1,053	1,053	11,468	8,000	
7025 · Gen.Exp./Svc/Liquor/Supplies	3,723	1,939	1,939	(311)	(311)	(311)	(311)	5,351	3,000	
7026 · Misc. Expenses	176	-	-	-	-	-	-	176	1,500	
Total 7020 · CHOCOLATE FEST	104,721	-	8,488	225	-	1,052	-	114,487	87,500	
7030 · STRAWBERRY FEST										
7030.01 · Mgt/Staffing/Production	13,000	-	-	-	-	-	-	13,000	12,000	
7030.02 · Management Fee	9,442	-	-	-	-	-	-	9,442	12,000	
7030.03 · Sponsorship Commissions	805	-	-	-	-	-	-	805	10,000	
7030.05 · Net Profit %	329	-	-	-	-	-	-	329	500	
7030.06 · Insurance/Liability/Liquor	45	-	-	-	-	-	-	45	500	
7030.07 · Village/State/Health Permits	9,982	545	545	-	-	-	-	10,527	8,000	
7030.01 · Mgt/Staffing/Production - Ofr	33,603	-	545	-	-	-	-	34,148	43,000	
Total 7030.01 · Mgt/Staffing/Production	23,384	1,974	1,974	-	-	-	-	25,358	12,000	
7031 · General Event Rentals	16,272	(220)	(1,200)	-	-	-	-	14,852	15,000	
7032 · Services/Subs/Site Fees	5,783	6,134	89	2,979	1,023	1,023	1,023	16,008	3,000	
7034 · Media/Ad Materials/Signs	4,130	2,816	2,816	-	-	-	-	6,946	2,000	
7035 · Gen.Exp./Svc/Liquor/Supplies	29,265	(400)	-	750	1,250	1,250	1,250	30,865	12,000	
7033 · Entertainment/Attractions	7036 · Misc. Expenses	140	-	-	-	-	-	140	500	
Total 7030 · STRAWBERRY FEST	112,437	5,654	4,224	3,729	-	2,273	-	128,317	87,500	
7040 · APPLE FEST										
7040.01 · Mgt./Staffing/Production	354	2,000	-	-	-	-	-	31,259	20,500	
7040.02 · Management Fees	25	-	-	-	-	-	-	22,107	15,000	
7040.04 · Talent Buying Fee	329	2,000	-	7,000	9,000	9,000	9,000	31,259	20,500	
7040.04 Net Profit %	25	-	-	600	600	600	600	2,500	2,500	
7040.06 · Insurance/Liability/Liquor	329	-	-	11,000	11,000	11,000	11,000	11,000	10,000	
7040.07 · Village/State/Health Permits	25	-	-	-	-	-	-	329	500	
7040.01 · Mgt./Staffing/Production	354	2,000	-	10,159	10,305	10,305	10,305	31,259	20,500	
Total 7040.01 · Mgt./Staffing/Production	354	2,000	-	28,759	-	146	-	31,259	20,500	
7041 · General Event Rentals	22,107	-	-	22,107	22,107	22,107	22,107	22,107	15,000	
7042 · Services/Subs/Site Fees	13,003	-	-	13,003	13,003	13,003	13,003	13,003	7,500	
7043 · Entertainment/Attractions	23,800	-	-	23,800	23,800	23,800	23,800	23,800	12,000	
7044 · Media/Ad Materials/Signs	11,621	-	-	11,621	11,621	11,621	11,621	11,621	2,500	
7045 · Gen.Exp./Svc/Liquor/Supplies	40	-	-	40	40	40	40	40	2,500	
Total 7040 · APPLE FEST	354	2,000	-	99,370	-	146	-	101,830	87,500	

Long Grove Business Community Partners

2014 Budget/Forecast

	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Forecast
	Jun YTD	Jul	Aug	Sep	Oct	Nov	Dec	2014	2014 Budget	
7060 · ART & WINE FEST										
7060.01 · Mgt./Staffing/Production				8,300				8,300		
7060.03 · Sponsorship Commissions									3,500	
7060.04 · Talent Buying Fee									1,500	
7060.06 · Insurance/Liability/Liquor	329							329	2,000	
7060.07 · Village/State/Health Permits	25							25	500	
Total 7060.01 · Mgt./Staffing/Production	354			8,300				8,654	7,500	
7061 · General Event Rentals			100					100	8,000	
7062 · Services/Subcontractors			1,298	22		850		2,170	1,500	
7063-Entertainment/Attractions				4,952				4,952		
7064 · Media/Ad Materials/Signs		160	3,225	466	1,432	132		5,415	1,500	
7065 · Gen.Exp./Svc/Liquor/Supplies	15		2,797	(387)	55			2,480		
7066 · Misc. Expenses	485							485	1,500	
Total 7060 · ART & WINE FEST	854	160	7,420	13,353	1,487	982		24,256	20,000	
7070 · OKTOBERFEST										
7070.01 · Mgt./Staffing/Production										
7070.06 · Insurance/Liability/Liquor	329							329	500	
7060.07 · Village/State/Health Permits	25							25		
Total 7070.01 · Mgt./Staffing/Production	354							354	500	
7071 · General Event Rentals									2,000	
7072 · Services/Subcontractors						520		520		
7073 · Entertainment/Attractions									2,500	
7074 · Media/Ad Materials/Signs					2,100			2,100	500	
7075 · Gen.Exp./Svc/Liquor/Supplies					(4,198)			(4,198)	6,000	
7076 · Misc. Expenses									500	
Total 7070 · OKTOBERFEST	354				(2,098)	520		(1,224)	12,000	
7088 · BLUES MUSIC EVENT	9,402		(1)	1	638			10,040	7,500	
7080 · LG WORLD TOUR									5,000	
7050 · Special Events										
7054-Media Ad Materials	212	82	510	4,479						
7052 · Services/Subcontractors				1,040					5,283	
7055 · Gen.Exp./Svc/Liquor/Supplies				577		7,219		7,796		
7050.01 · Mgt./Staffing/Production				371				371	5,000	
Total 7050 · Special Events	212	82	510	6,467		7,219		14,490	5,000	
Total 7000 · Promotions committee	230,234	7,896	20,641	123,145	27	17,262	5,000	404,166	326,500	
Total Expense	361,509	30,193	43,003	155,919	16,791	45,159	30,667	683,241	626,500	
Net Ordinary Income	(2,605)	(27,001)	(20,748)	17,807	11,549	(18,072)	(21,761)	(60,831)		
Cumulative	(2,605)	(29,606)	(50,354)	(32,547)	(20,998)	(39,070)	(60,831)			

LGBCP Economic Development Committee

January 12, 2015 Meeting Agenda

Present:

6600 Economic Development Committee 2015 Proposed Budget:		\$6,000
6602 Business Relation/Recruitment	\$2,600 Budgeted	
6604 Association Memberships	\$3,400 Budgeted	
<i>Meet Chicago Northwest Budgeted Expense</i>		<i>\$400 (based on 2014 actual)</i>
<i>Lake County, IL CVB Budgeted Expense</i>		<i>\$3,000 (based on 2014 actual)</i>
6605 Meetings for Businesses	\$0,000 Budgeted	

CHAIRMAN/MERCHANT: N. Fino

CO-CHAIRMAN/PROPERTY OWNER: M. Forsythe

LGBCP EXECUTIVE DIRECTOR: S. Fine

VILLAGE BOARD: Manager D. Lothspeich/Trustee L. Lyman

LGBCP CHAIRMAN/MERCHANT: R. Perkal

- Develop new committee name, mission, and goals (refer to "Main Street" Handouts)
- Review/revise collateral designed to assist in leasing properties
- 2015 Proposed Budget
- 2015 Committee Meeting Dates

COMMERCIAL REAL ESTATE CONSULTANT: R. Roberti

PROPERTY OWNER/MERCHANT: R. Messner

Next Planned Meeting: January 26 @ 8:30am/LGBCP Office

The Main Street Four Point Approach®

As a unique preservation-based economic development tool, the **Main Street Four Point Approach®** is the foundation for local initiatives to revitalize their districts by leveraging local assets—from cultural or architectural heritage to local enterprises and community pride.

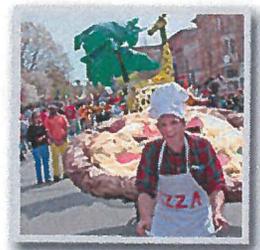
The four points of the Main Street approach work together to build a sustainable and complete community revitalization effort.

Through education, training, case-studies, and peer-to-peer learning, the National Main Street Center can equip your community with the tools it needs for long-term, comprehensive, preservation-based community revitalization.

Organization - Organization establishes consensus and cooperation by building partnerships among the various groups that have a stake in the commercial district. The most effective Main Street programs get everyone working toward the same goal. With this level of collaboration, your Main Street program can provide effective, ongoing management and advocacy for your downtown or neighborhood business district. Through volunteer recruitment and collaboration with partners representing a broad cross section of the community, your program can incorporate a wide range of perspectives into its efforts. A governing board of directors and standing committees make up the fundamental organizational structure of volunteer-driven revitalization programs. Volunteers are coordinated and supported by a paid program director. This structure not only divides the workload and clearly delineates responsibilities, but also builds consensus and cooperation among the various stakeholders.



Promotion - Promotion takes many forms, but the goal is to create a positive image that will renew community pride and tell your Main Street story to the surrounding region. The techniques we teach, and the variety of tools at your disposal, will help to rekindle the vitality of your community. Promotions communicate your commercial district's unique characteristics, its cultural traditions, architecture, and history and activities to shoppers, investors, potential business and property owners, and visitors.



Design - Design means getting Main Street into top physical shape and creating a safe, preserving place's historic character, inviting environment for shoppers, workers, and visitors. Successful Main Streets take advantage of the visual opportunities inherent in a commercial district by directing attention to all of its physical elements: public and private buildings, storefronts, signs, public spaces, parking areas, street furniture, public art, landscaping, merchandising, window displays, and promotional materials. An appealing atmosphere, created through attention to all of these visual elements, conveys a positive message about the commercial district and what it has to offer. Popular design activities also include instilling good maintenance practices in the commercial district, enhancing the district's physical appearance through the rehabilitation of historic buildings, encouraging appropriate new construction, developing sensitive design management systems, educating business and property owners about design quality, and long-term planning.



Economic Restructuring - Through economic restructuring, we can show you how to strengthen your community's existing economic assets while diversifying its economic base. Successful communities accomplish this by evaluating how to retain and expand successful businesses to provide a balanced commercial mix, sharpening the competitiveness and merchandising skills of business owners, and attracting new businesses that the market can support. Many Main Street programs also achieve success through creative reuse of historic properties. Converting unused or underused commercial space into economically productive property also helps boost the profitability of the district. The goal is to build a commercial district that responds to the needs of today's consumers while maintaining the community's historic character.



The Eight Principles

The National Main Street Center's experience in helping communities bring their commercial corridors back to life has shown time and time again that the Main Street Four-Point Approach succeeds. That success is guided by the following eight principles, which set the Main Street methodology apart from other redevelopment strategies. For a Main Street program to be successful, it must wholeheartedly embrace the following time-tested Eight Principles.

- **Comprehensive:** No single focus — lavish public improvements, name-brand business recruitment, or endless promotional events — can revitalize Main Street. For successful, sustainable, long-term revitalization, a comprehensive approach, including activity in each of Main Street's Four Points, is essential.
- **Incremental:** Baby steps come before walking. Successful revitalization programs begin with basic, simple activities that demonstrate that "new things are happening" in the commercial district. As public confidence in the Main Street district grows and participants' understanding of the revitalization process becomes more sophisticated, Main Street is able to tackle increasingly complex problems and more ambitious projects. This incremental change leads to much longer-lasting and dramatic positive change in the Main Street area.
- **Self-help:** No one else will save your Main Street. Local leaders must have the will and desire to mobilize local resources and talent. That means convincing residents and business owners of the rewards they'll reap by investing time and money in Main Street — the heart of their community. Only local leadership can produce long-term success by fostering and demonstrating community involvement and commitment to the revitalization effort.
- **Partnerships:** Both the public and private sectors have a vital interest in the district and must work together to achieve common goals of Main Street's revitalization. Each sector has a role to play and each must understand the other's strengths and limitations in order to forge an effective partnership.
- **Identifying and capitalizing on existing assets:** Business districts must capitalize on the assets that make them unique. Every district has unique qualities like distinctive buildings and human scale that give people a sense of belonging. These local assets must serve as the foundation for all aspects of the revitalization program.
- **Quality:** Emphasize quality in every aspect of the revitalization program. This applies to all elements of the process — from storefront designs to promotional campaigns to educational programs. Shoestring budgets and "cut and paste" efforts reinforce a negative image of the commercial district. Instead, concentrate on quality projects over quantity.
- **Change:** Skeptics turn into believers and attitudes on Main Street will turn around. At first, almost no one believes Main Street can really turn around. Changes in attitude and practice are slow but definite — public support for change will build as the Main Street program grows and consistently meets its goals. Change also means engaging in better business practices, altering ways of thinking, and improving the physical appearance of the commercial district. A carefully planned Main Street program will help shift public perceptions and practices to support and sustain the revitalization process.
- **Implementation:** To succeed, Main Street must show visible results that can only come from completing projects. Frequent, visible changes are a reminder that the revitalization effort is under way and succeeding. Small projects at the beginning of the program pave the way for larger ones as the revitalization effort matures, and that constant revitalization activity creates confidence in the Main Street program and ever-greater levels of participation.

Now is the Perfect Time!

Never before has there been an better time to do business in Long Grove. Recent retirements of long-standing landlords and merchants have made prominent **spaces available for sale or lease for the first time in 30-40 years!** These spaces, and others, are suitable for 500 S.F. boutiques to 50-seat restaurants and more.

What Long Grove has to offer:

Open year-round with shopping, art galleries, & dining along with family fun festivals & free summer concerts.

Strong brand recognition with a focus group-inspired tag line, "You'll Love It!"



Recently named as one of Chicago's Best Public Spaces & was featured on Food Network.

Located 35 miles north of Chicago, customers can get away without going away!



Affluent population base: (\$89,652 Avg HHI in a 3-mile radius)



Professionally managed:

Long Grove Business & Community Partners, along with a caring and committed Village, have a master plan and programs in place to enhance the downtown's infrastructure and grow its tourism business

If you are a multi-location/multi-channel business, a landlord, or a developer and want to add historic downtown Long Grove to your portfolio, now is the perfect time!

For more information, a private tour of the premises, and a viewing of available properties, email Sharon Fine, Executive Director, Long Grove Business & Community Partners at sfine@visitlonggrove.com or call Sharon at (847) 634-0888.





CURRENT COMMITTEE NAME: (LGBCP) ECONOMIC DEVELOPMENT

PROPOSED COMMITTEE NAME: (LGBCP) COMMUNITY GROWTH & DEVELOPMENT

MISSION

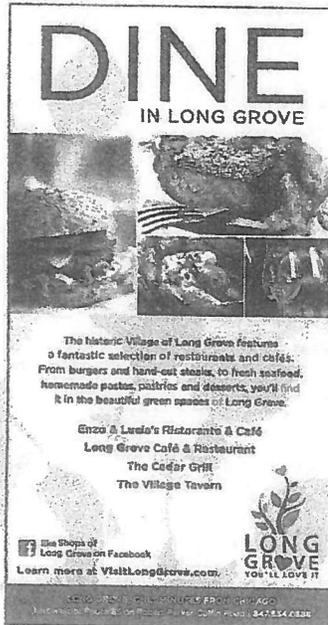
Develop and sustain a profitable and stable downtown business environment and be an active and vital part of the community while preserving our unique historic character

GOALS

- Support The Village, Property Owners, and Listing Agents in their quest to attract viable new businesses
- Provide merchant marketing and promotional services along with general business and/or retail-related educational opportunities
- Liaise with The Village on matters of infrastructure and code
- Contribute towards an attractive, interesting, and useful downtown
- Increase tourism (daytrips, business meetings, park district programs, etc.)
 - Maintain memberships in and engage with select Chambers of Commerce and other professional organizations
- Expand LGBCP merchant membership
- Elevate resident interest and involvement
 - Implement a fundraising program – NO? (other LGBCP committee initiative???)

Work in Progress as of 12.15.14

PROMOTIONAL SUPPORT SERVICES IN LONG GROVE



The Long Grove Business & Community Partners provide ongoing free marketing and promotional services for Long Grove merchants and associate members.

SERVICES INCLUDE:

- Visitors Guide - FREE LISTING
- VisitLongGrove.com - FREE LISTING with links to website
- TheLongGroveBlog.com - FREE EDITORIAL opportunities
- Facebook - FREE POSTINGS for merchant events and promotions
- Twitter - FREE TWEETS for merchant events and promotions
- Print Advertising - FREE ADVERTISING to support store openings
- Email Marketing - FREE EDITORIAL opportunities
- Public Relations - FREE PUBLIC relations services to support store openings
- Co-op Advertising available

For more information please contact:

Long Grove Visitors Center
 307 Old McHenry Road
 Long Grove, IL 60047
 847.634.0888 • info@visitlonggrove.com



www.VisitLongGrove.com

2015 Meeting Dates

LGBCP Eco Devo Mondays @ 8:30am	LG Board of Trustees Tuesdays @ 7:00pm
12-Jan	13-Jan
26-Jan	27-Jan
9-Feb	10-Feb
23-Feb	24-Feb
9-Mar	10-Mar
23-Mar	24-Mar
13-Apr	14-Apr
27-Apr	28-Apr
11-May	12-May
25-May (Memorial Day)	26-May
8-Jun	9-Jun
22-Jun	23-Jun
13-Jul	14-Jul
27-Jul	28-Jul
10-Aug	11-Aug
24-Aug	25-Aug
7-Sep (Labor Day)	8-Sep
21-Sep	22-Sep
12-Oct (Columbus Day)	13-Oct
26-Oct	27-Oct
9-Nov	10-Nov
23-Nov	24-Nov
7-Dec	8-Dec

LGBCP
Board Meeting Minutes
October 20, 2014

Present:

Officers: Rachel Perkal, Marian Ward, Barbara Dibble, Marsha Forsythe, John Kopecky, Nancy Fino, Ed Acuna, Renee Clark, Jacquie Longeway,

Ex-Officio: Sharon Fine

Absent: Dave Lothspeich, Village Manager, Pat Donahue, Ryan Messner

Guests: Walter Roth, Ethel Berger, Pam Besbeas, John Barry

Meeting called to order at 5:28PM

Minutes: from September meeting were approved from motion made by Marian Ward and seconded by John Kopecky

Treasurer's Report: Barbara Dibble in Pat's absence indicated we have enough money in bank accounts to carry us to our first festival in May 2015. We have to review the expenditure side of our festivals and tighten this process.

Director's Report:

- Sharon commented on the recent round table discussions held regarding all festivals and that this format needs to continue possibly in lieu of the previous "merchant mixers"
- Sharon to provide for all property and business owners an information source for all rules and regulations using 5-4-9
- Village requires all apps due on Jan 1 2015 but to get all done by that date. LGBCP requires a 6 month leeway for an application. The new application format will contain a checklist of what is needed in order to process the application. If anything is missing, the application will be returned whether sent to LGBCP or the Village
- Sharon in process of interviewing other event management companies in addition to Star Events and will need to make a decision before the end of the year. Other names are Ravenswood Events, Special Events Management and Record Hit.
- Our final SSA payment from the village of Long Grove will be made in 3 equal payments – October 16, Nov 13, and Dec 11, 2014
- Sharon suggested that we keep the existing nominating committee to get us through the process for the new 2015 board because of her concern regarding potential nominating committee individuals who won't understand how the LGBCP operates and their lack of knowledge regarding involvement required as a board member. Only Ed Acuna would need to be replaced because he specified he would like to step down from the committee. Sharon began the process of contacting the individuals (to fulfill our requirements of property, merchant, and resident) that were presented at the nominating workshop on October 15th. Barbara Dibble made a motion to accept the existing nominating committee with the addition of Jane Ware (newly nominated at our workshop) and Marian Ward seconded. Discussion pursued. Marsha Forsythe questioned which candidates were actually contacted by Sharon. Those contacted were Julie N (yes) Rick P (no), John B (no), and Jane W (yes). Discussion followed and the change to the motion was as follows: The LGBCP will keep the current nominating committee until the new 2015 board comes together with the following : Julie N, Renee C, Marian W, Ed A, and Sue F. The new nominating committee will be formed after

the new board takes place 2015. Ed requested that this committee immediately elect a chairperson and asked Marian, who then accepted.

- Resolution #2 was made to push the annual meeting out to be the third Tuesday of January and all board members were in agreement.
- Resolution #3 was stated "the executive committee can act on behalf of the Board. The Board of Directors authorizes the Executive Committee to act on behalf of the Board. The board decided to table
- Resolution #4 is to remove the "voting rights" for the Village Board trustee liaison. Discussion continued and the board decided to remove the resolution from the table at this time.
- From the workshop with Wipfli on October 20, we discussed if our committees structure was adequate. Our discussion indicated that these committees make the most sense:
 1. Governance which should be handled by the executive committee
 2. Finance committee
 3. Combine the events and marketing committees as they are so co dependent
 4. Eco Divo, appearance, and compliance
 5. Organization, resource, membership, outreach, volunteers/fundraising

In conjunction with committees, we also discussed at that workshop the terms appropriate for the LGBCP. We all agreed the each BOD could serve 2 consecutive 3 year term followed by a 1 year absence. Officers should serve a 1 year term in any officer position, but not consecutive terms in the same position.

Ed A. suggested that a condition of the finance committee was to have a member of each committee and that they in turn would be the financial overseers to their respective committees. Rachel P stated that each committee chair should not hold that position for more than 3 years. Ed A added that each committee selects a chair for a one year term.

These are the steps in assuring a concrete specific succession plan for the members of the LGBCP board.

Sharon reported on available cash. Ed suggested that Pat move a portion of the checking account in the money market account as soon as possible. Rachel will discuss with Pat.

Village of LG sent out from Sam Quinn, an Illinois Business Consulting survey which we received on Oct 20 with a deadline of Oct 19. BOD felt questions were vague and did not really refer to the LGBCP or the village of LG. The decision was made not to proceed with the survey

Village also recently met with the Main Street organization in Libertyville. Sharon did reach out to the state level Main Street organization (Christina Rogers)

Sharon spoke about the search for a non profit attorney for the LGBCP. One quote was extremely pricey, but also spoke to another attorney who has given Sharon some help over the phone. He will send us a proposal also.

A confidentiality agreement had been discussed at the Wipfli workshop and Sharon asked the BOD what was the next step. Marsha F's question is if we are a non profit, then what is the real limit of confidentiality. She asked that an attorney be consulted in order to determine if this is actually necessary for the LGBCP. This must be discussed with an attorney before we proceed. Rachel P stated the confidential matter of finances should be adhered to or whenever discussing finances, we can go into executive session. Ed A stated that a conflict of interest should be disclosed to all and

that the current BOD should determine whether the individual (s) would get a vote on the matter at hand. The other question raised was if you voice a conflict of interest, should you even be part of the discussion. Rachel P then explained as chairperson why she did not allow Pam Besbeas to address the board during the earlier discussion.

The lease on the visitor center should be discussed at the next meeting. Marsha F requested a comparison of the current lease to make sure it is competitive with other rents in the village.

Committee Reports

BEAUTIFICATION no report

MEMBERSHIP/ ORGANIZATION Renee stated the committee will meet next week and a specific question is what should this committee really try to accomplish. She has been reaching out to associate members as to whether they are sharing information about the historic downtown Long Grove with their customers and asking what can the LGBCP do to support these associate members. Renee will be contacting Smokin T's..

ECONOMIC DEVELOPMENT Nancy said the web tab is up regarding community on our site. Coming will be testimonials from select merchants as to why they're in LG as well as property sheets identifying opportunities for businesses / services in Long Grove. Nancy is waiting to hear from Molise Marketing as to the costs necessary for the other additions to the website as well as marketing materials. A question is what will the role of this committee be if the Village hires an economic development coordinator. This could and will change the mission of the committee.

EVENTS Jackie stated there will be an event committee meeting Wed morning and they are currently discussing holiday decorating with quotes for music and lights coming. Everything is quite expensive per Sharon. They discussed repeating the free gift with \$150 of receipts from participating merchants and services. There will be marketing material for each business in order to promote. A discussion of the budgeted amount for the holiday campaign was discussed. \$4000 is in the budget for carriage rides, but they do not have anyone at this time. Dave W will be dressed as Santa Claus and volunteered to wander the town with times TBD. Tobin Fraley volunteered to read his story with times TBD. The budget shows \$6000 for visitor center item sales, \$4000 for carriage ride fees, and \$1000 for Holiday income. Expenses budgeted are \$4000 for carriage rides, \$3000 for visitor center items, \$2500 for gift certificate giveaways, and holiday entertain/events of \$5000 to total expenditures of \$14,500. However, we are at a short fall to budget and discussion ensued about how much we really should spend. Marsha Forsythe then presented a \$4000 gift to the LGBCP for carriage rides. She acknowledged that Jacquie should apprise her of the amount needed if more or less. Marsha also gifted from Broken Earth Winery bottles of wine for gift giveaways. Thank you Marsha! Christmas has been saved resonated in the room. John B, a guest, stated that the \$150 in receipts for a free gift has been helpful for all merchants and even suggested that there could be thresholds based on different purchase amounts. To be discussed.

As of the beginning of the meeting, Sharon had received the necessary information from Peter regarding the upcoming Turkey Trot on Thanksgiving Day. The application also showed only 2 exhibitors. John K made a phone call at that time asking Peter why the information had not been conveyed to Sharon regarding the application. The application was approved by those present without any changes to the application presented last month. We have the opportunity to add to his marketing bag that is handed out to all of the runners. Need to decide what if anything will be added from the LGBCP. A question was brought up as to whether or not Peter would make a donation to the LGBCP. Everyone agreed that we must do a better job of handling event applications in the future and there should be no variance from our practices regarding applications.

MARKETING Barbara Dibble spoke briefly on the marketing handouts from Molise. See attached

Old Business

A question for Sharon if she contacted the Village regarding the necessity of improving the restroom facilities in Long Grove. At this time, Marsha F reiterated that we all decided to offer our current restrooms until we have a plan of action with the village.

We have an opportunity to take advantage of a matching village grant for 2015 with the village. Is this something that the property owner, the LGBCP, and the Village could work together on? Are bathrooms the most important issue. Sharon to discuss with Dave L and village president Angie U.

New Business

Marsha F wanted to discuss the conflict of interest situation with a Facebook posting. Supposedly Sharon F and/or visitor center sent or forwarded an email to the village president, village manager, and village trustee liaison regarding a Facebook posting from Sweet Whimsy, a business that terminated its presence and had been located in the Mill Pond Shops. Marsha questioned whether or not Sharon F / the visitors center should not start or encourage rumors without first talking to the personnel in question. This is a confidential matter in Marsha's opinion. There was a heated discussion between Marsha and Rachel and several members of the board spoke up and said to move on.

Marsha also reported that the clocks in Fountain Square will be working quite soon. She has 6 or 7 potential businesses interested in her properties. She has 3 or 4 new businesses about to sign. One will be Chef Ivo. Marsha also stated that Fountain Square will be enhanced and currently is working with the village before she can proceed with the redo of Fountain Square.

Barbara Dibble made a motion to adjourn which was seconded by John Kopecky at 8:35PM

Respectfully submitted,
Barbara Kramer Dibble Secretary