

MINUTES OF THE ECONOMIC DEVELOPMENT COMMISSION
June 15, 2022

The meeting of the Libertyville Economic Development Commission was called to order at 7:39 a.m. at the Libertyville Village Hall, 118 W Cook Avenue, Libertyville, Illinois.

Members Present: Commissioners Dmitry Dukhan, Andrew Herrmann, Thomas Kreuser, Dan Marks, Steve Martin, and Edward Werdell.

Members Absent: Chairman John Cortesi and Commissioner Brian Grano.

Staff Present: Kelly Amidei, Village Administrator and Heather Rowe, Economic Development Manager.

Others Present: Mayor Donna Johnson, Trustee Dan Love, Trustee Jim Connell, and Jennifer Johnson, Main Street Libertyville.

The Commission appointed Commissioner Steve Martin to serve as Chairman Pro Tem (Motion-Marks/Second-Dukhan).

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

Other

Mayor Johnson addressed the Commission to review her process for making Commissioner appointments, indicating consideration of a number of factors including added value, time commitment and commitment to the community, background, experience, and nexus to the Commission. She introduced her new appointment, Andrew Herrmann. Commissioner Herman thanked the Mayor and provided a description of his background to the Commissioners.

Mayor Johnson also offered some of her perspectives on Economic Development which she requested the Commission to consider in their ongoing efforts. Her comments included: 1) the constant need to re-evaluate community and customer approaches to retail, corridors, buying habits, behaviors and trends; 2) the need to push and change the culture of what has been done in the past to adapt to these reevaluations; and 3) the fact that business conditions are not always as they appear on the surface. The Mayor thanked the Commission for their efforts and recommendations to assist in this positive change.

The Chairman noted the Commissioner's commitment to the process. He noted change needs to happen not necessarily because something has been done wrong, but because there is always change in the environment to which we are responding. The Commissioners briefly discussed a number of subjects where the Village might begin thinking differently, including residential densities, building heights, and potential new amenities and features that would benefit downtown retail business operations. They noted interest in exploring such topics further. The Commission also discussed the Brick and Mortar business proposal. The majority of Commissioners present expressed their opinion that the use could bring positive traffic to the downtown.

Marketing Initiatives FY 2022-23

At the Chairman's request, Ms. Rowe handed out and reviewed the Village's marketing highlights from the previous year, noting suggested additional or change in efforts for the new fiscal year. Specifically, she noted interest in expanding the digital marketing for dining establishments. Ms. Rowe introduced Stacey McClenathan of Libertyville-based Beeline Communications whose firm has been assisting the Village with marketing initiatives for several years. Ms. McClenathan reviewed her firm's experience, abilities in the area of digital marketing, and the firm's suggested approach to Village efforts for the new

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fiscal year. The approach focuses on use of Google Ads and ads on social media platforms such as Facebook, with increased per-post budgets, introduction of animated ads, and refined targeting to appropriate geographies, demographics, and keywords. Ads and placement will be nimble to respond to data results, seasonality, etc. The Commission indicated support for the proposed FY 2022-23 marketing program.

With no further business, the meeting was adjourned at 8:50 AM.

Respectfully submitted,

Heather J. Rowe, AICP, MLAI
Economic Development Manager