

**MINUTES OF THE ECONOMIC DEVELOPMENT COMMISSION
AND VILLAGE BOARD
January 18, 2023**

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

Members Present: Chairman John Cortesi and Commissioners Brian Grano, Andrew Herrmann, Thomas Kreuser, Dan Marks, Steve Martin, and Edward Werdell.

Board members present: Mayor Donna Johnson; Trustees Adams and Connell.

Members Absent: Commissioner Dmitry Dukhan.

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

Others Present: Mark Anderson and Jennifer Johnson of Main Street Libertyville.

Minutes: The Commission approved the minutes of the November meeting (Motion- Marks/Second-Grano).

Festivals of Libertyville

Chairman Cortesi invited Trustee Adams to provide an overview of the Festivals of Libertyville effort. Trustee Adams indicated that the idea came out of his role as GLMV President and their co-hosting of several local events. The GLMV met together with representatives of the Adler Arts Center, Libertyville Civic Center, Knights of Columbus, and Main Street Libertyville who host the Village's four largest events including Libertyville Days, Dog Days of Summer, Festival of the Arts and Oktoberfest. The organizations have agreed to jointly market under the umbrella Festivals of Libertyville to help cross promote their events and grow audiences. He indicated that the Village has been invited to the discussions to help identify ways they can support the efforts of the organizations. He thanked the Village for assisting in the development of a landing page, www.FestivalsofLibertyville.com. It was noted that it is the organizations' intent to manage and self-fund its efforts now and into the future, aside from a couple of initial expenditures by the Village including the web address registration and several streetlight banners. Trustee Adams noted that the organizations will continue to meet to finalize the event logos and promotional materials. The Chairman thanked Trustee Adams for including him and the EDC on the discussions. The Commission asked some questions about the marketing geography and types of marketing materials to be used, suggested use of business window stickers incorporating a QR code, suggested trademarking the logo, and indicated that they felt that the cross-marketing would serve to grow event attendances.

Other

Business Recognitions: Commissioner Herrmann provided an overview of a business recognition program instituted by the Village of Grayslake, referencing related press release materials in the Commission packet. He expressed interested in having Libertyville offer a recognition effort. Chairman Cortesi asked the Commissioners of their interested in such a program and what form they'd liked to see such a program take if perused. The following comments, questions and suggestions were offered:

- Interest was expressed in highlighting businesses in some way.
- Is it a business spotlight or an award?
- Should there be multiple businesses per award type to address different size businesses or sectors?
- Does the Commission identify businesses for consideration or the public?

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- How often should the recognition occur?
- Where is the announcement made (i.e. social media, public presentation)?
- Should there be the same theme/award categories each year or does it change?

For the next meeting Chairman Cortesi requested that Staff provide additional information about the Grayslake selection process, as well as a potential program format based on the Commission's discussion.

Real Estate Data: At the Chairman's request Ms. Rowe provided an overview of the local real estate vacancy data as included in the Commission's packet. Ms. Rowe noted that property occupancy rates are strong. The Libertyville vacancy rates pulled from the CoStar real estate listing service are 6.2% Retail, 1.7% Industrial, and 21.6% Office (which is down from previous and believed to be slightly exaggerated given the reporting process for Innovation Park). These rates compare well to other similar communities, especially in the retail category (13.3% Highland Park and 26.4% Lincolnshire). The Commission reflected on the local economy and real estate.

Miscellaneous:

As a follow-up to the discussion with Mr. Meador at the prior EDC meeting, Commissioner Marks noted that he spoke at he spoke at the Village Board to express his support for greater downtown density. Mr. Spoden noted that Staff is preparing an analysis of the heights and densities in similar Chicagoland suburban downtowns for the Mayor and Boards review.

Mr. Spoden provided an update regarding local development activity noting that there are contracts on the Trimm property, communications have resumed with the interested developer on the Foulds property, and a broker has been assigned to the sale of the Bakers Square property. Ms. Rowe noted that the Village is perusing an update to the Peterson Road streetscaping as was presented to the Appearance Review Commission on Monday. Mr. Spoden noted that tomorrow evening a workshop was being held between the Board and Human Relations Commission regarding Attainable Housing.

Mr. Anderson provided several Main Street updates. He noted that they are working to bring events back in full. Unfortunately local restaurants are still struggling to participate given staffing which is affecting Lunch in the Park. In February they will open Wine About Winter ticket sales, hold the Annual Meeting at Mickey Finn's, and a Volunteer Night at Pizzeria Deville's.

With no further business, the meeting was adjourned at approximately 8:39 AM (Motion- Grano/ Second-Marks; Board Motion – Adams/Connell).

Respectfully submitted,

Heather J. Rowe, AICP, MLAI
Economic Development Manager