

AGENDA

MUNDELEIN ECONOMIC DEVELOPMENT COMMISSION MEETING

August 28, 2025 - 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. Courtney Combs - Lake County Community Foundation

B. Lynne Monroe - Social Media Policy

The Commissioners should review and familiarize themselves with the updated Social Media Policy, and ensure that any social media activity is managed in accordance with the expectations set forth by the Village Board.

V. MINUTES APPROVAL

A. Approval of the July 24, 2025 Minutes

VI. NEW BUSINESS

A. Fall Business Mixer

The Commission should agree on a budget amount, appoint a committee, and decide on a date.

B. 2026 Business Appreciation Breakfast

VII. OLD BUSINESS

A. Flyer Campaign

It is recommended that the Commissioners divide the commercial districts in order to

conduct outreach and encourage business participation.

B. S.T.A.R. Grant Application

The Commission should forward all approved changes to Staff so the applications can be updated.

VIII. COMMITTEE UPDATES

A. Recognize (Robert Kalicki, David Shutan)

B. Advise (Michael Decker, Raymond Jackson)

C. Attract (Ed Streb, Sarah Mital)

D. Retain (Angela Trillhaase, Miguel Echevarria)

E. Educate (Virginia Gibbs, Laurie Lowry)

IX. OTHER REPORTS

X. VILLAGE PROJECT UPDATES

XI. NEXT REGULARLY SCHEDULED MEETING, THURSDAY, SEPTEMBER 25, 2025

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.

To: Commission Members

From: Erin Swanson, Administrative Assistant  
Isabel Guadarrama, Senior Planner

For: Mundelein Economic Development Commission Meeting of August 28, 2025

Subject: Lynne Monroe - Social Media Policy

**Attachments:**

1. Social Media Board Policy

**Background:**

On July 28, 2025, the Village Board adopted an updated Social Media Policy. Attached to this report, is a copy of the Committee Report.

Under state law, social media posts—including user comments—are considered public records, which creates challenges for compliance with FOIA, the Open Meetings Act (OMA), and the Local Records Act. Our attorney has confirmed that this policy applies to those managed by Commissions and Committees.

It's important to avoid blurring the lines between personal opinions and official Village positions. Best practices include:

- Clearly stating that you are not speaking on behalf of the Village
- Referring individuals to official Village contacts for questions or concerns related to Village business
- Avoiding posts that could be perceived as deliberation outside of public meetings

As a reminder, Village Administration asks that appointed officials avoid making statements that may be perceived as official Village responses. Instead, please refer or link to the Village website or direct inquiries to appropriate staff for accurate and official information.

**Recommendation:**

The Commissioners should review and familiarize themselves with the updated Social Media Policy, and ensure that any social media activity is managed in accordance with the expectations set forth by the Village Board.

To: Mayor and Board of Trustees  
From: Lynne Monroe, Assistant Village Administrator  
For: Committee of the Whole of July 28, 2025  
Subject: Social Media Board Policy

**Financial Impact:**

{Replace with Department Name} Department

Committee Report

**Attachments:**

1. Social Media Guidelines presentation.draft

**Background:**

**Guidelines for Elected Officials on How to Keep Your Personal Social Media Pages Personal (instead of “Official” Mundelein pages)**

When the government speaks – including through its social media account – it must consider the guidelines of the First Amendment before hiding or deleting comments by outside parties. But as a private party, you may act without similar restrictions on your own social media pages. For elected officials, it may be tempting to block certain posts or individuals who frequently comment or criticize posts on your personal social media accounts. But first, you need to be sure your personal accounts will not be subject to First Amendment limitations because it constitutes government speech.

So, how do you know when your speech looks like government speech? This has been an evolving question in the past, but more recently the Supreme Court has issued guidelines which are beginning to be interpreted by lower courts. ***If you need a rule of thumb, ask yourself the following:***

***(1) do you possess actual authority to speak on Village’s behalf?; and***

***(2) do you purport to be exercising that authority when you communicate on your social media page?***

A quote from a recent 9<sup>th</sup> Circuit opinion on this issue is helpful:

*“We emphasize that public officials assuredly do have the right to speak on public affairs, including issues related to their official duties, in their personal capacity. As the Supreme Court advised in Lindke, public officials can limit the risk of liability for personal speech on social media by, for instance, “keep[ing] personal posts in a clearly designated personal account,” including a disclaimer, or refraining from labelling their personal pages as official means of communication...” Garnier v. O’Connor-Ratcliff, 21-55157, p. 22 (9<sup>th</sup> Circuit, May 14, 2025)*

As suggested by the above court opinion, *it is important to make clear on your social media pages that you are NOT communicating on behalf of the Village and that you have no authority to do so.* You can post a disclaimer about this on your account indicating that yours is a personal account and that you do not speak for the Board or the Village in any of your posts on that personal account. Your goal should be to make clear that you are only communicating in your individual capacity and that any of your content reflects only your personal views.

In addition to this disclaimer, you will also want to avoid promoting Village matters in a way that makes it look like you’re the official government communication channel. Also, do not represent that you speak on behalf of the Village (rather than just on your own behalf). Other items to look for in your posts to determine if they could look like official action include whether you explicitly cite to your authority as a Trustee, whether your post might have any sort of legal effect, whether you used Village staff to make your post (don’t!), or if you are sharing information that might not otherwise be publicly available. Also, refrain from using your official “trustee” title when naming or creating your account, and do not use your Village email account or the address of Village Hall as part of the information you provide about yourself on your social media profile. Any of these listed items might cause a blocked party who sought to comment on your social media account to argue that your account reflects government action and is not purely personal. Again, making clear on your page that you are speaking in your individual capacity and do not represent the Village will help reduce that appearance.

If, for any reason, you do have actual authority to speak on the Village’s behalf (for instance, as the Mayor or Mayor Pro Tem), then you need to proceed with even greater care and clarity to make clear that in your personal accounts you are NOT representing the Village, and you should be particularly careful not to communicate in any way that might be or look like official action. In all cases, if you have any doubts about the propriety of blocking certain individuals or posts, it is best to check with the Village Administrator or Village Attorney prior to doing so.

## **Mundelein Social Media Policy to be Posted on All Village Social Media Platforms:**

This account is maintained by the Village of Mundelein for Village business, and any party posting on this site in any manner agrees to accept and comply with the Village’s policies contained below. **Please DO NOT use the Village's social media accounts to report a crime or emergency situation.**

**Crime reports and requests for police, fire, or emergency medical assistance should be made by dialing 9-1-1.**

[Per recommendations of the State of Illinois \(Illinois Secretary of State Alexi Giannoulias\)](#) the Village of Mundelein elects not to use social media platforms as a two-way communication forum. Instead, social media platforms will serve primarily as communication and public engagement tools for existing records and information already published via our website [www.mundelein.org](http://www.mundelein.org)[1]. As one-way communication by the Village, the Village's social media platforms are not public forums.

If the Village of Mundelein chooses to use social media platforms as a two-way communication forum in the future, the Village will first need to ensure that social media content, commenting, and messaging archiving systems is in place to ensure compliance with the Illinois Local Records Act and the Illinois Freedom of Information Act.[2]

If you are having difficulty accessing material on any Village platform or have a suggestion about how to improve accessibility, please let us know so that we can try to help. To enable us to respond in a manner most helpful to you, please indicate the nature of your accessibility problem, the preferred format in which to receive the material, the web address or other location of the requested material, and your contact information. The Village seal and any other departmental logos, designs, or symbols are the property of the Village of Mundelein. Such symbols, logos, or designs may not be used without the Village's explicit permission.

**FOR ANY SOCIAL MEDIA FORUM IN WHICH IT IS POSSIBLE TO POST COMMENTS, PLEASE BE ADVISED OF THE FOLLOWING:**

Content that conforms with the Village's Social Media policy and the content restrictions set forth herein will not be removed solely on the basis of the viewpoint expressed by the poster. However, the Village reserves the right to leave comments off and/or remove any content that does not relate to or that in any way disrupts the Village business, or that fails to comply with this Social Media Policy, and/or otherwise constitutes prohibited content as described in this Social Media Policy. Users who repeatedly violate this Social Media Policy may be blocked from the Village's social media channels and their violative posts will be removed.

If comments are possible for any Village social media post, then the following is prohibited content that may be removed by the Village:

1. Comments unrelated to the specific Village post purportedly being commented upon.
2. Photographs, videos, links or any other content unrelated to the specific Village post purportedly being commented upon.
3. Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, family status, status with regard to public assistance, national origin, physical or mental disability, sexual orientation, or that otherwise contains hate speech or that discriminates against any other protected class.

4. Comments containing profane, vulgar, obscene, violent, threatening, or harassing language, defamatory, slanderous, or libelous content, and unsupported allegations or allegations unrelated to the specific post that is being commented upon.
5. Language that promotes or provokes violence.
6. Content that violates any cyber-crime or other criminal law or that are prohibited or otherwise regulated by law or court order.
7. Information that may compromise the safety or security of the public or public systems.
8. Comments from children under the age of thirteen (13) (to comply with the Children's Online Privacy Protection ACT). By posting on the Village's site, users acknowledge that they are at least thirteen (13) years old.
9. Personal information of any person such as social security numbers, driver's license numbers, bank accounts, address or telephone numbers and any private information as defined by any applicable State or Federal statute, regulations or written Village policies adopted in conformance with the law.
10. Repetitive content such as posting the same content more than two times in the same location.
11. Spam and any links or content to non-Village sites. Such links cannot be consistently verified and shall be treated as spam to avoid exposure of the Village or users to viruses or malware and to prevent links to content that would be prohibited under this policy. Links contained in comments do not reflect the position of the Village or endorsement of its content. If the social media platform the Village is using contains Website links and advertising from the social media platform, this does not constitute endorsement by the Village.
12. Sexual content or links to sexual content or nudity.
13. Solicitations of commercial sales or commercial links and/or advertising for any commercial or unrelated product or service.
14. Conduct or encouragement of illegal activity.
15. Content that violates the legal ownership interest of any other party including intellectual property and trade secrets.
16. Content promoting the use of illegal or banned substances and narcotics.
17. Comments in support or opposition to political campaigns, ballot measures or referendums.

The Village understands that social media is a 24/7 medium; however, our moderation capabilities are not. We may not see every inappropriate comment right away. Please let us know if you see content that you believe violates the above rules at [info@mundelein.org](mailto:info@mundelein.org).

The Village's social media sites are subject to State of Illinois Public Records Laws; therefore, content shall be managed, stored, retrieved, and deleted to comply with these laws.

Please remember that social media use by both the Village and any party communicating on any Village account is also subject to the policies of the relevant social media company itself.

Comments published on Village social media platforms are public. If you want to communicate with the Village in private or have a question you need the Village to answer, do not post to our social media sites. Instead, visit our website (<https://www.mundelein.org/>) where you can find specific contact information. Communications made through social media posts will in no way constitute a legal or official notice or comment to the Village of Mundelein.

## **Social Media Policy for Mundelein Village Staff and Officials**

### **APPLICABILITY**

This policy shall apply to all Village departments, employees, and Village officials, as well as any affiliated government or non-government agency or official permitted by the Village to post on the Village's social media sites.

### **POLICY**

- The Village's social media program involves establishing an online presence that offers the public various ways to receive Village updates and information.
- Under the direction of the Village Administrator and/or Assistant Village Administrator, the Village's Communications & Community Engagement Manager or designated backup is responsible for the creation, administration, updating and monitoring of official Village of Mundelein social media channels, for selecting which social media resource to use. No Village department shall create a separate social media account without the written approval of the Village Administrator or designee.
- Official postings on Village social media sites shall be made only by Village employees who have been authorized to post on behalf of the Village and may only be made on official Village accounts, clearly identified as such.
- Unless specifically approved by the Village Administrator or Assistant Village Administrator, all postings must relate to official Village matters.

- Elected Village officials are strongly urged to avoid commenting or responding to comments made in Village social media posts. They are encouraged to communicate with the Village Administrator directly if they have specific concerns about a post or any comments on that post.
  
- All social media platforms, accounts, and pages established on behalf of the Village shall include a copy of the Village's Social Media Policy in a manner that is easily seen by visitors to the site. That policy requires that the user agrees to accept and comply with the Village's Social Media Policy.
  
- Authorized personnel shall not intentionally hide or delete comments left on the Village's social media accounts unless such comments constitute Prohibited Content as described in the Village's Social Media Policy (that must have been posted on the relevant social media channel at the time of any such comment). If authorized personnel have any questions as to whether content is prohibited or may qualify for First Amendment protections, they should contact the Village Attorney prior to acting on any such content.
  
- All social media channels should include contact information where community members can reach out with questions or concerns.
  
- Wherever possible, Village social media sites shall link back to the proper page of [www.mundelein.org](http://www.mundelein.org) or domain thereof for additional information.
  
- Employees representing the Village of Mundelein via social media outlets are required to always conduct themselves as professional representatives of the Village and in accordance with all Human Resources Policies, Administrative Directives, and other relevant policies, including the following:
  1. Write and post content that the employee is able to verify;
  2. Keep postings factual and accurate;
  3. Post meaningful and respectful content that is on topic;
  4. Ensure the content does not violate any privacy or confidentiality rules or policies and comply with legal guidelines for external communication. Employees must not disclose confidential information about the Village, its residents, clients, or contractors on social media.

5. Employees must respect copyright, trademark, and intellectual property laws when posting content. Always seek permission before sharing someone else's intellectual property.
  - The Village's social media platforms use is limited to sharing information about the programs and events that are Village-sponsored, a program of a Village board/commission, or that of our government partners. We are unable to share information on the Village's website or through the Village's communications channels for local organizations or businesses unless agreed upon in a sponsorship agreement for a Village-sponsored event. In those cases, such third-party information may be shared through social media only if authorized by the Village Administrator or Assistant Village Administrator.
  - The Village's social media sites are subject to the State of Illinois Local Records Act and the Freedom of Information Act; therefore, content (including any comments that have been removed or hidden) must be managed, stored, retrieved, and deleted to comply with these laws. No two-way communication shall be permitted on Village Social Media sites without appropriate permission from the Village Administrator or designee and only when the Village has determined that appropriate storage capacity and technology is in place to retain such communications in accordance with the Local Records Act.
  - All Employees are reminded of the following:
    - Village employees who are not clearly authorized to post for the Village shall not represent themselves as representing the Village if posting as a private citizen.
    - The Village's official seal and other departmental symbols and logos are for the exclusive use of the Village for Village business and may not be used by Village employees without the Village's written consent.
    - Personal Social Media use shall not be permitted to interfere with an employee's work performance.
    - Employees may not use their work email addresses to create or manage personal social media accounts.

- Employee should not disclose any proprietary, privileged, or confidential information of the Village or of citizens in any manner.
- Employees are entitled to use social media for what is known under federal law as concerted activity. This includes discussing work-related topics like wages, working conditions, and benefits, without fear of retaliation. However, employees engaging in such activities must avoid false claims, offensive statements, or individual complaints unrelated to group discussions. Please see: <https://www.nlr.gov/about-nlr/rights-we-protect/the-law/employees/social-media-0> for more information.
- Taking and posting photos or videos on personal accounts of the non-public parts of the workplace or of colleagues in such areas is prohibited without explicit permission. This protects privacy, safety, and confidentiality.
- Employees must clearly distinguish between personal opinions and official Village communications if communicating about the Village on their private social media account. If discussing work-related topics, include a disclaimer that the views expressed are personal and do not represent the Village.
- Employees shall abide by the Village's current Computer Use policy when accessing social media accounts using Village equipment and resources.

[\[1\] \*Managing Social Media & the State and Local Records Acts: A Quick Guide for Social Media Policy and Management\*](#) (page 6.)

[\[2\]](#) 50 ILCS 205/1 et. seq. and 5 ILCS 140/1 et. seq.

**Recommendation:**

**CALL TO ORDER**

The meeting was called to order at 7:32 AM on Thursday, July 24, 2024, at the Mundelein Village Hall.

**ATTENDANCE**

**Commission Attendance:**

**Present:** Chairman Decker, Commissioner Streb, Commissioner Lowry, Commissioner Kalicki, Commissioner Mitial, Commissioner Trillhaase, Commissioner Echeverria, Commissioner Gibbs, Commissioner Jackson, Commissioner Shutan

**Absent:**

**Also Present:** Isabel Guadarrama, Senior Planner; Erin Swanson, Administrative Assistant

Commissioner Trillhaase left at 9:06 AM.

**ADDITIONS OR DELETIONS TO AGENDA**

There were no additions or deletions to the agenda.

**PUBLIC COMMENTARY**

Freedom Nguyen, Communications & Community Engagement Manager, informed the Commission that he is currently working on the Annual Marketing Plan. He encouraged the Commission to consider adding their events to the Mundelein calendar and also extended an invitation to collaborate on other EDC marketing initiatives.

**MINUTES APPROVAL**

**Approval of the May 22, 2025 Minutes**

**Motion** to approve the May 22, 2025, Economic Development Commission Regular Meeting Minutes.

<b>RESULT:</b>	<b>Passed [Yes 10, No 0, Abstained 0]</b>
<b>MOVER:</b>	Commissioner Angela Trillhaase
<b>SECONDER:</b>	Commissioner Edward Streb
<b>AYES:</b>	Michael Decker, Edward Streb, Laurel Lowry, Robert Kalicki, Sarah Mitial, Angela Trillhaase, Miguel Echeverria, Virginia Gibbs, Raymond Jackson, David Shutan
<b>NAYS:</b>	None
<b>ABSTAIN:</b>	None

**NEW BUSINESS**

**S.T.A.R. Grant Application - Smokin BBQ on 45**

**Motion** to recommend approval of Smokin BBQ on 45 S.T.A.R. Grant application for an amount not to exceed \$1,500.

Danita Ward was present to inform the Commission about their project. Ms. Ward is seeking to replace the outdated lighting in the dining area with fixtures that are more modern and cost-effective. The existing lighting was inherited from the previous cellular business, and she noted that the current electric bills are high. She believes new fixtures would provide both aesthetic and financial benefits. Ms. Ward also mentioned that some customers have commented on the outdated lighting. The Commission clarified that while the contractor is local, their business is not located in Mundelein, based on the address listed on the quote.

<b>RESULT:</b>	<b>Passed [Yes 10, No 0, Abstained 0]</b>
<b>MOVER:</b>	Commissioner Edward Streb
<b>SECONDER:</b>	Commissioner Raymond Jackson
<b>AYES:</b>	Michael Decker, Edward Streb, Laurel Lowry, Robert Kalicki, Sarah Mitial, Angela Trillhaase, Miguel Echeverria, Virginia Gibbs, Raymond Jackson, David Shutan
<b>NAYS:</b>	None
<b>ABSTAIN:</b>	None

**Chamber Membership Grant Application- Three Birds Yarn Studio**

**Motion** to recommend approval of the Chamber Membership Grant application for an amount not to exceed \$200.

Chairman Decker informed the Commission that Three Birds Yarn Studio is a new business that has relocated to Mundelein. Commissioner Lowry confirmed that the business operates a successful online store and is now transitioning to a brick-and-mortar location.

<b>RESULT:</b>	<b>Passed [Yes 10, No 0, Abstained 0]</b>
<b>MOVER:</b>	Commissioner Virginia Gibbs
<b>SECONDER:</b>	Commissioner Laurel Lowry
<b>AYES:</b>	Michael Decker, Edward Streb, Laurel Lowry, Robert Kalicki, Sarah Mitial, Angela Trillhaase, Miguel Echeverria, Virginia Gibbs, Raymond Jackson, David Shutan
<b>NAYS:</b>	None
<b>ABSTAIN:</b>	None

## **District Assignments**

Chairman Decker informed the Commission about changes to district assignments. He explained that the request originated from District 1 representative, Commissioner Trillhaase, and expressed his support for the change. Chairman Decker noted that District 1 includes the Downtown area, and that it would be beneficial to have a representative who is also a member of Mundelein Community Connection (MCC) engaging with these centrally located businesses. He encouraged all Commissioners to bring forward any reassignment requests and to collaborate with one another to facilitate any desired changes.

## **Introductions**

Chairman Decker gave a brief introduction of the newest commissioner, David Shutan, and gave him a moment to introduce himself.

Commissioner Shutan stated that he has been living in Mundelein since 2016. He grew up in the Highland Park area and briefly lived in Scottsdale, Arizona. He lives in Loch Lomond and wanted to get more involved in the community. He works for a company that offers software for government agencies.

The remaining commissioners introduced themselves to Commissioner Shutan.

## **OLD BUSINESS**

### **2025 Summer Business Mixer**

I. Guadarrama gave an overview of the event. The event was under budget. A survey was sent out. Although there were not many responses, the ones received were positive. Some recommended future topics included community population growth and business growth rates. Workshops and panel discussions were also recommended.

Commissioner Lowry suggested possibly moving the event indoors for next year. Proposed a tentative October date for the next mixer event. Suggested possible future event / social media seminar in the future.

Chairman Decker discussed the improved conversations when the group was relocated indoors. Commissioner Trillhaase agreed with productive discussions at the mixer. Commissioner Jackson reflected on positive observations of social media after the event.

Commissioner Lowry reviewed the calendar for the scheduling of the next event. She would like to look at mid-end of October and stated that Tighthouse may offer space

free of charge.

Chairman Decker asked I. Guadarrama to check the calendar for Village availability for the next event.

### **EDC Tabling Events**

Chairman Decker discussed tabling events for the Grand Prix and the Farmers Market regarding foot traffic. Commissioner Trillhaase reviewed the dates of the upcoming farmers' markets and requested volunteers to staff the table. She also recommended splitting shifts in the future.

Chairman Decker discussed attending more public-facing events and discussed how the commission could offer more benefits to the public attending events.

### **Micro Shops at Mundelein**

Commissioner Streb is planning to give a presentation on the Micro Shops to the Village Board. He reviewed the slide presentation on the prospective layout with Park Street and Lake Street options. Commissioner Streb also reviewed similar shops located in McHenry and Batavia and presented statistics on the conversion of the shops to larger brick and mortar businesses. McHenry was able to build their mini shops for under \$1,000,000.00, but this was partly because they utilized donated labor. Commissioner Streb stated that he plans to ask to Board to create a group to determine site, cost, and to initiate fund-raising.

Commissioner Jackson asked about fundraising plans. Commissioner Streb discussed a tentative plan to create a plaque wall for recognizing initial donors. He also mentioned a prior discussion with the community development director where she had mentioned possible grants to explore.

## **COMMITTEE UPDATES**

Chairman Decker assigned new commissioner David Shutan to the Recognize committee and gave an overview of the different committees and goals.

### **Recognize (Robert Kalicki, David Shutan)**

No updates

### **Advise (Michael Decker, Raymond Jackson)**

Commissioner Jackson stated that he had reached out to some businesses but has not received any responses to date. Commissioner Jackson also stated that there is a new business looking for available space to lease. The business offers custom apparel

design. The business is currently located in Volo but would like to relocate to Mundelein.

**Attract (Ed Streb, Sarah Mital)**

Commissioner Mital reached out to DoubleTree. The hotel is interested in receiving a list of local businesses to have for handing out to guests.

**Retain (Angela Trillhaase, Miguel Echevarria)**

Commissioner Trillhaase brought up the idea of mini business meet-ups. Businesses in town could take turns hosting a meet up for one hour per month.

**Educate (Virginia Gibbs, Laurie Lowry)**

The flyer for business resources was discussed. Feedback was received that some contacts on the flyer were difficult to reach. An overhaul of the flyer may be needed.

**OTHER REPORTS**

No other reports

**VILLAGE PROJECT UPDATES**

I. Guadarrama recommended the commission watch the Board Meeting scheduled for July 28th. The Village will be making updates to the Social Media policy and this will have information that all commissioners will need to follow.

**NEXT REGULARLY SCHEDULED MEETING, Thursday, August 28, 2025**

**ADJOURNMENT**

**Motion** to adjourn the Regular Economic Development Commission Meeting of July 24, 2025.

<b>RESULT:</b>	<b>Passed [Yes 9, No 0, Abstained 0]</b>
<b>MOVER:</b>	Commissioner Laurel Lowry
<b>SECONDER:</b>	Commissioner Raymond Jackson
<b>AYES:</b>	Michael Decker, Edward Streb, Laurel Lowry, Robert Kalicki, Sarah Mital, Miguel Echeverria, Virginia Gibbs, Raymond Jackson, David Shutan
<b>NAYS:</b>	None
<b>ABSTAIN:</b>	None

The meeting adjourned at 9:10 AM.

To: Commission Members

From: Isabel Guadarrama, Senior Planner

For: Mundelein Economic Development Commission Meeting of August 28, 2025

Subject: Fall Business Mixer

**Attachments:**

None

**Background:**

As fall quickly approaches, the Economic Development Commission (EDC) must decide whether to host a Fall Mixer this year and, if so, select a date.

Due to staff availability and other scheduled events in Mundelein, it is recommended to avoid planning the mixer in October. Instead, staff suggests considering the week of November 10th or 17th.

Last year, the budget for the Fall Mixer was \$1,500, with actual expenses totaling \$1,507.53. The Summer Mixer had the same budget, but the actual expenses totaled \$1,490.97. One additional expense to keep in mind this year is the purchase of plates, napkins, cups, and cutlery (items that were not required for the Summer Mixer).

**Recommendation:**

The Commission should agree on a budget amount, appoint a committee, and decide on a date.

To: Commission Members

From: Jessica Marvin, Associate Planner

For: Mundelein Economic Development Commission Meeting of August 28, 2025

Subject: 2026 Business Appreciation Breakfast

**Attachments:**

None

**Background:**

We are 6 months away until the 2026 Business Appreciation Breakfast (BAB). Below is a list of items we will discuss at the August 28th meeting.

1. Form a subcommittee (it can be the same subcommittee as 2025's or a new subcommittee).
  - a. 2025 Subcommittee: Laurie and Bob
2. Select a date for the BAB in February (Once the EDC selects a date, staff will double-check with the Mayor's Office to make sure she can attend.)
  - a. Possible Dates (Thursday dates in February are listed below):
    - i. February 5, 2026
    - ii. February 12, 2026
    - iii. February 19, 2026
    - iv. February 26, 2026 (EDC Meeting Date)
3. Breakfast or Dinner?
  - a. Breakfast: 7:30 - 9:30 AM
  - b. Dinner: 4:00 - 6:00 PM
4. Finalize Location and Time (DoubleTree Hotel or a new location)
5. Approving a Budget of \$5,000
6. Brainstorm Gold Star Award Nominees
  - a. Business Investment/Expansion
  - b. Community Involvement

- c. Customer Service
- d. Mundy Pride

7. Brainstorm Keynote Address Topics

8. Discuss whether we should hire Ernie again for business headshots and/or event photography.

Below is the tentative schedule for the 2026 Business Appreciation Breakfast.

<b>Timeline for the 2026 Business Appreciation Breakfast</b>	
September 25 <sup>th</sup> , 2025 EDC Meeting	<ul style="list-style-type: none"> <li>• Brainstorm Gold Star Award Nominees</li> <li>• Review After-Event Survey Results</li> </ul>
October 23 <sup>rd</sup> , 2025 EDC Meeting	<ul style="list-style-type: none"> <li>• Reach out to Double Tree Hotel to reserve a date</li> <li>• Vote for the Gold Star Award Nominees</li> </ul>
November 20 <sup>th</sup> , 2025 EDC Meeting	<ul style="list-style-type: none"> <li>• Create Invite</li> <li>• Vote for the final 4 Gold Star Award Winners</li> <li>• Finalize Keynote Speaker(s) and Topic</li> </ul>
December 19 <sup>th</sup> , 2025 EDC Meeting/Early January	<ul style="list-style-type: none"> <li>• Order and distribute BAB invites</li> <li>• Create Eventbrite page</li> <li>• Start Promoting the BAB</li> <li>• Recognize Committee to contact the Gold Star Winners</li> <li>• Organize and record the BAB Gold Star Video</li> </ul>
January 22 <sup>nd</sup> , 2026 EDC Meeting	<ul style="list-style-type: none"> <li>• Promote the event through EDC members, social media, word of mouth, and emails. EDC members should visit businesses in their districts to help promote this event.</li> <li>• Prepare the Gold Star Awards – Signed by the Chair</li> </ul>
February 2026: Event Month	<ul style="list-style-type: none"> <li>• Continue to promote the BAB</li> <li>• Finalize any items that are left</li> </ul>

**Recommendation:**



To: Commission Members

From: Isabel Guadarrama, Senior Planner

For: Mundelein Economic Development Commission Meeting of August 28, 2025

Subject: Flyer Campaign

**Attachments:**

1. Flyer Campaign Form

**Background:**

After visiting the Great Lakes Naval Station and receiving additional information about the available advertising opportunities, the Commission has decided to pursue a more economical approach by partnering with local hotels to promote Mundelein’s attractions through a printed flyer. This option is cost-effective because the flyers will be printed locally and there are no fees for displaying them in the hotels.

The Commissioners have already received approval from Mundelein hotels and are now seeking local businesses to sign up to be featured in the flyer. An agreement outlining the program details and expectations is attached to this report.

The flyer can be produced in a variety of formats, including printed or electronic. Options include a paper flyer that lists all participating businesses, or a flyer that provides basic information along with a QR code that links to additional content online. Staff is currently working with the Village’s Marketing Manager to finalize the design and format.

**Recommendation:**

It is recommended that the Commissioners divide the commercial districts in order to conduct outreach and encourage business participation.



## Local Attractions for Visitors | Flyer Campaign Sign-Up Form

Join Our Community Flyer! Promote Your Business & Offer Discounts

The Mundelein Economic Development Commission (EDC) is launching a promotional campaign to highlight local businesses to visitors staying at our partner hotels and lodging. Through this initiative, hotel guests will receive a flyer featuring our Mundelein gems such as our local restaurants, shops, services, and attractions worth visiting.

This is your opportunity to have your business featured on our flyer, promoting any special offers or discounts to new potential customers. This is the EDC's effort to highlight local businesses to visitors. While we cannot guarantee an increase in sales or foot traffic, we can attention to the wonderful eateries, products and services available in Mundelein.

Please note: The final design and layout of the flyer has not determined. Completing the form with the requested information will ensure we have the details needed to represent your business effectively.

If you would like to participate, please complete the attached form and return it by **MM/DD/YYYY** to your EDC District Member or email it to **[iguadarrama@mundelein.org](mailto:iguadarrama@mundelein.org)**.

## Business Information

- **Business Name:**
- **Contact Person:**
- **Email:**
- **Phone Number:**
- **Website / Social Media:**

## Business Description

Please include any business description, tagline, or featured product/service:

## What type of discount would You Like to Offer?

*Please describe your discount (e.g., “10% off all orders,” “Buy 1 Get 1 Free,” etc.):*

*Please specify the method of redemption: (e.g., bring flyer, mention flyer, code)*

*If there are any limits (e.g., “one per customer,” “not valid with other offers”), please clearly list them below.*

Valid date (if any). You may extend it at your own discretion but agree to honor the discount at least during that time frame.

## Your Logo (optional)

Include a high-resolution logo or design you’d like us to feature. Please email all logos (preferably in JPG file) to [iquadarrama@mundelein.org](mailto:iquadarrama@mundelein.org)

## Agreement

By signing below, you agree to have your business included on the flyer and grant us permission to use your logo, description, and any discount information provided. You are responsible for fulfilling the discount as advertised. If any changes occur, please inform us immediately.

**Signature:** \_\_\_\_\_ **Title:** \_\_\_\_\_

**Date:** \_\_\_\_\_

Please return this form by MM/DD/YYYY.

Send to: [iguadarrama@mundelein.org](mailto:iguadarrama@mundelein.org) OR drop off at Village Hall, 300 Plaza Circle, Mundelein, IL 60060

Questions? Contact Community Development at 847.949.3282.

To: Commission Members

From: Isabel Guadarrama, Senior Planner

For: Mundelein Economic Development Commission Meeting of August 28, 2025

Subject: S.T.A.R. Grant Application

**Attachments:**

1. STAR Grant Application (2023)
2. Findings of Fact - EDC STAR Grant Program
3. FAQs - STAR Grant
4. Website Landing Page

**Background:**

At the July 24, 2025 meeting, the Commission requested time to review the application wording to determine if any changes or updates were needed, noting that some information may no longer be relevant.

**Recommendation:**

The Commission should forward all approved changes to Staff so the applications can be updated.



**PROGRAM GUIDELINES, POLICY, AND APPLICATION**

**PURPOSE:** The purpose of the S.T.A.R. Business Grant Program is to: (1) **STIMULATE** the growth of the local economy, (2) support local businesses in workforce development through additional **TRAINING**, (3) **ASSIST** local small businesses so they can thrive in a competitive environment, and (4) help businesses **RECOVER** from specific hardships imposed upon them. The S.T.A.R. Business Grant Program is a pilot program and individual proposals are capped at a maximum request of \$5,000 per business, with funds being available on a first-come, first-serve basis and dependent on approval of each proposal by the Mundelein Village Board. Because the needs of each business are unique, this program allows businesses to propose projects tailored to their specific needs.

**ELIGIBILITY:** To be eligible under this grant program the local business must meet all the following requirements:

1. The applicant must be an authorized representative of, and the proposal must be for, a business operating within the corporate limits of the Village of Mundelein, Illinois.
2. The local business must be in a state of good standing with the Village of Mundelein.
3. The local business must have an active Business Registration on file with the Village (*excludes home occupations*).
4. Costs must be new expenses.
5. Business must be for-profit. Public and private schools, home-based businesses (*except those relocating to a commercial space*), political activities, and civic organizations are not eligible.
6. Recipients of other Village assistance (e.g. utility grants, Business Incentive Grants, prior agreements) are eligible provided that the request is for services, expansions, or other business operations not previously incorporated into prior grant awards.

**PROPOSAL GUIDELINES:**

1. Total requested relief must not exceed 50% of the total project cost.
2. Total requested relief should not exceed \$5,000, however, the Village Board may consider additional amounts.
3. Project must comply with all federal, state, and local laws and regulations.

**IDEAL PROJECTS:** Besides the guidelines included in this application packet, there are no specific project types or parameters, and the program is intentionally broad to enable businesses to propose projects which are specific to their business' needs or plans. Proposals should be accompanied with sufficient documentation and exhibits to fully explain the project scope and costs. Ideal proposals will provide clear evidence to demonstrate that the project will: **(1) stimulate the local economy, (2) further develop the local workforce, (3) assist the business with improvements to the service, capabilities, or aesthetics of a business, or (4) support the business through a particular hardship.** Applications which do not demonstrate a specific need for assistance or do not provide an obvious benefit to the community (meaning the general public, the Village of Mundelein, business employees, or customers/clients) are strongly discouraged. The strongest proposals will show a significant investment by the business in addition to the assistance requested and will clearly demonstrate the potential return on investment, either financially or in its value to the community.

**REQUIRED ATTACHMENTS**

- Completed Application
- IRS Form W-9
- Prior year ST-1 or ST-2 form, if applicable
- Quote or equivalent of project cost estimate
- Additional documentation to sufficiently detail the project scope and its benefit to the business and/or community

<b>Applicant Information</b>	<b>Business Legal Name:</b>	<b>Business Address:</b>
	<b>Business DBA Name:</b>	<b>Federal Tax ID#/EIN#:</b>
	<b>Applicant (Business Owner or Authorized Agent)</b> Name: Title: Phone: Email: Mailing Address:	
<b>Property Information</b>	<b>Address of Property Applicable to the Grant Project:</b>	
	<b>Property Owner</b> Name: Title: Phone: Email: Mailing Address:	

**PROCESS:**

**1. Application Proposal Review**

Proposals reviewed for completion and accuracy. Staff and/or an Economic Development Commission member may contact applicants to provide initial feedback or request additional information.

**2. Economic Development Commission (EDC) Recommendation**

All proposals will be presented to the EDC in a public meeting. Applicants will be required to explain the proposed project and justify their need for the requested assistance through a combination of verbal, visual, and/or written documentation. After review, the EDC will make a recommendation to the Village Board to approve or deny the request. The EDC may place conditions on their approval such as requiring additional documentation or a consultation with the College of Lake County and the Small Business Development Center.

**3. Village Board Approval**

Applications and the recommendation of the EDC will be presented to the Mundelein Village Board of Trustees for their final determination. Only applications approved by the Village Board will be guaranteed funding.

**4. Implementation**

Business starts and completes the project. Once the expenses for the approved project have been paid, business may submit a reimbursement request form to the Village.

<p>Please provide thorough written responses to each of the following items. A separate sheet may be attached if additional space is needed. Applications which fail to adequately respond to these items will be considered incomplete.</p>	
<p><b>PROJECT TYPE:</b></p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Building Improvement</li> <li><input type="checkbox"/> Workforce Development</li> <li><input type="checkbox"/> Equipment Purchase</li> <li><input type="checkbox"/> Overhead Costs</li> <li><input type="checkbox"/> Marketing/Branding</li> <li><input type="checkbox"/> Professional Services (e.g. architect, engineering)</li> <li><input type="checkbox"/> Other (short description): _____</li> </ul>
<p><b>PROJECT OVERVIEW (Scope of Work)</b> Provide a written description of the proposed project. Be sure to include as many details as possible.</p>	
<p><b>HARDSHIP</b> If the project is the result of a particular hardship, describe this hardship in detail. Additional exhibits may be attached for reference or in support of this hardship.</p>	
<p><b>BENEFIT TO THE VILLAGE</b> Describe how the Village stands to benefit from the proposed project. (e.g. how it will increase sales tax revenue, improve aesthetics of an area, provide a service to the community, provide jobs, or improve workforce skills)</p>	
<p><b>Total Project Budget (Include all costs for the project as a whole)</b> Attach any estimates,</p>	<p>\$ _____</p>

quotes, contracts, or other written documentation to verify project costs.	
<b>Total Grant Amount Requested (maximum request of \$5,000)</b> Grant request may not exceed 50% of the total project budget.	\$ _____
<b>Number of jobs created (if applicable):</b>	
<b>Number of jobs retained (if applicable):</b>	
<b>Estimated Project Completion Date or Timeline</b> (project must be completed within 6 months):	

**REQUIRED SIGNATURES**

The Applicant states under oath that he/she/they have authorization from the property owner to perform any improvements on the subject property and acknowledges that the Village is not responsible for any decisions which may require owner approval. Furthermore, the undersigned acknowledges that: (1) completion of this application proposal form does not obligate the Village to approve of the application request, (2) the proposed assistance is not being funded or reimbursed by any other federal, state, or local grant programs, (3) I affirm that any assistance received will be used for only for those costs demonstrated by this application proposal, (4) the Village may request additional financial documentation as needed to substantiate the statements contained in this application, and (5) the Village may deny reimbursement for any violation of the terms of the STAR Grant Program.

Additionally, by signing below, the Applicant acknowledges that they have received and read the Program Description and Requirements and has received and read the Rules Implementing the Program.

The Applicant states that the information contained in this Application is true, correct and complete and agrees to comply with all Village requirements applicable to the Program and the Rules Implementing the Program. The Applicant agrees that in the event of his breach of any condition or provision of the Program or the Rules Implementing the Program or, if any of the information submitted to the Village by the Applicant is found to be false, the Village has the right to terminate the Applicant's participation in the Program.

The Applicant further understands that, after the improvement(s) have been completed, they must submit a Reimbursement Request Form (on the Form provided by the Village) and detailed cost documentation such as copies of lien waivers, paid invoices, receipts, cancelled checks and credit card statements, in order to receive payment.

The Applicant authorizes the Village to use their name, likeness, photos and/or information about the Project for promotional purposes.

Signature (PROPERTY OWNER)\*: \_\_\_\_\_ Date: \_\_\_\_\_

Printed Name: \_\_\_\_\_ Title: \_\_\_\_\_

*\*Not required for projects which do not alter, modify, or otherwise affect the real property where the business is located*

Signature (APPLICANT): \_\_\_\_\_ Date: \_\_\_\_\_

Printed Name: \_\_\_\_\_ Title: \_\_\_\_\_

**FINDINGS – EDC STAR BUSINESS GRANT PROGRAM**

<b>BUSINESS NAME</b>		<b>BUSINESS ADDRESS</b>	
<b>PROJECT NAME/DESCRIPTION</b>		<b>EDC MEETING DATE</b>	
<b>PROJECT COSTS</b>	\$ (Business Cost)	\$ (Grant Request)	\$ (Total Cost)
<b>FINDINGS:</b>			
The Economic Development Commission considered the proposal for assistance, referenced above, through the Village of Mundelein’s S.T.A.R. Business Grant Program. Projects are considered on a case-by-case basis. The findings below are intended to document the Commission’s recommendation and the reasons for which this determination was made. <sup>1</sup>			
The requested assistance brings value to the Village and/or community:			
The requested assistance is due to a clearly demonstrated need of the business:			
The proposal for assistance provides sufficient details to fully explain where the funds requested will be utilized:			
The proposal for assistance satisfactorily demonstrated that the requested relief does not exceed 50% of the total cost of the project:			
The proposal for assistance complies with all criteria and requirements of the S.T.A.R. Business Grant Program, in addition to all Federal, State, and Local laws and regulations:			
Project will be completed within 6 months:			
Other:			
<b>RECOMMENDATION:</b>			
After careful consideration of the proposal for assistance mentioned above, the Commission makes the following recommendation:			
<b>APPROVAL</b> \$_____	<b>DENIAL</b>	<b>APPROVAL WITH CONDITIONS</b>	\$_____
<b>SUBJECT TO THE FOLLOWING CONDITIONS (IF APPLICABLE):</b>			
1.			
2.			
3.			

<sup>1</sup> Recommendations for denial by a 2/3 majority vote of the Economic Development Commission shall not proceed to the Village Board for their consideration. All other recommendations will be placed on the next available Village Board Meeting Agenda.



**S.T.A.R. Grant Program  
Frequently Asked Questions (FAQs)**

**1. What types of projects are eligible?**

- a. As a pilot program, projects of all types are permitted provided that they: are for expenses which comply with all federal, state, and local laws; the business/application meets the eligibility requirements listed on the application form; and the expenses are not to be covered, reimbursed, or otherwise funded by another federal, state, or local grant or assistance program. The Economic Development Commission will make a recommendation after considering the merit of each application proposal as it relates to the needs of the business, the expected value to the Village as a whole, and the appropriateness of the request. Written findings will be prepared following the EDC's recommendation to document the specific reasons for their decision.

**2. Who can apply?**

- a. This opportunity is available to any for-profit business operating from a physical space within Mundelein corporate limits, including: retailers, restaurants, manufacturers, professional services, home occupation businesses, or commercial property owners.

**3. We've already incurred an expense; can we still apply and get reimbursed for it?**

- a. No, the STAR program only applies to expenses which have yet to be incurred by the business.

**4. We were approved for a grant; how long do I have to complete the project?**

- a. To be eligible for reimbursement for the approved expense(s), approval by the Village Board of Trustees is required prior to the end of the Village's fiscal year (ending April 30, 2023). Once approved by the Village Board, you may submit your reimbursement request form. Once a reimbursement request is received by the Village, it will be sent to the Finance Department for processing and a reimbursement check will be mailed to the grantee. It may take a few weeks to receive your reimbursement.

**5. Are there any expenses which would not be eligible for the program?**

- a. See Question #1 for additional information. The STAR program is intentionally broad so as to give businesses the opportunity to propose solutions for their individual needs and business plans. It is recommended that a business only submit an application proposal if it can satisfactorily demonstrate that it will: stimulate the local economy, train the local workforce and/or improve the skills of local employees, assist the business with a specific hardship or necessity, or help the business adapt or continue to recover from the affects of the COVID-19 global pandemic. In general, proposals should demonstrate how they will provide a benefit to the community.

**6. Besides the application, presentation of the proposal to the EDC, and Board approval, are there anything other required actions in order receive funding?**

- a. The EDC may place conditions on their approvals. This may mean that a business must satisfy some additional items before they can submit for reimbursement of their grant. As an example: the EDC may determine that the business must complete a Business Health Assessment through the College of Lake County and the Small Business Development Center, complete the project within a certain timeframe, or submit additional documentation prior to receiving the grant. Additionally, a reimbursement request form must be submitted after the purchases have been made.

**7. After we received the grant approval, we want to change the project and use the funds for something else. Is this allowed?**

- a. The Village reserves the right to withhold grant payments for items not approved by the grant.

**8. We were approved for a grant, but we want to pick a different vendor or a substantially similar product. Is this allowed?**

- a. Certain exceptions for substantially similar items or serving the same intent as the item approved by the grant may be considered on a case-by-case basis but are not guaranteed.

**9. Do I have to attend the Economic Development Commission or Village Board meetings?**

- a. Attendance is not required, but strongly encouraged so that applicants can provide sufficient explanation of the proposal. If you cannot attend, please let Village staff know so they can work with you to make sure that the application information presented at the meetings is as comprehensive as possible.

# STAR BUSINESS GRANT PILOT PROGRAM

The Mundelein Economic Development Commission and Mundelein Village Board are pleased to present a new pilot grant program available to Mundelein businesses. The ST.A.R. Business Grant Program is intended to help businesses overcome hardships and needs that they could otherwise not undertake without financial assistance. Businesses may apply by submitting a proposal for a project that addresses the specific hardship or needs of that business. Documentation of the hardship and justification for the need for assistance will be required. Applicants may seek up to \$5,000 in Village assistance, provided that the requested amount does not exceed 50% of the total cost of the project.

The application window for this program is from May 1, 2024, until April 30, 2025.

Contact Community Development for more information at 847-949-3282 or [email Planning](#).

# WHERE TO START IF YOU NEED BUSINESS ASSISTANCE

The College of Lake County and Small Business Development Center is working with the Village to provide free consultations to Mundelein businesses. Their staff works closely with the Village to help businesses identify the assistance needed and navigate the application process. [Email the Small Business Development Center](#) today to schedule a free consultation and get assistance submitting your grant application.

## IDEAL PROJECTS

While the program guidelines are broad to allow for businesses to propose unique solutions to their business's unique needs and hardships, there are a few criteria that the Economic Development Commission will use in their review and applicants should ensure that their application addresses these points:

- The requested assistance brings value to the Village and/or community.
- The requested assistance is due to a clearly demonstrated need of the business.
- The proposal provides sufficient details to fully explain where the funds will be utilized.
- The proposal satisfactorily demonstrates that the grant will not exceed 50% of the project cost.
- The proposal complies with all other criteria included in the application form and all State, Federal, and Local laws.
- The project will be completed within six (6) months.

The EDC and Village reserve the right to award grants at their sole discretion based on their review and after considering the cost versus benefit to the community. Funds are limited and grants are not guaranteed unless approved by the Village Board.

## AMOUNT

A total of \$10,000 is budgeted in the FY24/25 budget for this pilot program. Up to \$5,000 may be awarded to an individual business. Individual grants must be 50% or less of the total cost of the project. As an example, for a project quoted to cost \$2,000 in total, the business may apply for up to \$1,000 in assistance through this grant program. The Village Board may authorize additional amounts for projects at their own discretion.

## PROCESS

1. Applicants will submit a proposal for their project which is to be reviewed by staff and/or an EDC member. Again, applicants will be strongly encouraged to email the College of Lake County Small Business Development Center for a free consultation and assessment of their needs.
2. The proposal will be presented to the EDC and the EDC will make a recommendation to the Village Board. The EDC will prepare Findings to memorialize the reasons for their recommendation.
3. The proposal will be voted on by the Village Board at a Village Board meeting.

## Related Documents

4. The business implements the project and submits a
  - FAQs - STAR Grant (PDF) reimbursement request form.
  - Small Business Development Center - STAR Grant (PDF)
  - STAR Grant Application - 2022 (PDF)