

MINUTES OF THE ECONOMIC DEVELOPMENT COMMISSION
September 18, 2019

The meeting of the Libertyville Economic Development Commission was called to order at 7:41 a.m. at the Lake County Tech Campus, 19525 W Washington St, Grayslake, IL.

Members Present: Chairman John Cortesi, Commissioners, Brian Grano, Dan Marks, Steve Martin, and Sara Rolsma.

Members Absent: William Abington, Thomas Kreuser, and Edward Werdell.

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

Others Present: Danielle Friedlieb, Asst. Principal for Student Services, Lake County Tech Campus; Machenna Paulus, Marketing & Special Projects Coordinator, Lake County Tech Campus; Ron Lanz, Lake County Partners; Mark Anderson, MainStreet Libertyville; and Christopher Popjoy, resident.

Minutes: The Commission approved the minutes of the August meeting (Martin/Rolsma).

COMMUNICATIONS AND DISCUSSION:

Chairman Cortesi opened the meeting by thanking the Lake County Tech Campus for their staff time and for hosting the Commission.

Lake County Tech Campus/Lake County Workforce Ecosystem: Ms. Friedlieb described how the Campus serves all high schools in Lake County. Students attend part of the day at their local high school and the remainder at the campus where they focus on a special interest such as automotive repair, nursing, culinary arts, welding/fabrication, construction skills/management, computer programming, early education, etc. During the students' time at the Campus they can earn college credits and certifications in their fields. The Campus has an advisory council made of business persons who are experts in these fields who help guide the course content. She noted that they welcomed additional Libertyville business participation in this effort (next advisory meeting Oct. 16th). She described how the campus tries to bring local business experts in to talk with the students, provide student visits to the businesses, that they offer career expos to provide the students opportunities for internships as well as post-graduation employment. The school has found that this early exposure to career options helps the students get further in their careers, get easier employment, or decide if they don't want to proceed in a career before they pursue college degrees in that field.

Ms. Friedlieb noted how the school works with Lake County Partners and Lake County Workforce on many of these efforts, as part of the Lake County Workforce Ecosystem. Mr. Lanz described how these organizations developed the ecosystem to work together to make sure educators are teaching to the fields where jobs are needed, to get individuals qualified for needed employment positions, to match employers to future students, and to ensure a strong field of employees to grow the local economy by attracting, retaining and expanding businesses in Lake

Minutes of the September 18, 2019, Economic Development Commission Meeting
Page 2 of 2

County. Ms. Rowe noted that Laser Precision, who the EDC visited earlier in the year, was a good example of a Libertyville company taking advantage of all services within this Ecosystem. Ms. Friedlieb noted how they also work with Advocate Condell on job shadowing opportunities for students. The school's medical programs are their most in demand subject.

Dining Promotions Update:

Ms. Rowe noted that the new dining website has been well received. Articles were written about the new site and Village dining promotion efforts in the Daily Herald and Chicago Tribune. A letter from the Mayor has been drafted to be sent to restaurants to let them know of Village promotional efforts. She also indicated staff was starting an on-the-street social media campaign to further the Get Your Forks Out messaging. Research on best way to electronically promote through geo-fencing and other electronic ads is underway, and funds are being reserved for this purpose per the EDC recommendation. The Commission also suggested additional advertising at the Libertyville Sports Complex given the captive audience.

Comprehensive Plan Update:

Mr. Spoden noted that the Village's consultants are working to complete an initial draft of the Plan for the Comprehensive Plan Committee's review and discussion at an October meeting date to be determined. The Commission will be given an opportunity to review and comment on a refined version of the draft before adoption.

Discussion on Illinois Legislation - Cannabis: Mr. Spoden noted that the Plan Commission will be considering options on permitting or prohibiting sale of Cannabis in the community at their hearing scheduled for Monday evening. Ms. Rowe noted that Staff had researched but did not find any studies available covering the topic requested by the Commission--the economic impact on communities in other states that chose not to permit cannabis sales comparatively to neighboring communities that chose to permit sales. She explained that most studies addressed general health, social, tax and construction impacts to those states/cities overall that permitted sales.

Other:

Mr. Anderson of MainStreet Libertyville, reported that they have hired a company to complete drone videos of the downtown area. He also noted that they are hosting Women's Day Out on October 18th.

Mr. Paulus invited those interested to stay for a campus tour following the meeting adjournment.

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

Respectfully submitted,

Heather J. Rowe, AICP
Economic Development Coordinator