

AGENDA

MUNDELEIN ECONOMIC DEVELOPMENT COMMISSION MEETING

May 23, 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
- V. MINUTES APPROVAL
 - A. Approval of the April 25, 2024, Minutes
- VI. NEW BUSINESS
 - A. Staff Presentation - Village Overview and Past EDC Activities
N/A
 - B. Open Discussion
N/A
- VII. OLD BUSINESS
 - A. Webinar Series/Mixers
 - 1. Subcommittee: Angela, Virginia, and Sarah
 - B. List of Business to Attract to Mundelein
 - 1. Subcommittee: Sarah and Ed

C. Research Incentive Programs of Other Communities

1. Retain and Educate Committee: Miguel, Angela, Virginia, and Laurie

D. Site Visits

E. Social Media & Marketing Hybrid Event - Fall 2024

F. Social Media Initiatives for Village

1. Subcommittee: Jennifer, Miguel, and Raymond

VIII. COMMITTEE UPDATES

IX. RECOGNIZE (ROBERT KALICKI, JEN GRIECO)

X. ADVISE (MICHAEL DECKER, RAYMOND JACKSON)

XI. ATTRACT (ED STREB, SARAH MITIAL)

XII. RETAIN (ANGELA TRILLHAASE, MIGUEL ECHEVARRIA)

XIII. EDUCATE (VIRGINIA GIBBS, LAURIE LOWRY)

XIV. OTHER REPORTS

XV. VILLAGE PROJECT UPDATES

XVI. NEXT REGULARLY SCHEDULED MEETING,

- A. Thursday, June 27, 2024, at 7:30 AM

XVII. 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
MEETING MINUTES
APRIL 25, 2024**

I. CALL TO ORDER.

The meeting was called to order at 7:30 AM on Thursday, April 25, 2024, at the Mundelein Village Hall.

II. ATTENDANCE.

Present: Michael Decker; Miguel Echeverria; Virginia Gibbs; Jennifer Grieco; Raymond Jackson, Jr.; Robert Kalicki; Laurel Lowry; Edward Streb; Angela Trillhaase; and Sarah Mitia

Also Present: Amanda Orenchuk; Director of Community Development; Jessica Marvin, Associate Planner; Tim Wilson, Village of Mundelein Trustee; Mike Flynn, Mundelein Community Connection; and Scott Adams, GLMV

Absent: None

III. ADDITIONS OR DELETIONS TO THE AGENDA.

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

IV. PUBLIC COMMENTARY.

- a. Mike Flynn, discussed history of Mundelein Community Connection (MCC). He informed the EDC of the offerings of MCC, including:
- i. 7 person Board
 - ii. Park on Park
 - iii. Beerfest
 - iv. Farmers' Market and specialty days
 1. New offerings thanks to energetic manager, Becca Merkau
 2. Saturdays have been successful – historically it was on a weekday
 - v. Santa's Cottage & Cookie Cottage
 - vi. Winterfest and Tree Lighting will be merged and held at Courtland Commons – might affect the Santa's Cottage offerings
 - vii. Bingo – partnership with GLMV
 - viii. Business Luncheon is starting back up – first speaker is from Perfect Brewing
 - ix. Redone the website using Epic Media
 - x. Revised membership benefits in 2024
 - xi. 25 business members, 25 family members – trying to grow the membership
 - xii. 7% of population of Libertyville is part of MainStreet
 - xiii. Budget \$150,000 - \$200,000
 1. Pay executive director
 2. Pay farmers market manager
 3. Recently hired social media coordinator

- xiv. All of the events provide 45 days of activities throughout the year
- xv. 13,000 – 14,000 visitors estimated
- xvi. How can the Village and MCC partner:
 - 1. Access to new owners/businesses/developers in Downtown
 - 2. Sponsorships from businesses
 - 3. Use newsletter to promote more and cross promote
- xvii. It was stated that many EDC members were not aware of the MCC family membership, and the last meeting when the materials were discussed was the first they heard of this option.

(Sarah Mitial Arrived)

- b. Scott Adams, President GLMV – GLMV has long history with Mundelein. GLMV started in 1946. Mundelein joined in early 70s.
 - i. 600 members
 - ii. Try to treat all with same intensity of advertising
 - iii. Part of SBAC
 - iv. Uses SBDC at Lake County College frequently – send businesses there for advising
 - v. 3 staff members
 - vi. Lake County Partners a good resource
 - vii. Members communities all collaborative
 - viii. GLMV here to help the Village
 - ix. 200 events a year
 - x. El Barrio event next week
 - xi. J. Grieco asked if businesses can make a payment arrangement when they join – S. Adams said yes, that is possible.
 - xii. 8-12 members a month
- c. M. Decker discussed the Chamber Grant – it was confirmed this is funded for FY25. New members only. There is a discounted rate for many of the business assistance organizations.

V. APPROVAL OF MINUTES.

- a. Motion by E. Streb, seconded by V. Gibbs, to approve the March 28, 2024, meeting minutes, with edits made by M. Decker and A. Trillhaase.

Section IV A – second sentence. – each member was given 10 folders for the district. Make its own sentence.

Under VI D(2) – I attended the Visit Lake County Luncheon (because it was copied from Staff Report) – change to Jess Marvin.

Approved unanimously 10-0.

VI. NEW BUSINESS.

- a. **Business Registration.** There was a discussion regarding the business registration process. It was asked if there would be a grace period. A. Orenchuk advised we

would not be granting a grace period since we've provided years for businesses to register. The Village has changed position on the paper option. We will be accepting paper copies. Staff took EDC comments and had a meeting about the registrations.

Virginia Gibbs brought up the issue with having to pay again when relocating to a new space.

b. Site Visits.

Business visit assignments were generated by staff and distributed to the EDC. There was a form added to the Village website to enter information for the visits.

- c. Email issues.** Members emails are not functioning. This is something that needs to be fixed. Everyone was asked to make sure the Village is using the correct email address for emails to get forwarded, then make sure that the email is functioning.
- d. Webinar Series/Mixers.** Angela Trillhaase, Sarah Mitial, and Virginia Gibbs would work on suggested programming for these items. They volunteered as a subcommittee.
- e. Social Media.** Miguel Echeverria, Jennifer Grieco, and Raymond Jackson, Jr. expressed an interest in participating on more in-depth strategies for social media. Such as recommendations for content and messages. Gather tips and tricks to share with our businesses to use with social media.

VII. Other Business

A. Orenchuk thanked the EDC for the patience over the past few months. The Village has taken on a large number of technology enhancements, new software, and other changes. The transitions have created a little bit of frustration, but there is hope that the end product will produce a better experience for the Village as a whole.

The EDC was complimented on the engagement of the group, and the renewed energy and activism. Ed Streb shared some concerns about past experiences. There was direction from previous staff that certain events and organizations were not viewed as beneficial.

A. Orenchuk acknowledged that this likely was the case in the past. She proposed making a presentation of past endeavors and experiences and also a look behind the curtain at what staff does day to day to put some perspective on previous direction from staff. The EDC was interested in this.

It was also shared that there will be a shift in workload in the near future, which will help staff be more engaged in commission activities.

- VIII. NEXT MEETING.** The next regularly scheduled Economic Development Commission will be held at 7:30 AM at the Village of Mundelein on May 23, 2024.

IX. ADJOURNMENT. Motion by Jennifer Grieco, seconded by Miguel Echeverria to adjourn the EDC meeting. Vote was unanimous.

The meeting was adjourned at 9:27 A.M.

Respectively submitted by:

Amanda Orenchuk
Director of Community Development

DRAFT