AGENDA

MUNDELEIN ECONOMIC DEVELOPMENT COMMISSION MEETING

July 19, 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 June 24, 2024, EDC Minutes

VI. NEW BUSINESS

A. Fall Event Planning

1. Networking Event

2. Social Media & Marketing Seminar

VII. NEXT REGULARLY SCHEDULED MEETING,

A. July 25, 2024, will be canceled. Next meeting August 22, 2024.

VIII. 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.

CALL TO ORDER

The meeting was called to order by Chairman Decker at 7:30 A.M.

ATTENDANCE

Present: Michael Decker; Miguel Echeverria; Virginia Gibbs; Jennifer Grieco; 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

Absent: Raymond Jackson, Jr.

ADDITIONS OR DELETIONS TO AGENDA

There were no additions or deletions from the agenda.

PUBLIC COMMENTARY

There was no public commentary.

MINUTES APPROVAL

Approval of the May 23, 2024 Minutes

A motion was made for the meeting minutes of May 23, 2024. During this vote both Raymond Jackson, Jr. and Sarah Mitial were absent. Sarah arrived after the vote.

RESULT:	**Passed [Yes 9, No 0, Abstained 1]**
MOVER:	Commissioner Edward Streb
SECONDER:	Commissioner Miguel Echeverria
AYES:	Michael Decker, Edward Streb, Laurel Lowry, Robert Kalicki, Angela Trillhaase, Jennifer Grieco, Miguel Echeverria, Virginia Gibbs, Raymond Jackson
NAYS:	None
ABSTAIN:	Sarah Mitial

NEW BUSINESS

OLD BUSINESS

Staff Presentation & Open Discussion

Staff presented on the same slide show from May 23, 2024. Mostly the group revisited previous EDC activities. A. Orenchuk advised the EDC that they could be as active as they want. There are opportunities to create and advocate for projects, similar to the Arts Commission. They could also be a passive group, receiving feedback from business and occasionally commenting on business trends. This is their commission to steer in any number of directions.

The EDC provided comments on the following:

- It would be helpful to update the bike race sponsorship form on the Village website. It was pulling from the previous year's link.
- Looking at demographics and market information will help with identifying complementary businesses or gaps.
- The EDC is interested in conducting a new Village-wide survey. There are a lot of changes since the last one was conducted as part of a CALEA certification.
- Laurie Lowry mentioned the Village could consider a restaurant week.
- Angela Trillhaase mentioned something called "Open Kitchen" in Ljubljana, Slovenia. People come out to the city center and eat at picnic tables and it is almost like a Mundelein Munch.
- The group wanted to understand how the grants are advertised.
- Chairman Decker intends to reach out to Scott Adams at GLMV to find out if the businesses approached by their organization during ribbon cuttings are joining the group.

Webinar Series / Mixers

Subcommittee: Angela, Virginia, and Sarah

The group advised there has not been any additional progress; however, there is a desire to meet in the near future to plan.

List of Businesses to Attract to Mundelein

Attract Committee: Sarah & Ed

Questions were asked about how the Village recruits businesses. There is some interest in the Lake County Partners information. It was mentioned that it would be

interesting to understand where the gaps are in the market in order to identify needed businesses. A. Orenchuk stated there are reports on markets and demographics. She will share this information with the EDC and a more in depth discussion can take place relating to demographics and market trends.

Research Incentive Programs of Other Communities

Retain and Educate Committee: Miguel, Angela, Virginia & Laurie

There were no updates.

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

Subcommittee: Jennifer, Miguel, and Raymond

There were no updates.

Site Visits

A request was made to include several items on the Information Collection Sheet for site visits:

1. Reference the ribbon cutting sheet
2. Send the information to Village marketing
3. Create a postcard size leave behind with QR code

Social Media & Marketing Hybrid Event

The anticipated timeline of events are as follows:

September: Mixer
October: Social Media Seminar
February: Business Appreciation Breakfast

Mundelein Community Connection Grant Partnership

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

The group requested the link be resent.

COMMITTEE UPDATES

Recognize (Robert Kalicki, Jen Grieco)

No report.

Advise (Michael Decker, Raymond Jackson)

No report.

Attract (Ed Streb, Sarah Mitial)

Ed Streb commented on the McHenry and Batavia pop up shops. The EDC was curious about their operations: time of year, days of week, and time of day. It is believed the shops are curated by the organizers. Ed Streb requested this be added to a future agenda to discuss in more detail.

Retain (Angela Trillhaase, Miguel Echevarria)

No report.

Educate (Virginia Gibbs, Laurie Lowry)

No report.

OTHER REPORTS

No report.

VILLAGE PROJECT UPDATES

No project updates were discussed.

NEXT REGULARLY SCHEDULED MEETING,

Thursday, July 25, 2024 at 7:30 AM

A number of commissioners were anticipating missing the July 25th meeting. A. Orenchuk advised this meeting will likely be canceled; however, staff will reach out to determine if another meeting can be set. Chairman Decker reminded the group there is a need to discuss the fall events.

ADJOURNMENT

Various members of the EDC left the meeting early. There was not enough members to officially vote to adjourn; however, the meeting ended at 9:14 A.M.

RESULT:	**Passed [Yes 5, No 0, Abstained 4]**
MOVER:	Commissioner Laurel Lowry
SECONDER:	Commissioner Robert Kalicki

AYES:	Michael Decker, Laurel Lowry, Robert Kalicki, Angela Trillhaase, Miguel Echeverria
NAYS:	None
ABSTAIN:	Edward Streb, Sarah Mitial, Jennifer Grieco, Virginia Gibbs

VILLAGE OF
Mundelein
Incorporated in 1909

To: Mayor and Board of Trustees

From: Amanda Orenchuk, Director of Community Development

For: Mundelein Economic Development Commission Meeting of July 19, 2024

Subject: Fall Event Planning

Financial Impact:
N/A

Attachments:
None

Background:
The EDC expressed an interest in hosting several events this fall. The Special Meeting of the EDC is designed to allow the group to focus specifically on these events and begin a dialogue to shape the events. Staff will provide support services.

Recommendation:

VILLAGE OF Mundelein Incorporated in 1909

To: Mayor and Board of Trustees

From:

For: Mundelein Economic Development Commission Meeting of July 19, 2024

Subject: Networking Event

Financial Impact:

Attachments:
None

Background:

Recommendation:

VILLAGE OF
Mundelein
Incorporated in 1909

To: Mayor and Board of Trustees

From:

For: Mundelein Economic Development Commission Meeting of July 19, 2024

Subject: Networking Event

Financial Impact:

Attachments:
None

Background:

Recommendation:

VILLAGE OF Mundelein Incorporated in 1909

To: Mayor and Board of Trustees

From:

For: Mundelein Economic Development Commission Meeting of July 19, 2024

Subject: Social Media & Marketing Seminar

Financial Impact:

Attachments:
None

Background:

Recommendation: