

MINUTES OF THE ECONOMIC DEVELOPMENT COMMISSION
August 21, 2019

The meeting of the Libertyville Economic Development Commission was called to order at 7:32 a.m. at Libertyville Village Hall, 118 W Cook Avenue, Libertyville, IL.

Members Present: Chairman John Cortesi (left meeting at 8:20), Commissioners William Abington, Dan Marks, Steve Martin, Sara Rolsma, Thomas Kreuser. and Edward Werdell.

Members Absent: Brian Grano.

Staff Present: Heather Rowe, Economic Development Coordinator.

Others Present: Mark Anderson, MainStreet Libertyville.

Minutes: The Commission approved the minutes of the June meeting (Kresuer/Martin).

Chairman Cortesi indicated he would need to leave early. Commissioner Kreuser was elected Chairman Pro Tem for the later segment of the meeting.

COMMUNICATIONS AND DISCUSSION:

Dining Promotions Update:

Ms. Rowe displayed the existing and new dining website www.LibertyvilleDining.com on the computer display. Overall the Commission was pleased with how the site turned out. The Commission discussed various ways to promote the site and provided a few suggested edits to the site setup. Staff indicated the new site would launch before the end of the month to synch with when the tollway signage is reposted on September 2nd, and that there were some promotions planned for release to time with this launch. The Commission suggested a letter to all Libertyville restaurants to make sure they are aware of the Village's efforts to promote local dining opportunities.

Commissioner Werdell inquired about funding availability for dining promotions in the current fiscal year and he prompted a discussion relative to the Commissions desire to continue the tollway signage for the new fiscal year vs other avenues of promotion. It was the Commissions preference that dining promotions for the current term be focused in new ways, including promoting the website, SEO efforts, social media pushes, and electronic advertisements (Google, Spotify, etc) directly marketing to geographic areas using geo-fencing, etc.

The Commission talked a little bit about how we educate customers/tourists once we get them here about shopping/dining opportunities beyond that which attracted them. They inquired about the possibility of additional garage signage and directories at areas of congregation (train station, sports complex, parking garages, etc). They suggested if funds were available, that some of the promotional funds this fiscal year or next might be used on such directories.

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Comprehensive Plan Update:

Staff indicated that the Village's consultants had begun a preliminary Plan draft based off all feedback and data received. The Commission requested that when a preliminary draft of the Plan is available, that they have an opportunity to review and offer comment before it is publicly presented.

Discussion on Illinois Legislation - Cannabis:

The Commission held a discussion on the possible sale of cannabis in the Village. They indicated that there had to be careful consideration of the balance of quality of life with the need for tax revenue generation. The Commission ruminated on whether the quality of life should be given a heavier weight. Given their assigned role to look through an economic development lens, they pondered whether there would be a negative economic impact on the Village if the sale was prohibited and thus directed customers elsewhere. If directed elsewhere, it might direct other economic activities (dining, shopping, etc) to those locations as well when customers traveled for their purchase. They requested if staff could investigate if such studies existed in other states, as to the economic impact on communities that do/do not permit such sales. They requested the topic could be brought back for further discussion in September

Other:

Mr. Mark Anderson, MainStreet Libertyville, reported that they are working on a business succession planning effort which they hope to roll out with some educational opportunities this Fall. He noted that the Twilight Shuffle was cancelled but would be back next year.

Ms. Rowe noted the September meeting would be held at the Lake County Tech Campus, as a follow-up to the Laser Precision site visit and Commission discussion about growing a technical workforce for the future.

With no further business the meeting was adjourned at 8:38 a.m.

Respectfully submitted,

Heather J. Rowe, AICP
Economic Development Coordinator