

CALL TO ORDER

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

ATTENDANCE

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

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

ADDITIONS OR DELETIONS TO AGENDA

There were no addition or deletions to the agenda.

PUBLIC COMMENTARY

Mundelein Community Connection (MCC)

Events, Newsletter, Membership, and Business Luncheon

Mike Flynn, discussed history of Mundelein Community Connection (MCC). He informed the EDC of the offerings of MCC, including:

1. 7 person Board
2. Park on Park
3. Beerfest
4. Farmers' Market and specialty days
5. New offerings thanks to energetic manager, Becca Merkau
6. Saturdays have been successful – historically it was on a weekday
7. Santa's Cottage & Cookie Cottage
8. Winterfest and Tree Lighting will be merged and held at Courtland Commons – might affect the Santa's Cottage offerings
9. Bingo – partnership with GLMV
10. Business Luncheon is starting back up – first speaker is from Perfect Brewing

11. Redone the website using Epic Media
12. Revised membership benefits in 2024
13. 25 business members, 25 family members – trying to grow the membership
14. 7% of population of Libertyville is part of MainStreet
15. Budget \$150,000 - \$200,000
 - a. Pay executive director
 - b. Pay farmers market manager
 - c. Recently hired social media coordinator
16. All of the events provide 45 days of activities throughout the year
17. 13,000 – 14,000 visitors estimated
18. How can the Village and MCC partner:
 - a. Access to new owners/businesses/developers in Downtown
 - b. Sponsorships from businesses
 - c. Use newsletter to promote more and cross promote
19. 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 Mitia Arrived)

GLMV Chamber of Commerce

Scott Adams, President GLMV – GLMV has long history with Mundelein. GLMV started in 1946. Mundelein joined in early 70s.

1. 600 members
2. Try to treat all with same intensity of advertising
3. Part of SBAC
4. Uses SBDC at Lake County College frequently – send businesses there for advising
5. 3 staff members
6. Lake County Partners a good resource
7. Members communities all collaborative
8. GLMV here to help the Village
9. 200 events a year
10. El Barrio event next week
11. J. Grieco asked if businesses can make a payment arrangement when they join – S. Adams said yes, that is possible.
12. 8-12 members a month

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.

MINUTES APPROVAL

Approval of the March 28, 2024 Meeting Minutes

Edits were recommended to 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 attended..."

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

NEW BUSINESS

Business Registration

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.

Webinar Series/Mixers

Webinar Series/Mixers. Angela Trillhaase, Sarah Mitial, and Virginia Gibbs would work on suggested programming for these items. They volunteered as a subcommittee.

List of Businesses to Attract to Mundelein

No progress was made on additional businesses to attract to Mundelein. This will be

discussed at a future meeting more in depth.

Research Incentive Programs of Other Communities

Not much progress was made on incentive research; however, this is something the EDC desires to look into more.

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

Staff has access to data and will share with the EDC.

OLD BUSINESS

Site Visits

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

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.

Social Media & Marketing Hybrid Event

Fall of 2024

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.

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

Jess advised where to find the forms for business reporting. Each EDC member was provided a QR code to access the form. It is not available on the public-facing website.

COMMITTEE UPDATES

Due to time constraints, each of the focus areas for the EDC were touched on briefly. No action items were discussed.

Recognize (Robert Kalicki, Jen Grieco)

Advise (Michael Decker, Raymond Jackson)

Attract (Ed Streb, Sarah Mital)

Retain (Angela Trillhaase, Miguel Echevarria)

Educate (Virginia Gibbs, Laurie Lowry)

OTHER REPORTS

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.

VILLAGE PROJECT UPDATES

Due to time constraints, project updates were skipped during this meeting.

NEXT REGULARLY SCHEDULED MEETING,

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

ADJOURNMENT

RESULT:	Passed [Yes 10, No 0, Abstained 0]
MOVER:	Commissioner Jennifer Grieco
SECONDER:	Commissioner Miguel Echeverria

AYES: Michael Decker, Edward Streb, Laurel Lowry, Robert Kalicki, Sarah Mitia, Angela Trillhaase, Jennifer Grieco, Miguel Echeverria, Virginia Gibbs, Raymond Jackson

NAYS: None

ABSTAIN: None

Meeting was adjourned at 9:27 A.M.