

**Item #9A:**

**Village Trustee Lyman**

LGBPC Board Meeting & Economic Development Committee

## David Lothspeich

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**From:** Lori Lyman [llyman@me.com]  
**Sent:** Thursday, September 19, 2013 8:17 PM  
**To:** Sharon Fine; tobin fraley; James Hogue; John Marshall  
**Cc:** David Lothspeich  
**Subject:** Signage lunch

Hi Everyone,

I suggest we cancel the upcoming lunch meeting regarding signage on Wednesday 9/25. The reason I propose this is I believe we all understand and are in agreement on two important issues. First, existing signage codes are adequate given recent addition of the Design Guidelines to the sign application and ongoing dialogue with the Architectural board. Second the process for enforcement is in place. I think the only open question regarding enforcement is when to begin serving the notices and how it should be handled in conjunction with landscape and garbage violations. These are issues that should be discussed with, and done in coordination with the LGBCP lending their input and support. I intend to discuss this at next week's Eco Devo meeting and proceed with their recommendations.

At our recent lunch meeting we discussed the following:

- 1) Putting together a plan showing locations of necessary signage.
- 2) We identified we need way-finding and shop directional signage along with pamphlet holders.
- 3) We agreed parking (vehicle) signage needs to be different than pedestrian signage in looks and locations.
- 4) We identified funding sources: TIFF, Meters, festival parking (school lot profitability), shared expenses between village and LGBCP, SSA tax levy, user fees, permit fees.
- 5) We discussed possible contractors to be a "One stop shop" for signage that is purchased by the village/LGBCP. This does not include individual merchant signs.

In addition to what we identified with signage alone, other street-scape issues need to be coordinated such as bathroom locations, site furnishings-bikes, benches and trash receptacles, lighting and proper pedestrian and vehicle circulation. When you include all these other items that need to be coordinated I believe we need to look to a professional firm to help guide, design and coordinate the thought process and implementation. With all this in mind I will be asking the Village board to allow me to talk with Bridgette Lane and get her input on how she thinks we best move forward with the coordination of these projects. I am hopeful that she can include some of her thoughts on how to accomplish these tasks in her November presentation to the Village Board during which she will be discussing appropriate uses and other recommendations for the business district.

I welcome any further discussion and suggestions on the aforementioned. Please let me know your thoughts. I appreciate the time you all invested during our lunch meetings in an effort to enhance the appearance of Long Grove.

Thanks much,  
Lori

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"The power of imagination makes us infinite" John Muir

**LGBCP Econ. Dev. Mtg. 09 16 2013 –Rachel, Nancy, Lori, Sharon, Dave, and Ed**

Discussions during this meeting were of a more strategic rather than tactical nature. Specifically there was discussion about whether there was a specific order in which the stake holders (e.g. owners, prospective owners, merchants, prospective tenants, consumers, etc.) should be approached. For example would it be best to attract new owners who would beautify their spaces and draw new tenants or better to draw new tenants that would make the properties more attractive to new owners? Should the Village recruit owners to contribute to infrastructure or should it invest in infrastructure to recruit new owners?

Although no conclusions were reached, there seemed to be general agreement on the following:

- Both the Village and the LGBCP Economic Development Committee should have 'master plans' in place to show prospective stakeholders what our vision of the downtown should be.
- While the timing may not be ideal to approach commercial realtors regarding new tenants for Long Grove, it may be a perfect time to approach commercial realtors about new owners for Long Grove.
- Approaching realtors about new owners should primarily be a message crafted by the Village and supported by the LGBCP.

The next meeting will be on Tuesday of next week at 8:30.

**Actions:**

- Sharon to provide Tobin with changes to be made to the Economic Development Information packages.
- Tobin to make the changes so that new material can be printed
- A soft copy of the final materials should be provided to Sharon as a back-up

**LGBCP Econ. Dev. Mtg. 09 08 2013 –Rachel, Nancy, Lori, Tobin, Sharon, Ron, Dave, and Ed**

The invitation to the Retail Commercial Realtors' breakfast was reviewed. Ron made a suggestion to add a specific reference about bringing valued clients to Long Grove. The change has been made.

Ron, Sharon, and Ed divided the list of retail commercial realtors to reach out to. Ron suggested that we ask for a managing broker and that we be clear about saying that this is focused on retail commercial brokers. The list has been modified to reflect the assignments.

Tobin has obtained the soft copies of the Economic Development Informational Package. Sharon will provide Tobin with a list of changes to be made and new packages will be printed. A copy of the updated software versions should be provided to Sharon as a back-up

Based on the discussions that followed it was agreed to postpone the retail commercial brokers' breakfast until some improvement was made on the appearance of the downtown or until the snow covered some of the questionable areas. The main reason for this is that at this point the main things we would be promoting are the behind the scene changes that have been happening but we would not be addressing one of the more important points of interest to the realtors which is the appearance of the downtown.

Lori and Dave reported that the Village board had discussed the possibility of setting budget funds aside for future investment in downtown lighting. The board was in favor of doing this and spoke of putting funds in the infrastructure fund and tentatively earmarking them for lighting. If a severe winter or other circumstance necessitates the use of those funds for other infrastructure expenses there is no guarantee that they would be replenished for lighting.

It was requested of David that he provide the committee with rough numbers for the cost of laying the wiring for street lighting on Old McHenry during the reconstruction of that road, the cost of individual light fixtures, etc. so that members of the committee can begin discussing funding options with various stakeholders.

When asked about what progress is being made towards increasing tourism, Sharon responded that prior to approaching tour operators we should work out packages that would be attractive to them. For example all day agendas that include dining, tours, etc. Sharon also commented that the LGBCP should set aside specific budgeted funds for tourism activity.

The tourism conversation led to a conversation about the beautification of the downtown. This is one of the initial goals identified by this committee. Ron commented on that the poor appearance of some portions of the downtown may deter retail commercial realtors from promoting the downtown to their clients. Sharon commented that poor appearance would

work against us in generating repeat tourism business. Based on these observations and varied discussion, it was agreed that beautification of the downtown should become this committee's priority as a precursor to our plans for merchant expansion.

The following were suggested as necessary for meeting any beautification goals:

- A plan for what should be beautified and how
- A mechanism for involving property owners in the process and making sure they are in compliance with Village ordinances
- The cooperation of the merchants in various ways including the beautification of the areas in front of their stores through landscape maintenance and proper refuse removal
- Partnerships with organizations such as Brickman landscaping as underwriters or through volunteer services
- The solicitation of community volunteerism through the High Schools, etc.

It was decided that over the course of the next week all committee members should email the whole committee with suggestions and recommendations about how to proceed with beautification (specific goals, processes, etc.). These shall be discussed at the next Economic Development Committee meeting on the 16<sup>th</sup>. Some suggestions made during the meeting are listed below:

- The Village to conduct a violations survey in the downtown and prepare initial letter for the property owners requesting that the violations be corrected.
- Sharon will be meeting with Brickman this Thursday to discuss what their vision for helping in the downtown is. At later meetings we may ask them to contribute funds for flower boxes along the parkways, maintenance of those boxes, etc.
- Wholesale priced Mums to be offered to merchants, LGBCP, etc. to help spruce up the downtown in advance of the holiday shopping season.
- Merchants to be approached with requests that they repaint and/or repair their signs.

**Actions:**

- Village to provide rough costs associated with lighting (wiring, fixtures, etc.) and possibly with repaving during Old McHenry reconstruction.
- Sharon to provide Tobin with changes to be made to the Economic Development Information packages.
- Tobin to make the changes so that new material can be printed
- A soft copy of the final materials should be provided to Sharon as a back-up
- All members to provide suggestions for beautification prior to our next meeting.