

MINUTES OF THE ECONOMIC DEVELOPMENT COMMISSION
February 19, 2020

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

Members Present: Chairman John Cortesi and Commissioners William Abington, Thomas Kreuser, Dan Marks, Steve Martin, Sara Rolsma and Edward Werdell.

Members Absent: Brian Grano.

Staff Present: John Spoden, Director of Community Development and Heather Rowe, Economic Development Coordinator.

Others Present: Mark Anderson, MainStreet Libertyville.

Minutes: The Commission approved the minutes of the January meeting (Marks/Kreuser).

Review & Recommendation - Economic Development Strategy Revisions: Chairman Cortesi referred to the draft revision to the Strategy as prepared by Staff and included in the meeting packet. The Commission recommended that the draft Strategy be forwarded to the Village Board for adoption. Ms. Rowe indicated she would prepare a resolution for Board consideration at a March meeting.

COMMUNICATIONS AND DISCUSSION:

Comprehensive Plan Update: Mr. Spoden noted that the Village's consultants had completed an initial draft of the Plan which has been reviewed and discussed with the Comprehensive Plan Committee. The Committee has developed a timeline during which it will review the draft document with various Commissions and the public prior to formal Board consideration. A communications plan for these public discussions is being developed to encourage public participation and education regarding the process. Staff would like to focus the March EDC meeting on review of the draft plan and the included draft sub-area plans. In May a public meeting is anticipated, followed by a June public hearing. The Commission indicated their interest in close review of the future land use map and sub-area plans, as well as how the plan addresses the County and Mallory properties. Mr. Spoden indicated he would share these materials for the March Commission discussion.

Development Activity: Mr. Spoden and Ms. Rowe provided various updates, including those on the proposed Encompass Hospital, the proposed Infiniti dealership, Innovation Park tenancy efforts, the proposed Roanoke residential development on Butterfield Rd, the County's planning for the future of the Winchester House site, and new retail occupancies.

Other: Ms. Rowe noted the samples of the Village's marketing material for the Visit Lake County tourism bureau's upcoming Lake County Restaurant Week included in the Commission packet. The Village continues to support the cost of local business participation to ensure that the strong

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Libertyville restaurant offerings are well represented. The focus of the Village's marketing will be through boosted social media posts. Staff has encouraged participating local restaurants to partake in the various promotional opportunities the bureau offers through the program and throughout the year.

The Commission also discussed additional ways to promote available parking in the community, particularly the availability of the Church Street garage.

MainStreet Libertyville: Mr. Anderson noted his recent meetings with several restaurants as the organization looks to develop a restaurant-focused support and marketing program. He said their Board also looks forward to implementing a wayfinding program this year. A review of the Wine About Winter program showed it was a successful day for the businesses. The event continues to be a tourism draw with registration indicating 63% of attendees visited from out of the Village.

With no further business the meeting was adjourned at 8:45 AM.

Respectfully submitted,

Heather J. Rowe, AICP
Economic Development Coordinator