

**MINUTES OF THE ECONOMIC DEVELOPMENT COMMISSION
AND VILLAGE BOARD**

June 21, 2023

The meeting of the Libertyville Economic Development Commission and Village Board was called to order at 7:33 a.m. at the Libertyville Village Hall Board Room, 118 West Cook Avenue, Libertyville, Illinois.

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

Members Absent: Commissioners Dmitry Dukhan, Brian Grano, and Steve Martin.

Board members present: Mayor Donna Johnson.

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

Others Present: Stacey McClenathan, BeeLine Communications; Mark Anderson of Main Street Libertyville; and Dan Schlicksup, the Joyful Gourmet.

Minutes: The minutes of the May 2023 meetings were approved. [Marks-motion/Kreuser-second]

Business Excellence Recognition Program Status

Chairman Cortesi stated that the recognition program had kicked off and nominations were open, he referred to Ms. Rowe for update. Ms. Rowe noted that nominations opened on June 1st and would continue until July 31st. Five submissions had been received. Marketing commenced in advance of the program open and will continue to ramp up until close. A press release was picked up by the Daily Herald, local business organizations have shared the nomination link with their members and the general public, the Village has shared program details in the newsletter, e-news, and social media. It will be requested that a couple of Commissioners join Staff to review the nominations to help formulate a recommendation to the full Commission at their September meeting, the full Commission will receive copy of nominations in advance of that meeting.

Marketing Discussion

The Chairman mentioned ongoing business promotional efforts of the Village and prior coordination with Beeline Communication. Ms. Rowe provided a brief overview of past and planned marketing efforts referring to the provided summary, and noting how metrics show successful direction of customers from ads to the Village websites, she indicated this has increased with introduction of animation and photography. She noted that past shopping promotions have helped grow the shop-local mentality but that the ads haven't had the same metrics, it is the intent to increase the shopping ads in the current fiscal year using a new approach. Ms. McClenathan, CEO, Beeline Communications, the Village's marketing consultant reviewed some of the ad changes that would drive further response to shopping ads, she also discussed how area shopping and dining influencers in the local tourism and military tourism fields, will help drive this traffic. The Commission discussed with Ms. McClenathan the types of metrics that could be used to assess ad success.

Other Communications and Discussions

A brief discussion involved parking availability surrounding the old theater site. Mr. Schlicksup expressed concerns regarding availability and visibility of parking in that area. Ms. Rowe indicated that an effort was being made to expand customer parking along Newberry with possible shifting of commuter spaces to customer use, and that this effort would align with scheduled paving of that lot and new lot signage. The Commission discussed possible promotion of available parking. Several signage changes have already been made to clarify lot permissions.

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Staff provided an update on downtown directory design, status of Brick & Mortar's downtown Libertyville project, and the Committee of the Whole meeting held the prior evening to get Village Board feedback relative to residential density and height in the C1 and C2 downtown commercial districts.

With no further business, the meeting was adjourned at approximately 8:40 AM. [Werdell-motion/Kreuser-second]

Respectfully submitted,

Heather J. Rowe, AICP, MLAI
Economic Development Manager