

MINUTES OF THE ECONOMIC DEVELOPMENT COMMISSION
April 18, 2018

The meeting of the Libertyville Economic Development Commission was called to order at 7:30 a.m. at the Libertyville Village Hall, 118 W Cook Ave, Libertyville, IL.

Members Present: Chairman John Cortesi, Commissioners William Abington, Brian Grano, Thomas Kreuser, Dan Marks, Steve Martin and Edward Werdell

Members Absent: Commissioner Jeff Mateer

Staff Present: Kelly Amidei, Interim Village Administrator; Heather Rowe, Economic Development Coordinator; and John Spoden, Director of Community Development

Others Present: Fred Kestler, Main Street Libertyville

Minutes: The Commission approved the minutes of the March meeting [Kreuser/Grano].

Chairman Cortesi welcomed Commissioner Marks back on the Commission.

NEW BUSINESS:

Discussion with Indian Motors: The Commission discussed their visit with Todd Gaines, owner of Indian Motors of Libertyville. They were impressed with the facility's attractive street presence, its operation, and the speed at which they have become one of the top Indian dealerships in the country. It was evident to the Commission that it has become a draw of customers to the downtown who then frequent restaurants and other establishments. They felt that the Board's decision to allow the use into the downtown was appropriate given the way they cleanly fit into the downtown fabric, are a destination, and a solid contributor to the sales tax base. The Commissioners thought the site visit was valuable and requested that Ms. Rowe reach out to Fabrication Technologies as a possible location for a future meeting.

Potential Metra Dining Promo: Ms. Rowe referenced the proposal in the packet from a5 Branding & Digital and she described the promotion. She indicated this concept had been developed in response to the Commission's interest in growing the use of train travel to the Village for shopping and dining. The idea was a series of ads, handouts, social media posts, Metra on-train and platform posters--all suggesting customers take the train to Libertyville and encouraging them to post a selfie picture taking the train/dining/shopping along with a hashtag such as #TrainedItToLibertyville. A sweepstakes could be tied to this awarding a Libertyville business or Main Street gift certificate to a certain number of random persons who post on a weekly or monthly basis. The Commission felt this was a well-developed promotion. They noted it would be important to use an outside agency to design and place the advertisements for a professional appearance.

The Commission suggested holding off on the Metra promotion however, and instead asked staff to look into a billboard on I-94 which would promote shopping and dining in the Village. They indicated the board could reference different themes over time including: the number of restaurants, the historic downtown, the Mile of Cars, all of the major employers, etc. To extend

Minutes of the April 18, 2018, Economic Development Commission Meeting
Page 2 of 2

the time of such a billboard, they indicated the Village could consider sharing in the expense with other businesses or business organizations (the Mile of Cars or Main Street Libertyville). They felt 6 months should be the minimum length of promotion.

COMMUNICATIONS AND DISCUSSIONS:

Review of Pending Development: Mr. Spoden and Ms. Rowe reviewed pending development, including the Pharma Logistics application, Swanson Development's proposal at the Trimm site, the renovation at the train stations, the pending contract at the Young property, the sale of the Leonardi property, etc.

Historic Preservation: Mr. Spoden noted that the Historic Preservation ordinance is scheduled for adoption next week. He explained the review process for projects in the historic area.

Other: Ms. Rowe referred to the Military Discount and Tourism brochure documents in the Commissioner's packet and explained how these tools were distributed and used by the Village. Commissioner Marks suggested that the Mile of Cars be identified on the map in the next edition of the tourism guide.

The Commission discussed the Mayor's Business of the Day video promotion. They felt this was a great outreach to the business community and that the high viewership shows that it's a great way to educate the community about the unique local establishments.

Commissioner Marks expressed concern regarding feedback from a developer. The Commission discussed the idea of making a survey available to builders/contractors to get regular feedback on Village processes, or alternately the possibility of inviting a group of builders in an annual or semi-annual basis for an input session. Mr. Spoden mentioned some of the improvements implemented in the Building, Engineering and Fire departments in an effort to improve the development process, and that feedback was welcome.

Mr. Kestler mentioned the upcoming Main Street House Walk event and invited the Commissioners to attend. He also noted that the Main Street Organization decided to put together an online volunteer signup platform where residents could go to sign up for volunteer opportunities with Main Street or any community organization that wishes to post a need. This idea was in response to comments made at the Mayor's recent Leadership Summit.

With no further business the meeting was adjourned at 8:36 a.m.

Respectfully submitted,

Heather J. Rowe, AICP
Economic Development Coordinator