

AGENDA
MUNDELEIN ECONOMIC DEVELOPMENT COMMISSION MEETING NO.
March 28, 2024 - 7:30 AM
Village Hall - Board Room
300 Plaza Circle, Mundelein, IL 60060

- I. CALL TO ORDER
- II. ATTENDANCE
- III. ADDITIONS OR DELETIONS TO AGENDA
- IV. PUBLIC COMMENTARY
 - A. Mundelein Community Connection (MCC)
 - 1. Events, Newsletter, Membership, and Business Luncheon
- V. MINUTES APPROVAL
 - A. Approval of the January 25, 2024 Minutes
- VI. NEW BUSINESS
 - A. Quarterly Commission Updates
 - B. Site Visits
 - C. Social Media & Marketing Hybrid Event
 - 1. Fall of 2024

VII. OLD BUSINESS

A. Business Appreciation Breakfast

1. Recap

B. Self-Reporting Business Information Form / EDC FAQs and Script for Calls

VIII. COMMITTEE UPDATES

A. Recognize (Robert Kalicki, Jen Grieco)

B. Advise (Michael Decker, Raymond Jackson)

C. Attract (Ed Streb, Sarah Mitial)

D. Retain (Angela Trillhaase, Miguel Echevarria)

E. Educate (Virginia Gibbs, Laurie Lowry)

IX. OTHER REPORTS

X. VILLAGE PROJECT UPDATES

XI. NEXT REGULARLY SCHEDULED MEETING,

XII. ADJOURNMENT

The Village of Mundelein, in compliance with the Americans with Disabilities Act, requests that persons with disabilities who require certain accommodations to allow them to observe and/or participate in this meeting, or who have questions about the accessibility of the meeting or facilities, to contact the ADA Coordinator at 847-949-3200 to allow the Village to arrange accommodations for those persons.

**Economic Development Commission
Committee Report**

To: Mayor and Board of Trustees

From: Jessica Marvin

For: Mundelein Economic Development Commission Meeting of March 28, 2024

Subject: Events, Newsletter, Membership, and Business Luncheon

Financial Impact:

N/A

Attachments:

1. 2024 Events Flyer
2. 2024 Revised Membership Application
3. 2024 Spring Luncheon
4. 2024 Sponsorship Kit - Final

Background:

Mike Flynn and Mike Decker will provide an update on this proposed initiative.

Recommendation:



SAVE THE DATE!

2024 Events

Annual Dinner – Dover Straits Restaurant 6:00 – 8:00 pm
February 6

Bingo – Tighthead Brewery 5:30 – 8:00 pm
Jan 22, Feb 26, Mar 25, Apr 22, May 27, Jun 24,
Jul 15, Aug 26, Sep 23, Oct 28, Nov 25, Dec 16

Craft Beer Festival – Courtland Commons Park 1:00 - 5:00 pm
June 8

Park On Park - Seymour & Park Ave. 4:00 - 8:00 pm
May 8, June 12, July 10, August 14, September 11

Farmers Market – Seymour & Park Ave. 8:00am – Noon
Jun 15, 22, 29; Jul 6, 13, 20, 27; Aug 3, 10, 17, 24, 31;
Sep 7, 14, 21 & 28

Mundelein Arts Festival - Courtland Commons Park (10:00am - 5:00pm)
September 7 & 8

Santa's Cottage – Courtland Commons Park
December 7 1:00-4:00 pm and 6:30-8:00 pm
December 14 & 21 Noon - 3:00pm

Winterfest – Courtland Commons Park - 1:00 – 5:00 pm
December 7

Check our website for an update of our events.

mail: mundeleincc@gmail.com mundeleincommunityconnection.org 847-970-9235



Mundelein Community Connection

171 N. Archer Avenue, Mundelein, IL 60060

847-970-9235 (office) 847-970-9282 (fax)

mundeleincommunityconnection.org

Email: mundeleincc@gmail.com

2024 Annual Membership Application

Household \$45.00

Name: _____

Address: _____

Phone: _____ Email: _____

Referred by: _____

Membership Benefits

*Show your membership card and get:

-Special Deals at the Farmers Market

*All Members are entered into a drawing April 1st for a free ticket to Beerfest June 8th

*All Members get 1 free card at Bingo each month

*All Members are entered into a raffle drawing for gift certificates secured from local Businesses held periodically at our events

*Get a friend to join MCC and receive a \$5 discount on your next annual membership for New paying member your refer

*Drawing for "Skip-the-Line" at Santa's Cottage.

Not-For-Profit: \$ 45.00

Business: \$200.00

Name: _____

Company Name: _____

Address: _____

City/State/Zip: _____

Phone: _____ Cell: _____

Email: _____ Web: www._____

Membership Benefits

*Recognition in MCC Quarterly Newsletter

*Link on MCC Webpage

*Feature Article on MCC Website and Newsletter

*Recognition at all MCC Annual Events

*Opportunity for Promotional Table @ some MCC Events

*Personal Satisfaction for Supporting Downtown Mundelein

Please make check payable to: **MCC**

Thank You for your tax-deductible donation!

Contact Terry Skriba, MCC Executive Director, for other Business Marketing Opportunities, Event Sponsorships and Donation Options.

Thank You for your Membership!



Mundelein Community Connection

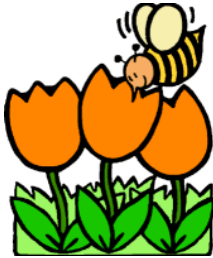
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PLEASE JOIN US! **SPRING LUNCHEON**

Thursday, April 25, 2024
11:30 am - 1:00 pm



DoubleTree Hotel
"Karma Pub"

510 E. IL Rte. 83, Mundelein
(847) 970-6953

Buffet Menu:

House Salad, Sauteed Chicken Breast with Chardonnay Cream Sauce, Penne Pasta Primavera with Marinara Sauce, Vegetables, Rolls & Butter, Dessert, Lemonade and Iced Tea Station

Speaker:

Andy Denton, Perfect Brewing
"Intro to Cheese Making"

Cost: \$30

(Checks or Cash Only)

(PLEASE COMPLETE & SUBMIT TO MCC – RSVP by Monday, April 22nd)

Company Name _____

Guests _____

Phone _____ Email _____

Enclosing Payment \$ _____ Will pay at the door _____

MUNDELEIN GRAND PRIX

Sponsorship Kit 2024

MORE THAN A RACE



The Village of Mundelein is thrilled to bring professional and amateur bicycle racing back this summer. Downtown streets will be transformed into an exhilarating racecourse for cyclists as part of the nationally-renowned Intelligentsia Cup bike race series. A full community festival, free to all, will take place on the course grounds throughout the day. Inflatable games, a bike decorating raffle, chalk art, children's activities, beer garden, food trucks, and more will ensure the perfect day for families and avid cycling fans alike. Everyone is sure to be captivated by the thrill of watching racers lean into tight turns and fast straight-aways at speeds exceeding 30 mph! Amateur races begin in the morning, leading up to the signature men's and women's professional races in the evening.

"It's absolutely incredible to have this kind of enormous national level race series essentially in my backyard."

- Moira Barrett, Resident

"I have a feeling that with the course design and with the community support, we're going to be coming back out next year [to Mundelein] and hopefully for a long time."

- Eric Stuck, Racer

EVENT AT A GLANCE

Participants

400+

Across 10 individual races for women and men, amateurs and professionals, and age categories. Not including the ~200 joining us for a community ride along the course.

Spectators

2,000+

Food vendors, activities for children, public art demonstrations, and live music ensure that this event is more than just a race: it's a community block party!

Date

July 22, 2024

Event is part of a week-long series of races (the Intelligentsia Cup) across Chicagoland from July 19 to 28, 2024. Races in Mundelein will be held from 10 am to 9 pm.

MUNDELEIN GRAND PRIX

Sponsor Kit

TITLE SPONSOR



Presenting Sponsor

'PRIMES'

Sponsorship of mid-race sprints where the winner of the lap gets a side prize called a 'Prime'. These segments of races create a surge of excitement right in the middle of the race. Half of the individual prime sponsorship dollars go to the racer and half to the event. Primes are available for all races except the junior levels.

BEER GARDEN

Craft beer and other beverages available on tap in a dedicated area with tents, seating, and yard games. Your name will be used on event maps, signage at the entrance, and pre-event social media call outs.

Have something else in mind?

AMANDA ORENCHUK

VILLAGE OF MUNDELEIN

AORENCHUK@MUNDELEIN.ORG

(847)949 - 3282

SPONSORSHIP LEVELS

TITLE SPONSOR

Our most visible and prestigious opportunity. As Title Sponsor your business name will appear prominently throughout the event, most notably on the Start/Finish Line Banner. Additionally, your business name will be used in all pre-event publications (e.g. "The BUSINESS NAME Mundelein Grand Prix").

PRESENTING SPONSOR

A **Secondary Title Sponsor** level. Your business name will feature prominently in most pre-race publications, earned media, and social media postings. Additionally, your name also will be featured on the Start/Finish Line Banner (e.g. "The TITLE SPONSOR Mundelein Grand Prix presented by YOUR BUSINESS").

RACE SPONSORS

Sponsorship of an individual race. Your business name will be incorporated into the name of that race and used on the event program and by announcers.

- Pro Men / \$2,000
- Pro Women / \$2,000
- Community Ride / \$2,000
- Cat 2 or 3 / \$1,000
- Amateur Races / \$500

OTHER OPPORTUNITIES

Many other Sponsorship opportunities available, including Pace Car, T-Shirts, Family Fun Area, and more. See Sponsorship Form for details.

Sponsor privileges include: a pre-event social media post, race day announcer call outs, signage on the event grounds, and link on the event website. Frequency and priority to be determined by contribution amount. Additional placement will be customized to each sponsorship level.

2024 Mundelein Grand Prix Sponsorship Form

SPONSOR INFO

Name/Business: _____ Phone: _____
Contact Person: _____ Email: _____
Address: _____ Website: _____
City/State/Zip: _____

SPONSORSHIP LEVEL

Title Sponsor

The "YOUR BUSINESS NAME Mundelein Grand Prix". All mentions of the day's races will follow this format and use your business name in the title. Business name will be printed on an aerial banner across the Start/Finish line. Name printed on all event t-shirts, brochures, and other printed race materials. Reserved booth space in the starting area (or other preferred available location). Special call outs in pre-event social media and Village Newsletter posts. Additional race announcer call outs. Presenting Sponsor will be announced as "Title Sponsor Mundelein Grand Prix, Presented by PRESENTING SPONSOR". Presenting Sponsor will have reduced frequency of announcements compared to Title Sponsor.

- ☐ \$5,000 - Title Sponsor ☐ \$3,000 - Presenting Sponsor
☐ \$7,000 - Sole Title/Presenting Sponsor

Race Sponsors

Sponsorship of one of the individual races. That race will be named after you or your business and used by announcers. Social Media callouts prior to the event, and placement on event signage.

- ☐ \$2,000 - Pro Men ☐ \$500 - Cat 4 Men
☐ \$2,000 - Pro Women ☐ \$500 - Cat 4/Novice Women
☐ \$1,000 - Cat 2 Men ☐ \$500 - Masters Age 50+/60+
☐ \$1,000 - Cat 2/3 Women ☐ \$500 - Masters Age 40+
☐ \$500 - Cat 3 Men ☐ \$2,000 - Community Ride

"Primes" (a.k.a. Mid-Race Sprints)

Sponsor the prize money for mid-race sprints. Each race will have at least one mid-race sprint with a prize. Half of the sponsorship amount goes to the racer(s) who wins the sprint.

- ☐ \$500 - Pro Races (at least 2) ☐ \$250 - Amateur Races (at least 4)
☐ \$300 - Cat 2/3 Races (at least 4) ☐ Other Amount \$ _____

Other Sponsorship Levels (for custom sponsorship levels, use "Other" Line)

- ☐ \$2,000 - Beer Garden ☐ \$1,000 - Pace Car ☐ \$150 - T-Shirt Ads
☐ \$1,000 - Volunteer Booth ☐ \$1,000 - Media/Promotions ☐ Donation: \$ _____
☐ Other: \$ _____ Sponsorship

**ECONOMIC DEVELOPMENT COMMISSION
MEETING MINUTES
JANUARAY 25TH, 2024**

I. CALL TO ORDER.

The meeting was called to order at 7:33 AM on Thursday, January 25, 2024, at the Mundelein Village Hall.

II. ATTENDANCE.

Present: Michael Decker; Jennifer Grieco; Virginia Gibbs; Edward Streb; Raymond Jackson Jr.; Robert Kalicki; Laurel Lowry; Angela Trillhaase; and Sarah Mitial (8:55 AM)

Also Present: Amanda Orenchuk; Director of Community Development; Jessica Marvin, Associate Planner; and Tim Wilson, Village of Mundelein Trustee

Absent: Miguel Echeverria

III. ADDITIONS OR DELETIONS TO THE AGENDA.

a. There were no additions or deletions to the agenda.

IV. PUBLIC COMMENTARY.

a. There was no public commentary.

V. APPROVAL OF MINUTES.

a. Motion by E. Streb, seconded by R. Jackson Jr., to approve the December 14, 2023, meeting minutes.

VI. NEW BUSINESS.

a. There was no new business.

VII. OLD BUSINESS.

a. **Business Appreciation Breakfast.** The Business Appreciation Breakfast will be held on February 22, 2024, from 7:00 AM – 10:00 AM. J. Marvin discussed the final details of this event with the commission.

b. Selection of Gold Star Awards. J. Marvin announced the 2023 Gold Star Award winners to the commission and the winners are listed below. The Recognize Committee (J. Grieco and R. Kalicki) will contact the winners soon.

- **Business Investment/Expansion:**
 - Oak Trail Taphouse
 - CFI – Components for Industry
- **Community Involvement:**
 - Youthage Culinary Specialist
 - Tax Lady 1040
- **Customer Service:**
 - Taco Burrito Express
 - Gale Street Inn
- **Mundy Pride:**
 - Tony Cannoli
 - Park Street Restaurant

c. Interactive Map and Districts. J. Marvin informed the commission about the new EDC District Map handout which included a map of all the districts and EDC members' name and business headshot photo. This will help businesses put a face to the name of the EDC member of their district.

d. Annual Reports. A. Orenchuk informed the commission that the Village Board has tentatively scheduled the annual reports presentations on February 26, 2024, at 7 PM. The proposed budget of \$19,000 was decreased to \$9,000. Finance has removed the STAR Grant from the EDC budget, and the STAR Grant is accounted for in a different budget.

e. FY2025 Budget. A. Orenchuk went over the FY2025 budget with the commission.

f. Self-Reporting Business Information Form/EDC FAQs and Script for Calls. L. Lowry, R. Jackson Jr., and A. Trillhaase will combine information and draft a script for member calls to businesses.

VIII. COMMITTEE UPDATES.

- a.** Recognize. (J. Grieco, R. Kalicki) – no updates.
- b.** Advise. (M. Decker, R. Jackson) – no updates.
- c.** Attract. (E. Streb, S. Mitial) – no updates.
- d.** Retain. (M. Echeverria, A. Trillhaase) – no updates.
- e.** Educate. (V. Gibbs, L. Lowry) – no updates.

X. VILLAGE PROJECT UPDATES.

- a.** A. Orenchuk gave the commission a brief update on all Village projects.

XI. NEXT MEETING. The next regularly scheduled Economic Development Commission will be held at 7:30 AM at the Village of Mundelein on March 28th, 2024. The regularly scheduled meeting in February is cancelled.

XII. ADJOURNMENT. The meeting was adjourned at 9:06 A.M.

Respectively submitted by:

Jessica Marvin
Associate Planner

Economic Development Commission

Committee Report

To: Mayor and Board of Trustees

From: Jessica Marvin

For: Mundelein Economic Development Commission Meeting of March 28, 2024

Subject: Quarterly Commission Updates

Financial Impact:

N/A

Attachments:

None

Background:

- At the end of every quarter, it is recommended the commission start a list of completed projects in the previous quarter. This will help staff create the EDC Annual Report in December. This will be a brief 10-minute update at the following EDC meetings:
- End of Q1: March 28th
 - Example: Business Appreciation Event
- End of Q2: June 27th
- End of Q3: September 26th
- End of Q4: December 19th

Recommendation:

Economic Development Commission

Committee Report

To: Mayor and Board of Trustees

From: Jessica Marvin

For: Mundelein Economic Development Commission Meeting of March 28, 2024

Subject: Site Visits

Financial Impact:

N/A

Attachments:

None

Background:

- As we approach the end of the Village's fiscal year, this would be a great time to conduct site visits to the businesses within your district. To assist you with these visits, each EDC member has ten folders containing the following flyers:
 - Online Business Registration
 - Every business must register by May 1st, 2024. Otherwise, they will be subject to an additional late fee of \$25.
 - Business Support Network Information Flyer
 - 2024 Mundelein Community Events
 - Mundelein Grand Prix Sponsorship information to promote their business to attendees both locally and internationally.
 - Mundelein's Concerts in the Park

Recommendation:

Economic Development Commission

Committee Report

To: Mayor and Board of Trustees

From: Jessica Marvin

For: Mundelein Economic Development Commission Meeting of March 28, 2024

Subject: Fall of 2024

Financial Impact:

N/A

Attachments:

None

Background:

Last year, the EDC held a Real Estate Forum for brokers and developers to learn about opportunities within Mundelein. Throughout the past few months, staff noticed a hybrid social media and marketing event could help businesses by offering new ways to market on social media. The targeted time frame for the event will be fall of 2024 and will likely be hosted at the Mundelein Village Hall and online for businesses that cannot attend in person. Below are topics and speakers to consider if the EDC would like to host this event.

Proposed Speakers (Working List):

- Holly Kim – Lake County Treasurer
 - She has a significant social media presence and was very enthusiastic when I mentioned the idea of a hybrid social media and marketing event.
- Jeff Randolph – Visit Lake County's Partner Services and Marketing Coordinator
 - He was also very enthusiastic when I mentioned the idea of a hybrid social media and marketing event. He offered to help brainstorm ideas and find speakers if we were interested in hosting this event.
- Marc & Melissa Tantillo – Siege Food Photo (Food Photography)

- I attended the Visit Lake County Luncheon last year. Before lunch, they hosted a social media session, and Marc was one of the speakers on the panel. His focus is more marketing, but he provided a lot of helpful information that Dawn, Village of Mundelein's Communication and Marketing Manager, and I still use.

Proposed Topics (Working List):

- How to Transform/Rebrand Your Business
 - Tip and Tricks from the Village of Mundelein's Rebranding in 2014
- The Roles of Social Media in Marketing and Advertising
- Managing Your Online Presence: Tips for Using Social Media Safely and Effectively
- The Business of Social Media: How Companies Use Social Platforms to Connect with Customers and Increase Sales

Recommendation:

Economic Development Commission

Committee Report

To: Mayor and Board of Trustees

From: Jessica Marvin

For: Mundelein Economic Development Commission Meeting of March 28, 2024

Subject: Recap

Financial Impact:

N/A

Attachments:

None

Background:

- Please give yourself a round of applause for such a successful event! Staff received great feedback from the businesses and organizations that attended this year's event and are already looking forward to next year's event!

Attendance:

- 169 people registered for the BAB, 32 businesses reserved an Expo Booth, and ten businesses participated in the first-ever Business Elevator Pitches. These numbers were captured from Eventbrite, and the day-of registration was not included. Approximately 15-20 additional people attended the BAB who didn't register beforehand.
 - Due to the high volume of non-registered attendees, it took a lot of effort for staff at the check-in table to track those individuals. Staff will revisit this issue of non-registered attendees and devise a solution for the 2025 BAB.
 - **A question for the EDC:** Do we want to extend the invite to home businesses next year? Before they register, they will be informed that the BAB is a meet-

and-greet with other Mundelein businesses, and DoubleTree Hotel does not allow selling products or food.

Feedback:

- 19 businesses completed the after-event survey, and we received additional feedback through emails. Please see the summarized results below from our after-event survey:
 - **12 of 19** businesses said this was their first time attending the BAB.
 - Most registered businesses heard about the event through the **emailed invitation** and **Village representative**.
 - **100%** of attendees said the BAB met their expectations.
 - On average, the attendees rated this year's BAB event a **9.4**.
 - **11 out of 19** businesses rated the BAB event a **9.6 to 10**.
 - Some of the attendees' favorite part of the BAB was **networking with other attendees** and the **keynote speakers/topics**.
 - Areas of improvement:
 - Have the Village/Event Staff promote more interaction between the companies.
 - Have a more extended period for the table walk-through before breakfast.
 - Have music be broadcast over the PA system during the Business Expo.
 - We did have some instrumental music playing, but the speakers were on the breakfast side of the event space. If you turned the music up, it would be blaring on the breakfast side and average volume on the Business Expo side of the event space. I can work with DoubleTree Hotel next year to resolve this issue.
 - Move the projector screen and speaker closer to allow people to focus in one direction.
 - Have the Elevator Pitches during breakfast and more timeslots.
 - How does a business become a Gold Star Nominee/Winner?

Goals:

- The EDC should set at least 3 goals they would like to accomplish for next year's Business Appreciation Breakfast. One of the goals the EDC should consider is to promote the BAB more heavily outside of the Downtown (Districts 2 & 3).

District Number Businesses Attended*People Attended*		
1	4	5

2	7	14
3	13	35
4	3	5
5	4	6
6	4	10
7	6	9
8	4	9
9	2	4
10	4	9
Total:	51	106

*The numbers presented in this data table were from the Eventbrite registration, and the registration day was not included. The data table also does not include organizations such as GLMV, MCC, Lake County, MHS, MRPD, and Lake County Partners.

Future Timeline:

- Please refer to the timeline below for the Business Appreciation Breakfast so we can better prepare for 2025's BAB! Attendance at the October, November, December, and January meetings is crucial to accomplishing the items below.

Timeline for the Business Appreciation Breakfast

October 24th EDC Meeting

- Form a subcommittee (this can be the same subcommittee as 2024's or a new subcommittee)
- Select a date for the BAB in February (it must be a Wednesday so the mayor can attend)
- Brainstorm Gold Star Award Nominees
- Brainstorm Keynote Address topics

November 21st EDC Meeting

- Reach out to Double Tree Hotel to reserve a date
- Vote for the final 4 Gold Star Award Winners
- Finalize Keynote Speaker(s)
- Create invite

December 19th EDC Meeting/Early January

- Order and distribute BAB invites
- Create Eventbrite page
- Start Promoting the BAB
- Recognize Committee to contact the Gold Star Winners

January 23rd, 2025 EDC Meeting

- Organize and record the BAB Gold Star Video.
- Promote the event through EDC members, social media, word of mouth, and emails. EDC member should visit businesses in their districts to help promote this event
- Prepare the Gold Star Awards – Signed by the Chair

February 2025: Event Month

- Continue to promote the BAB
- Finalize any items that are left

Recommendation:

Economic Development Commission

Committee Report

To: Mayor and Board of Trustees

From: Jessica Marvin

For: Mundelein Economic Development Commission Meeting of March 28, 2024

Subject: Self-Reporting Business Information Form / EDC FAQs and Script for Calls

Financial Impact:

N/A

Attachments:

None

Background:

A. Trillhaase, L. Lowry, S. Mitial, and R. Jackson Jr. will report on any updates, if any.

Recommendation:

Economic Development Commission

Committee Report

To: Mayor and Board of Trustees

From:

For: Mundelein Economic Development Commission Meeting of March 28, 2024

Subject: Recognize (Robert Kalicki, Jen Grieco)

Financial Impact:

N/A

Attachments:

None

Background:

The Recognize committee will report on any updates.

Recommendation:

Economic Development Commission

Committee Report

To: Mayor and Board of Trustees

From: Jessica Marvin

For: Mundelein Economic Development Commission Meeting of March 28, 2024

Subject: Advise (Michael Decker, Raymond Jackson)

Financial Impact:

N/A

Attachments:

None

Background:

The Advise committee will report on any updates.

Recommendation:

Economic Development Commission

Committee Report

To: Mayor and Board of Trustees

From: Jessica Marvin

For: Mundelein Economic Development Commission Meeting of March 28, 2024

Subject: Attract (Ed Streb, Sarah Mitial)

Financial Impact:

N/A

Attachments:

None

Background:

The Attract committee will report on any updates.

Recommendation:

Economic Development Commission

Committee Report

To: Mayor and Board of Trustees

From: Jessica Marvin

For: Mundelein Economic Development Commission Meeting of March 28, 2024

Subject: Retain (Angela Trillhaase, Miguel Echevarria)

Financial Impact:

N/A

Attachments:

None

Background:

The Retain committee will report on any updates.

Recommendation:

Mundelein Arts Commission

Committee Report

To: Mayor and Board of Trustees

From: Jessica Marvin

For: Mundelein Economic Development Commission Meeting of March 28, 2024

Subject: Educate (Virginia Gibbs, Laurie Lowry)

Financial Impact:

N/A

Attachments:

None

Background:

The Educate committee will report on any updates.

Recommendation: