

AGENDA

MUNDELEIN ECONOMIC DEVELOPMENT COMMISSION MEETING

April 25, 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 March 28, 2024 Meeting Minutes
- VI. NEW BUSINESS
 - A. Business Registration
 - B. Webinar Series/Mixers
 - C. List of Businesses to Attract to Mundelein
 - D. Research Incentive Programs of Other Communities

- E. Review and Advise/Educate the Village (i.e. Economic Trends)

VII. OLD BUSINESS

- A. Site Visits

- 1. Districts Map, Online Business Inventory Collection Map, and After Site Visit Form

- B. Social Media & Marketing Hybrid Event

- 1. Fall of 2024

- C. 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 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,

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.

Mundelein Arts Commission

Committee Report

To: Mayor and Board of Trustees

From:

For: Mundelein Economic Development Commission Meeting of April 25, 2024

Subject: Events, Newsletter, Membership, and Business Luncheon

Financial Impact:

N/A

Attachments:

None

Background:

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

Recommendation:

**ECONOMIC DEVELOPMENT COMMISSION
MEETING MINUTES
MARCH 28, 2024**

I. CALL TO ORDER.

The meeting was called to order at 7:33 AM on Thursday, March 28, 2024, at the Mundelein Village Hall.

II. ATTENDANCE.

Present: Michael Decker; Miguel Echeverria; Virginia Gibbs; Robert Kalicki; Laurel Lowry; Edward Streb; and Angela Trillhaase

Also Present: Amanda Orenchuk; Director of Community Development; Tim Verbeke, Senior Planner; Dawn Jenich, Communications & Marketing Manager; and Tim Wilson, Village of Mundelein Trustee

Absent: Jennifer Grieco, Raymond Jackson Jr.; and Sarah Mitia

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; however, Mundelein Community Connection (MCC) indicated they wanted to present events, newsletter, membership, and business luncheon to the EDC. Ms. Orenchuk provided some information. Ms. Trillhaase indicated she is a member of MCC. There was discussion that individuals/families also have opportunities to join MCC for a low annual rate of \$45.

Information was provided in the folders that were handed out to the EDC. Each member was given 10 folders for their district.

- b. M. Decker advised Scott Adams, GLMV, is also interested in attending future meetings, when available.

V. APPROVAL OF MINUTES.

- a. Motion by E. Streb, seconded by M. Echeverria, to approve the January 25, 2024, meeting minutes, with edits made by M. Decker regarding changing the sentence pertaining to the STAR Grant and the EDC budget.

Approved unanimously 7-0.

VI. NEW BUSINESS.

- a. M. Decker advised he liked the Staff Report for the EDC. It was very helpful to guide the meetings with background and information.
- b. **Quarterly Commission Updates.** An initiative is being made to prepare quarterly EDC updates. This will enable staff to utilize more robust information for the annual report to the Village Board.
- c. **Site Visits.**

There was a lot of dialogue pertaining to site visits. M. Decker brought up that historically there was a record of the visits, but we have gotten away with the spreadsheet and reports. He also stated that some of the reporting was to make sure efforts weren't duplicated. Having districts assigned also removes the redundancy. He stated he wants to solicit ideas about tracking the visits, but also does not want to make it arduous.

A. Orenchuk recalled under previous EDC leadership there was a list brought to the meetings and businesses were assigned. She asked if it would be helpful to do something similar. L. Lowry stated it would be helpful to have an assignment. M. Echeverria stated that prioritization of businesses to visit would also be helpful.

It was again suggested by A. Trillhaase that the group should have access to a shared folder to update the information. A. Orenchuk provided background about the latest efforts of the Village to update software, update the Village website, review technology, and hire consultants to advise on IT services. Understanding the new tools, services, and policies is critical, so rolling out new efforts may take a little longer so that they are done properly. Additionally, some of the information and links have been removed for EDC resources and these will need to be relaunched.

L. Lowry asked if the updated District Lists could be resent. A. Orenchuk agreed to have these resent to everyone.

E. Streb indicated that they should consider nominating a Gold Star business for each district to make sure all areas of the Village are reached. M. Decker stated it would be helpful to have quarterly nominations after site visits so that the information is fresh.

- d. **Social Media & Marketing Hybrid Event. The EDC was supportive of the event. Details from the Staff Report included:**

- i. 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 timeframe 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.

ii. **Proposed Speakers (Working List):**

1. Holly Kim – Lake County Treasurer
 - a. She has a significant social media presence and was very enthusiastic when I mentioned the idea of a hybrid social media and marketing event.
2. Jeff Randolph – Visit Lake County's Partner Services and Marketing Coordinator
 - a. 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.
3. Marc & Melissa Tantillo – Siege Food Photo (Food Photography)
4. 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.

iii. **Proposed Topics (Working List):**

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

VII. OLD BUSINESS.

a. **Business Appreciation Breakfast.** The Staff Report provided an overview of attendance and attendee feedback for the event. The EDC commented that there was a lot of energy at this year's function. Welcome additions to the agenda were the elevator pitches. It was a good pivot to restart these after everyone was seated. Perhaps next year there can be an offer after a few have gone for additional members of the audience to participate. Maybe ask for up to 3-5 more. It would be helpful to have them standing in the wings while a speaker is up at the podium.

L. Lowry thought it would be good to have the EDC stationed at the entry to greet people and note what district they are in. Once they are out in the room it is more difficult to identify their district from afar.

It was requested that a list of the businesses in the districts that did attend be provided to each member of the EDC so they can reach out.

b. **Self-Reporting Business Information Form/EDC FAQs and Script for Calls.** A. Trillhaase stated she would volunteer to get focus on this item for the next meeting.

She said she would touch base with L. Lowry and R. Jackson Jr. A. Orenchuk recalled at the previous meeting R. Jackson Jr. stating that there may be some duplicate efforts with the Business Registration and the self-reporting forms.

Business Registration became a topic of discussion. Staff was advised that there is an issue with a single business being required to fill out multiple business registrations if they occupy more than one unit. A. Orenchuk did not believe this was the intent, as there should be an Occupancy for each unit, but only a single Business Registration for a business. V. Gibbs advised that she was frustrated when she went to register for a new address, and it made her register as a new business. She did not want to be termed a new business when she has been in the Village for years. This is confusing. She also stated that the Village needs to figure out a way to allow paper. Some businesses do not want to be part of the digital world.

VIII. COMMITTEE UPDATES.

- a. Recognize. (J. Grieco, R. Kalicki) – R. Kalicki stated that he has attended all the ribbon cuttings. There are several upcoming that he hopes members of the EDC will attend. He believes this means a lot to the businesses.
- b. Advise. (M. Decker, R. Jackson) – It was thought that this would be a good time to provide feedback from site visits during the meeting.
- c. Attract. (E. Streb, S. Mitia) – It was mentioned that WGN was showcasing Mundelein all day. The media was very compelling in highlighting the positive aspects of the Village. This initiative was launched by a local realtor.
- d. Retain. (M. Echeverria, A. Trillhaase) – A. Trillhaase stated she wanted to focus on engaging businesses with information they could use including a speaker series for alternative financing, work force development, tax update, marketing, public/private grants, a monthly mixer with “speed dating” for business. These would need to be further defined and planned. M. Echeverria asked if businesses contact the Village when they are having issues or planning to leave. A. Orenchuk advised that they might reach out to groups like Lake County Partners, but in most circumstances they do not. A lot of businesses do not want to admit when they are having difficulties. Identifying issues with businesses is challenging, but site visits can help with this effort.
- e. Educate. (V. Gibbs, L. Lowry) – V. Gibbs stated that webinars should be posted on the website and that we should communicate these resources to businesses.

X. OTHER REPORTS

- a. M. Decker reminded the group there is a job fair at Mundelein High School on April 12th. Additionally, A. Orenchuk advised that District 128, which serves a portion of Mundelein, also is looking to connect with local businesses. She will share the contact information.

XI. VILLAGE PROJECT UPDATES.

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

- b. Intelligentsia Cup Bicycle Race will occur on July 22nd. The Village seeks volunteers and sponsorships.
- c. Mundelein Days also seeks volunteers and sponsorships.
- d. Status on residential housing projects was provided.
- e. Status on interest from businesses in vacant spaces was provided.
- f. Comments were made that the additional housing units is leading to more interest from businesses such as the tenancy at Townline Square (1500 block of South Lake Street where Jewel is located).
- g. D. Jenich shared the success the Village is experiencing from the efforts of the EDC site visits and reporting to help with social media and news posts. She advised that they only needed to provide a few bullet points and she would do the work to get information out. Some of the least negative responses on social media are when business posts are made.

XII. NEXT MEETING. The next regularly scheduled Economic Development Commission will be held at 7:30 AM at the Village of Mundelein on April 25th, 2024. The regularly scheduled meeting in February is cancelled.

XIII. ADJOURNMENT. Motion by Virginia Gibbs, seconded by Laurie Lowry to adjourn the EDC meeting. Vote was unanimous.

The meeting was adjourned at 9:12 A.M.

Respectively submitted by:

Amanda Orenchuk
Director of Community Development

Mundelein Arts Commission

Committee Report

To: Mayor and Board of Trustees

From:

For: Mundelein Economic Development Commission Meeting of April 25, 2024

Subject: Business Registration

Financial Impact:

N/A

Attachments:

None

Background:

Staff appreciated the EDC feedback at last month's meeting. Amanda and I have been working with the internal staff who oversee the Business Registration software. Due to the software's complexity, the issues are complicated to fix. We are continuing to work with the internal staff to resolve the technical problems, and we appreciate the EDC's help with registering businesses.

Recommendation:

Mundelein Arts Commission

Committee Report

To: Mayor and Board of Trustees

From: Jessica Marvin

For: Mundelein Economic Development Commission Meeting of April 25, 2024

Subject: Webinar Series/Mixers

Financial Impact:

N/A

Attachments:

None

Background:

Staff and the EDC will discuss this topic further in person and brainstorm ideas if the EDC wants to continue with this project.

Recommendation:

Mundelein Arts Commission

Committee Report

To: Mayor and Board of Trustees

From: Jessica Marvin

For: Mundelein Economic Development Commission Meeting of April 25, 2024

Subject: List of Businesses to Attract to Mundelein

Financial Impact:

N/A

Attachments:

None

Background:

Staff would like the assistance of the Attract Committee (Ed Streb and Sarah Mital) to help create a working list of businesses the Village should attract to Mundelein.

- How would you like staff to attract new businesses? How do we accomplish this?
- In what ways should the Village attract businesses? Online through social media platforms, marketing flyers, and/or advertisements?

Recommendation:

Mundelein Arts Commission

Committee Report

To: Mayor and Board of Trustees

From: Jessica Marvin

For: Mundelein Economic Development Commission Meeting of April 25, 2024

Subject: Research Incentive Programs of Other Communities

Financial Impact:

N/A

Attachments:

None

Background:

Staff would like the assistance of the **Retain** (Angela Trillhaase and Miguel Echevarria) and **Educate** (Virginia Gibbs and Laurie Lowry) Committee to generally research incentive programs and neighboring villages incentive programs to potentially adopt in the future.

- In March, the Village switched to a different website company to be more user-friendly. Staff would like to review the website with the EDC to see what areas work and what areas need to be updated to best assist the EDC members.

Recommendation:

Mundelein Arts Commission

Committee Report

To: Mayor and Board of Trustees

From: Jessica Marvin

For: Mundelein Economic Development Commission Meeting of April 25, 2024

Subject: Review and Advise/Educate the Village (i.e. Economic Trends)

Financial Impact:

N/A

Attachments:

None

Background:

In past meetings, the EDC has mentioned trying to be more visible on social media. Every month, we could post a different topic on the Village's LinkedIn page to educate the business community. Would the **Educate, Advise Committee or a subcommittee** of 3 EDC members like to start this project?

- We will review a few neighboring villages' LinkedIn pages at Thursday's meeting to brainstorm ideas for our own LinkedIn page.

Recommendation:

Mundelein Arts Commission

Committee Report

To: Mayor and Board of Trustees

From:

For: Mundelein Economic Development Commission Meeting of April 25, 2024

Subject: Districts Map, Online Business Inventory Collection Map, and After Site Visit Form

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
 - **I will provide a laminated copy of the EDC Member Districts Map with a QR code to the Online Business Inventory Collection Map and a QR code to an After Site Visit Form to document your site visit. Once A. Trilhaase finalizes her site visit script, I can add the information from the script to the form, so all the information is in one**

place. The form is very minimal. Please let me know if there is anything else you'd like me to add.

Online Business Inventory Collection Map

After Site Visit Form



Recommendation:

Mundelein Arts Commission

Committee Report

To: Mayor and Board of Trustees

From: Jessica Marvin

For: Mundelein Economic Development Commission Meeting of April 25, 2024

Subject: Fall of 2024

Financial Impact:

N/A

Attachments:

None

Background:

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Proposed Topics (Working List):

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Recommendation:

Mundelein Arts Commission

Committee Report

To: Mayor and Board of Trustees

From: Jessica Marvin

For: Mundelein Economic Development Commission Meeting of April 25, 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:

Mundelein Arts Commission

Committee Report

To: Mayor and Board of Trustees

From: Jessica Marvin

For: Mundelein Economic Development Commission Meeting of April 25, 2024

Subject: Recognize (Robert Kalicki, Jen Grieco)

Financial Impact:

N/A

Attachments:

None

Background:

The Recognize 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 April 25, 2024

Subject: Advise (Michael Decker, Raymond Jackson)

Financial Impact:

N/A

Attachments:

None

Background:

The Advise 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 April 25, 2024

Subject: Attract (Ed Streb, Sarah Mitial)

Financial Impact:

N/A

Attachments:

None

Background:

The Attract 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 April 25, 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 April 25, 2024

Subject: Educate (Virginia Gibbs, Laurie Lowry)

Financial Impact:

N/A

Attachments:

None

Background:

The Educate committee will report on any updates.

Recommendation: