

**Item #9:**  
**Village Trustee Marshall**  
**LGBCP Board Meeting – March 16, 2010**  
***(Electronic)***

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

**AGENDA**

- 1) Call To Order
- 2) Welcome and Introductions
- 3) Review Past Meeting Minutes (Feb'10)
- 4) Treasurer's Report
- 5) Executive Committee Report
- 6) Directors Report
- 7) Village of Long Grove Report
- 8) Design Committee Report
- 9) Economic Development Committee Report
- 10) Marketing Committee Report
- 11) Organization Committee Report
- 12) Promotions Committee Report
  - Expected Special Event Applications:
    - **Beans & Leaves Outdoor Music** - Beans & Leaves Coffe & Tea Cafe - April-October
    - **Porsche Club Concours** - Northern Illinois Porsche Club - June 20 at Towner Green
    - **Farmers Market** - Sundays, June thru October - Hosted by Village Tavern, located on Tavern, Towner Green, Sayles' Hotel Shoppe properties
    - **Chocolate Fest**- LGBCP - April 3, May 1-2
    - **Strawberry Fest** - LGBCP - June 25-26-27
    - **Apple Fest** - LGBCP - October 1-2-3
- 13) New Business
- 14) Adjourn

*Next Board of Directors Meeting: Tuesday, April 20th - 5:15 PM @ Village Hall*

Long Grove Business and Community Partners

Board of Directors Meeting Minutes

Meeting Date: February 16, 2010

Call to Order at 5:18 PM

**Board Members in Attendance:** John Marshall, June Neumann, Tim Almy, Tobin Fraley, Karen Krahn, Peg Ball, Sal Guadagna, Jodi Hutch, Ami Shah, John Kopecky, Rachel Perkal

**Absent:** Bob Stoll, Sarah Yerkes, Rick Petrocelly, Jackie Longeway

**Village Representatives:** Dave Lothspeich

**Staff:** John Maguire, Kelly Happ

**Guests:** Mary Ann Ullrich, Paul Neumann, Nick (Dakota Expressions), Vicki (Artist @Heart)

**Welcome and Introduction:**

**Review Past Meeting Minutes:** Tobin Fraley motion to accept, John Kopecky second, so moved.

**Treasurers Report:** Sal reported, borrowed on line of credit, will repay when village check in. Down to owing 29k. No questions. John Marshall motion to accept, June second, so moved.

**Directors Report:** Online seminar opportunity presented. Illinois Tourism Conference this week, JM will be attending. MeetUp .com, social networking medium that Christine from Casa Brasil joined and thought it might work for others. Template for online Newsbriefs almost ready. Ma and Pa's Candy is still there! She is just not on the street. Please spread the word! Conversations regarding what is happening with Tuscan Table ensued. Budget was addressed in terms of the committees needing to look at the proposed numbers and how this will work. Have to play numbers very tightly for now.

**Village of Long Grove Report:** John Marshall spoke about the former Studio building and the current disposition of the concept of development of a theater and playhouse arts center. Due to Executive session privileges of the Board of Trustees further discussion has to be put off for the time being. The same is true regarding Bob Stoll's property. Met with the Village to see what might be able to be done to prod upkeep of property and appearance of the village.

**Executive Committee Report:** Peg talked about the Exec. Meeting that was held. Sign improvements, enhancing the hours in the Visitors center, talked about trying to improve some of the businesses in time. Going electronic vs printed and distributed Newsbriefs and communications discussed. We also spoke about hours of operation - we really need to look at staying open longer. Suggested that we go store to store and try to convince other stores to join us in staying open later starting at Chocolate Festival. Everyday until 7:00 is ideal... Need to appeal to the Mangle stores to be part of staying open. We need lighting to draw the eye to our businesses. Can we revisit classic lighted signage? Mary Ann spoke to this. Suggestion was made to survey our customers as to when they would want us to stay open until.

BDI may have some information on this in their report. "If you are only open from 9 to 5, you are catering to the elderly and the unemployed."

Hours - this conversation needs to continue...

**Design Committee Report:** Sign Central, looking at fixing and redoing the current signage and making it so the signs are not covered over at Festivals. Looking at building signposts and directional signs at a few key points. Contacting the historical society for the enlarged photos for placement in some of the vacant store windows. Refurbishment of the perimeter signs has been designated as top priority. Design committee will cut back spending to 12K allowing 13K to transfer to marketing. John Maguire reviewed details of the reallocation.

**Economic Development Report:** Potentially another \$3K that could also transfer to the marketing committee budget.

**Marketing Committee Report:** Karen introduced the efforts made for development of the plan. Ami spoke to content. Everyone invited to let Ami and Karen know if there are priorities that were missed or if there are questions or concerns. Mary Ann questioned the initiative regarding hiring an agency and Sal addressed the RFP and Professional marketing engagement potential. Sal requested that we add investigating WBBM as a possible radio advertising option. Continued discussion regarding the advertising dollars allocated to Daily Herald print.

Committee then distributed a budget proposal to fund the initiatives laid out in the budget.

**Organization Committee Report:** June reported the committee is looking at inclusion in the Bridge regarding a shop local initiative and explanation how dollars spent in town stay in town. Talked about reaching out to Buffalo Grove as part of our local outreach. Talked about the 3/50 Project and the 20/20 Project in Andersonville. Looking at hosting the founder of 3/50 at an event in Long Grove and engaging other communities. Considering a postcard campaign rather than our more traditional enveloped mailing.

**Promotions Committee Report:** Need to deliver on the income projections. Questions raised about the Art Fest and Wind and Dine. Need to look at what is on the website regarding this event. Peg said it would be taken down tomorrow. John explained there are no agreements reached or signed at all regarding Art Fest and Wine and Dine. Not sure we are even going to do a Wine event. Concern that we need to somehow spread the art event throughout the town. Another Promotions committee meeting needs to be set to discuss other, non-Star event promotions for this season.

**Executive Committee/Admin Report - Budget:** Need to take an action on the budget but how do we proceed given the negative position currently showing. Sal made a motion to transfer \$13.3K from Design committee and \$3K from econ dev to the mkt committee. John Kopecky second, so moved.

**New Business -** Peg called, no new business.

**Adjourn -** Ami motion to adjourn, John Marshall second, so moved

**LONG GROVE BUSINESS AND COMMUNITY PARTNERS**

**Monthly Profit & Loss**

January through February 2010

	<u>Jan 10</u>	<u>Feb 10</u>	<u>TOTAL</u>
Ordinary Income/Expense			
Income			
Map/catalogue/coop ad income	1,575.00	3,250.00	4,825.00
4100 · Gift Certificate Sales	-90.00	-30.00	-120.00
Members	1,500.00	500.00	2,000.00
Promotions income	17.29	0.00	17.29
Total Income	<u>3,002.29</u>	<u>3,720.00</u>	<u>6,722.29</u>
Expense			
Administration	18,429.88	12,548.10	30,977.98
6300 · Marketing committee	3,212.92	445.44	3,658.36
6600 · Economic Development committee	415.00	0.00	415.00
7000 · Promotions committee	13,977.50	3,000.00	16,977.50
Total Expense	<u>36,035.30</u>	<u>15,993.54</u>	<u>52,028.84</u>
Net Ordinary Income	-33,033.01	-12,273.54	-45,306.55
Other Income/Expense			
Other Income			
8010 · Interest Income N C Money Mkt	0.12	0.12	0.24
Total Other Income	<u>0.12</u>	<u>0.12</u>	<u>0.24</u>
Net Other Income	0.12	0.12	0.24
Net Income	<u><u>-33,032.89</u></u>	<u><u>-12,273.42</u></u>	<u><u>-45,306.31</u></u>

**LONG GROVE BUSINESS AND COMMUNITY PARTNERS**

**Balance Sheet**

As of February 28, 2010

Feb 28, 10

**ASSETS**

**Current Assets**

**Checking/Savings**

1010 · Cash in bank - operating 16,241.42

1050 · National City Money Market 1,047.98

**Total Checking/Savings** 17,289.40

**Total Current Assets** 17,289.40

**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** 8,409.96

**TOTAL ASSETS** 25,699.36

**LIABILITIES & EQUITY**

**Liabilities**

**Current Liabilities**

**Other Current Liabilities**

2160 · Accrued penalties 6,220.00

2100 · Federal Withholding Tax Payable 1,920.20

2110 · Illinois Withholding Payable 249.18

2120 · SUTA Payable 110.05

2301 · Retirement Plan Withholding Pay 410.84

2820 · Line of Credit Midwest Bank 38,000.00

**Total Other Current Liabilities** 46,910.27

**Total Current Liabilities** 46,910.27

**Total Liabilities** 46,910.27

**Equity**

3010 · Fund Balance 24,095.40

Net Income -45,306.31

**Total Equity** -21,210.91

**TOTAL LIABILITIES & EQUITY** 25,699.36

# LONG GROVE BUSINESS AND COMMUNITY PARTNERS

Visitors Information Center 307 Old McHenry Road Long Grove, IL 60047

March 8, 2010

Long Grove Village President Rodriguez and Board of Trustees,

The Long Grove Business and Community Partners Board is aware of the Village's ongoing discussions and budgeting process under way now. We understand the financial constraints that most communities and organizations are under, and we're no exception. But as the Village considers changing the dollar amount that we've used to cement our partnership for many years, we hope to defend the investment as a valuable "buy-in" for the Village, and request the annual \$50,000 amount to remain for FY 2010-2011.

One key phrase we used in the recent reorganization, and also in our qualifying for Not-For-Profit status, was that a major part of our mission is to *"relieve the burden on local government"*. By sharing work and our specializing in the tasks involved in managing the commercial community, we supply services that in most villages are the responsibility of the municipality. We hope that your Board appreciates that we fill an important public service.

With a shared 3+ to 1 dollar ratio of financial support, the Village of Long Grove receives the work of a complete administrative department. The full-time Director acts as the liaison, advocate and coordinator of daily concerns and objectives, reporting equally to the Village of Long Grove, business owners and commercial property owners. The Communications Coordinator, subcontractors and 7- days-a-week staffing at the Visitors Center provide constant resources, data and public relations to the residents and guests of Long Grove. The Visitors Information Center handles thousands of calls and correspondence per year, that otherwise would have to be handled by Village staff.

And the volunteer Board of Directors represents the "front line", acting as ambassadors for the image and economic health of the community with their ongoing projects, uncountable hours of service and creative vision. Providing a business perspective to Village issues is especially valuable in a community like Long Grove, whose reputation is based largely on the Historic Business District and activities centered there.

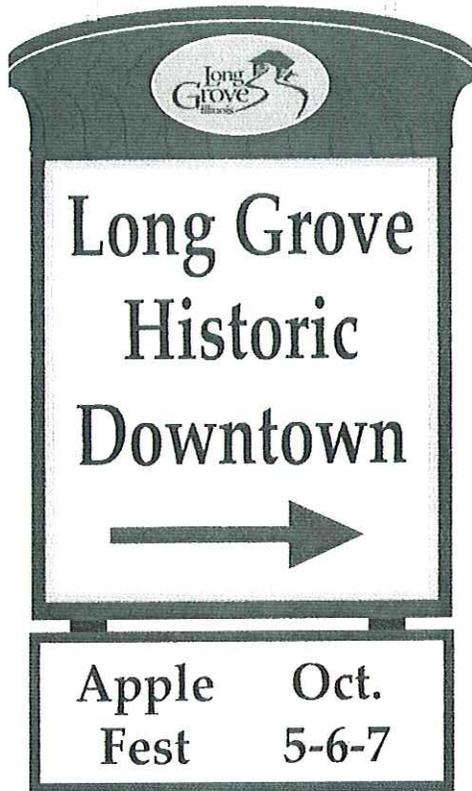
That ongoing partnership philosophy has served us well, and evolved greatly for the past 5-7 years. The recent economic downturn has slowed us, but only delayed a bright future. So just as we are on the cusp of significant progress, we encourage the Village to extend the agreement, as is, for the immediate budget year. Other points that we use to justify this budget item would be:

- The LGBCP exists primarily to drive business sales, generating SALES TAX REVENUE for the Village of Long Grove's general revenue. Any successes we have directly benefit the Village's income. If we attract fewer customers, we all lose dollars. If we sell more things, everyone's financial picture improves.
- Retail experts advise that economic downturns are the worst time to reduce spending on promotions, marketing, consumer outreach and technology upgrades. To remain competitive we have to increase all of those efforts this year.
- Businesses in Long Grove are depending on our organization now, more than in a typical economy. Without our program fully functioning, we could lose more good operators and see more vacancies.
- This reduction would take our stable funding base from \$215K down to \$205K to cover overhead, operations, staff, committee projects & community outreach (\$165K SSA + \$50K Village). All other revenues come from festivals, memberships & coop advertising, which will all be difficult to match or exceed expectations this year, given the economy. We do have plans to enhance fundraising via events, sponsorship and community outreach, but those numbers will always be speculative.
- We did not have a chance to contemplate this reduction during our budgeting process in October-November, so work plans and projects would have to be re-evaluated.
- A gradual reduction next FY would be easier to plan for, if necessary.
- The original intent of the was for the Village grant and LGBCP SSA to merge funding continually, to maintain a partnership that would enhance the business community, improve property values and Long Grove's image for its residents consistently.
- We gratefully acknowledge the Village's focus and investment in strategic planning, infrastructure, Archer improvements and increased services to help the commercial districts Village-wide. We truly appreciate the progress of the last 4-5 years. Those have been wise community "investments"...

*But to maximize those investments*, the LGBCP provides the continuing "operations" necessary to make the improvements worthwhile. Long Grove needs a fully-functioning program to keep the business community active and visible in the eyes of the paying customer, who ultimately pays our way, and keeps revenues flowing to the Village.

Please contact me, Board President Peg Ball or Executive Committee members with other thoughts or approaches to consider. We appreciate an open dialogue and exploring creative ways to continue our high quality of work together.

Thank you,  
 John Maguire  
 Director ~ Community Development  
 847-716-0902



**Non Expanded PVC**  
**1/2" Depth**  
**3' x 4'**  
**Routed**  
**Digitally printed logo**  
**Laminated**  
**Double Sided**  
**New Hardware**

**12" x 36"**  
**event sign**



Size: ' 0" x ' 0"  
Overall Sq/Ft:  
Date: / /  
Scale: 1/2" = 12"

Notes:

**Copyright Notice ©**

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IMPORTANT BENEFITS

# LGBCP Membership Discount

The goal of our organization is to strengthen the local economy by implementing ongoing strategies.

Below is an outline of Member rates for festival and special event participation.

Long Grove Business and Community Partners receive up to 75% off of participation fees for our Long Grove Premiere Festivals. We offer these discounts as an incentive to provide a positive economic impact for our members.

## Artisan

An artisan is a skilled manual worker who *crafts items* that may be functional or strictly decorative, including furniture, clothing, jewelry, household items, and tools.

- ONLY \$147.50  
50% Discount      OFF of the \$295 Artist Application Fee

## Merchant / Sponsor

A retail merchant or retailer, sells commodities to consumers. A sponsor is an organization designed to provide goods and/or services to consumers on a national, regional or local level.

- ONLY \$397.50  
\$1397.50 Discount      OFF of the \$1795 Sponsorship Application Fee

## Food Vendor

Restaurants, grocery stores and institutional food providers.

- ONLY \$847.50  
50% Discount      OFF of the \$1695 Standard Food Vendor Application Rate

Includes ↪

Equipment Costs for Members. Please note that Food Vendors and Merchant / Sponsors receive Tent, Electric, Vendor Sign, One (1) Table and Two (2) Chairs as part of their fee.

10 by 10 Tent with Sidewalls	\$150
20' by 20' Tent with Sidewalls	\$475
Electricity	\$150
Table	\$25
Chair	\$10

Note: There is no discount for equipment fees or electricity.

Above discounted rates are for local members that are located within the historic district of Long Grove.

Associate members of LGBCP receive a 20% DISCOUNT off of Standard Fees.



April 30, May 1 & 2



June 25, 26, & 27



August 14 & 15



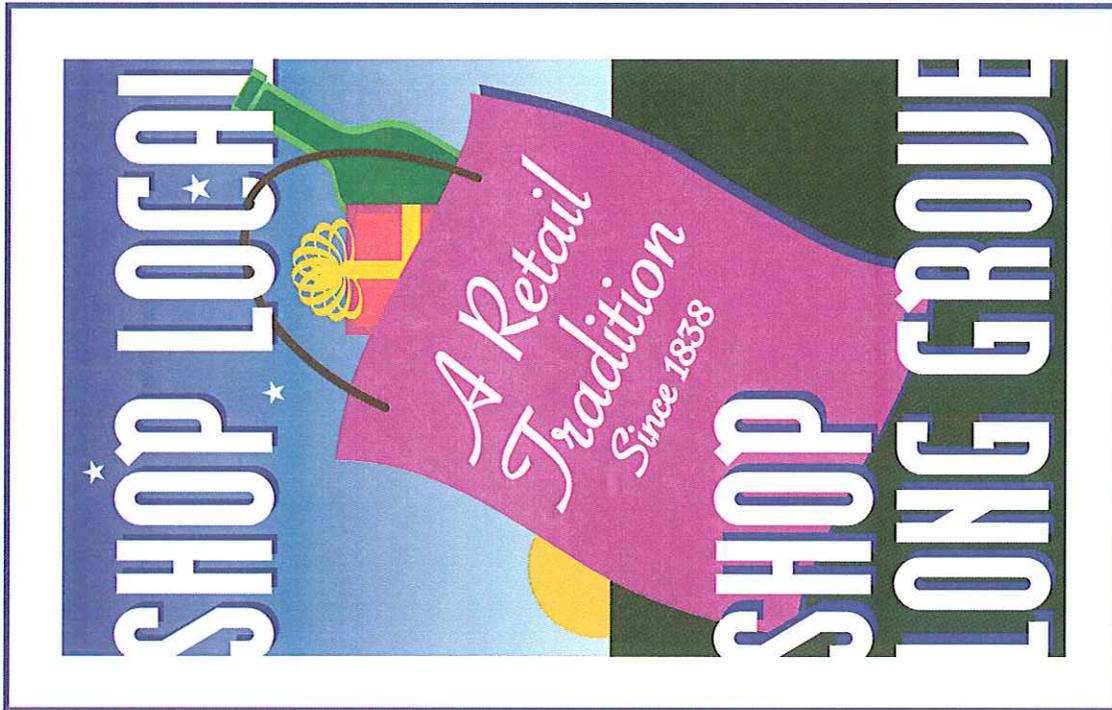
October 1, 2, & 3

DON'T MISS THESE ↗



## **SUPPORT THE LOCAL, INDEPENDENT BUSINESSES THAT CALL OUR COMMUNITY HOME.**

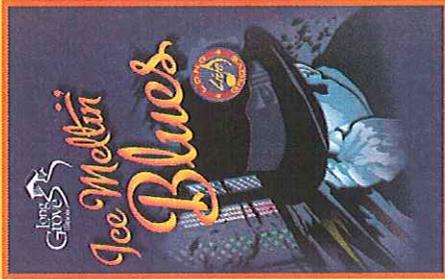
*Spend 100 dollars 100 ways...  
Lunch, dine, desserts or wine,  
think of gift selections any time.  
Fashionable favorites are easy to find  
by shopping local all the time*



### **2010 CALENDAR OF EVENTS**

ICE MELTIN' BLUES	MARCH 27-28
CHOCOLATE FEST	APRIL 30, MAY 1-2
SUNDAY FARMER'S MARKET	JUNE-OCTOBER
PORSCHE CLUB CONCOURSE	JUNE 20
STRAWBERRY FEST	JUNE 25-26-27
"GREAT TASTES" FINE ARTS FEST	AUG. 14-15
"WORLD TOUR" INTERNATIONAL SHOWCASE	SEPT. 4-5-6
ROTARY CLUB'S HERITAGE 5K RUN & WALK	SEPT. 11
APPLE FEST	OCTOBER 1-2-3
OKTOBERFEST	OCTOBER 16-17
HOLIDAY PREVIEW WINE WALK	NOVEMBER 13
TURKEY TROT 5K RUN	NOVEMBER 25
HOLIDAY FESTIVITIES	NOV. 20 - DEC. 31

*Good Things Happen When You Shop Long Grove*  
[www.longgroveonline.com](http://www.longgroveonline.com)



**SAT. & SUN.  
MARCH 27 & 28**  
**FREE LIVE MUSIC  
HISTORIC DOWNTOWN  
LONG GROVE**  
**10 INDOOR VENUES**  
**WIN AN OVERNIGHT BLUES PACKAGE**  
*at the nearby Doubletree Libertyville-Mundelein  
& a Long Grove Shopping Spree. Register at  
[WWW.93XRT.COM](http://WWW.93XRT.COM)*

For schedule & "blues" specials call 847.634.0888 or go to  
[WWW.LONGGROVEONLINE.COM](http://WWW.LONGGROVEONLINE.COM)



Visitors Information Center  
307 Old McHenry Road  
Long Grove, IL 60047  
(847)634-0888  
[www.LongGroveOnline.com](http://www.LongGroveOnline.com)

## SHOP LOCAL - SHOP LONG GROVE

Support your local independent businesses by shopping and dining here often. **FACT:** For every \$100 spent in locally owned shops, \$68.00 stays in the community through taxes and recycled expenditures. Imagine the impact **YOU** can have, helping **YOUR** hometown.

**SPECIAL OFFER** Mention this card at Beans & Leaves Coffee & Tea Café, show 3 sales receipts from Long Grove businesses and get a **FREE** coffee or tea. (thru April 22)

Watch for other special offers and see details at:

**[WWW.LONGGROVEONLINE.COM](http://WWW.LONGGROVEONLINE.COM)**