

**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 Mital

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.
- 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 from 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.

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

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. J. Marvin 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 J. Marvin 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. Mitial) – 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