

AGENDA

MUNDELEIN ECONOMIC DEVELOPMENT COMMISSION MEETING

November 21, 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 October 24, 2024 Meeting Minutes

VI. NEW BUSINESS

- A. Batavia Boardwalk Shops

Develop a subcommittee to develop a concept and recommendations to the Village Board for small shops/kiosks.

VII. OLD BUSINESS

- A. Business Appreciation Breakfast 2025

Subcommittee should meet and continue to execute tasks for the breakfast.

- B. Commissioner Email Policy and Mandatory Acknowledgment Form

Complete email setup and sign acknowledgment form.

- C. Budget for Fiscal Year 2025-2026

Review the proposed EDC budget and send comments to staff no later than November 25, 2024.

- D. Great Lakes Naval Base Welcome Packet/Pamphlet

Review list of businesses and take action to implement the project.

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

- A. Site Visits and After Site Visit Form

X. VILLAGE PROJECT UPDATES

XI. NEXT REGULARLY SCHEDULED MEETING, THURSDAY, DECEMBER 19, 2024, AT 7:30 AM

XII. ADJOURNMENT

- A. **Motion** to adjourn the Regular Economic Development Commission Meeting of November 21, 2024.

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 regularly scheduled meeting of the Economic Development Commission was held on 10/24/2024. Chairperson Decker called the meeting to order at 7:31 AM.

ATTENDANCE

Commission Attendance:

Present: Michael Decker; Miguel Echeverria; Laurel Lowry; Edward Streb; Jennifer Grieco; and Raymond Jackson Jr.

Absent: Sarah Mitia; Virginia Gibbs; Robert Kalicki; and Angela Trillhaase

Commissioner S. Mitia joins the Commission at 7:38 AM

Also Present: Amanda Orenchuk, Director of Community Development; Jessica Marvin, Associate Planner; Isabel Guadarrama, Senior Planner; and Tim Wilson, Village of Mundelein Trustee

Commissioner M. Echeverria steps out at 9:07 AM

Commissioner R. Jackson Jr. steps out at 9:08 AM

ADDITIONS OR DELETIONS TO AGENDA

Chairman M. Decker asks to reword the membership section of the September 26, 2024, meeting minutes.

PUBLIC COMMENTARY

There were no public comments.

MINUTES APPROVAL

Approval of the September 26, 2024 Minutes

Motion to approve the September 26, 2024, Economic Development Commission Regular Meeting Minutes.

RESULT:	Passed [Yes 6, No 0, Abstained 0]
MOVER:	Commissioner Laurel Lowry
SECONDER:	Commissioner Edward Streb
AYES:	Michael Decker, Edward Streb, Laurel Lowry, Jennifer Grieco, Miguel Echeverria, Raymond Jackson
NAYS:	None
ABSTAIN:	None

NEW BUSINESS

Business Appreciation Breakfast 2025

Motion to approve the budget of \$5,000 for the Business Appreciation Breakfast 2025.

J. Marvin expressed the importance of starting to plan this event early. The subcommittee for the event includes J. Grieco, R. Kalicki, and R. Jackson Jr., with M. Echeverria as an additional member for support if needed. The Commission narrowed down the dates to February 19, 2025, and February 26, 2025. J. Marvin will ask the mayor if he is available on either of those dates. The Commission also decided to host a breakfast instead of a dinner, as attendance tends to be higher. The event will be held from 7:30 AM to 9:30 AM at the DoubleTree Hotel.

RESULT:	Passed [Yes 7, No 0, Abstained 0]
MOVER:	Commissioner Edward Streb
SECONDER:	Commissioner Miguel Echeverria
AYES:	Michael Decker, Edward Streb, Laurel Lowry, Sarah Mitial, Jennifer Grieco, Miguel Echeverria, Raymond Jackson
NAYS:	None
ABSTAIN:	None

J. Marvin asked the Commission to forward the names of possible Gold Star nominees. Chairman M. Decker requested that they include the category in which each nominee excels. The list of businesses will be presented at the November meeting.

Commissioner Email Policy and Mandatory Acknowledgment Form

The Commissioners received the policy and forms at the meeting. J. Marvin reiterated the importance of using the new email address. The Commissioners will receive new business cards with the updated information.

2025 Meeting Calendar

Commissioners agreed to keep the EDC meetings on the 4th Thursday of every month with the exception of November and December as they fall on the holiday. The meetings in November and December will be the week before.

Budget for Fiscal Year 2025-2026

Motion to request \$10,000 for next fiscal year's budget.

L. Lowry would like to host two networking events next year: one in the spring and the

other in the fall. Trustee Wilson asked the staff to look for a business sponsor to fund some of the events. A. Orenchuk stated that this is always a possibility; however, they need to budget as if they will not receive any sponsorships. The commissioners noted that if they hold an event every quarter, they will need to raise the budget from the previous year.

RESULT:	Passed [Yes 7, No 0, Abstained 0]
MOVER:	Commissioner Laurel Lowry
SECONDER:	Commissioner Edward Streb
AYES:	Michael Decker, Edward Streb, Laurel Lowry, Sarah Mitial, Jennifer Grieco, Miguel Echeverria, Raymond Jackson
NAYS:	None
ABSTAIN:	None

Quarterly Commission Updates

Chairman M. Decker would like to keep track of all the recommendations and comments received from the site visits. He would like to track them over time to see what is being said.

OLD BUSINESS

Digital Buzz: Social Media Guide for Business Growth

J. Marvin showed the Commissioners the invitation for the event and reviewed the agenda. Chairman M. Decker suggested adding more details about the event to the invitation. A. Orenchuk asked the Commissioners if they would be ready to host the event in two weeks. She emphasized that quality is more important than quantity and recommended including social media information for the Business Appreciation Breakfast event, suggesting that social media experts serve as keynote speakers. The Commissioners questioned whether there would be enough time for this. R. Jackson Jr. reminded them that it's four months away, providing plenty of time to plan. Other Commissioners noted that there had been a lot of free time in previous years. The Commissioners also agreed to have a photographer available to take personal headshots of attendees to continue assisting business owners and employees.

Subcommittee: Jen, Miguel, and Raymond

Back to Business Mixer

J. Marvin provided a brief overview of the event, stating that overall, the feedback has been positive. L. Lowry mentioned that the event also helped attract new businesses and shared the story of someone who was present. E. Streb suggested incorporating this feedback for next year.

Subcommittee: Laurie, Angela, and Sarah

Chamber Membership Grant Program

There were no questions or comments.

Great Lakes Naval Base Welcome Packet/Pamphlet

J. Marvin stated that this agenda item will be continued in the next meeting.

COMMITTEE UPDATES

There were no committee updates.

Recognize (Robert Kalicki, Jen Grieco)

Advise (Michael Decker, Raymond Jackson)

Attract (Ed Streb, Sarah Mitia)

Retain (Angela Trillhaase, Miguel Echevarria)

Educate (Virginia Gibbs, Laurie Lowry)

OTHER REPORTS

VILLAGE PROJECT UPDATES

There were no updates.

NEXT REGULARLY SCHEDULED MEETING, Thursday, November 21, 2024, at 7:30 AM

ADJOURNMENT

Motion to Adjourn

Motion to adjourn the Regular Economic Development Commission Meeting of October 24, 2024.

RESULT:	Passed [Yes 5, No 0, Abstained 0]
MOVER:	Commissioner Laurel Lowry
SECONDER:	Commissioner Edward Streb
AYES:	Michael Decker, Edward Streb, Laurel Lowry, Sarah Mitia, Jennifer Grieco
NAYS:	None
ABSTAIN:	None

To: Commission Members

From: Jessica Marvin, Associate Planner

For: Mundelein Economic Development Commission Meeting of November 21, 2024

Subject: Batavia Boardwalk Shops

Attachments:

1. Boardwalk Shops - Batavia Files

Background:

Ed Streb and Trustee Tim Wilson met with the Director and Assistant Director of the Batavia Boardwalk Shops in July. Below is a summary of Ed and Trustee Wilson's experience.

The Batavia team was extremely helpful and friendly. Ed Streb and Trustee Tim Wilson had the opportunity to explore and ask questions, while Ed stayed longer and met several shop owners to gain more insights. It was a productive day, and the Batavia team suggested we also consider the McHenry shops. Ed believes this could work in Mundelein, though it will require significant effort to get started.

Recommendation:

Develop a subcommittee to develop a concept and recommendations to the Village Board for small shops/kiosks.

HOW IT STARTED

THE BATAVIA MAINSTREET BOARDWALK SHOPS

HOW IT'S GOING

Batavia
Alderman, Marty
Callahan,
brought idea to
City Council

Bob Hansen
coordinated
construction,
pricing, donations,
volunteer efforts.



Volunteers and
businesses donated 1,696
hours of their time in
addition to \$40k in-kind
services.

Received 9
Applications

Worked with BHS
Building Trades
students to have two
additional shops built
& link deck.



2019

MainStreet Board
Member, Bob Hansen,
city staff & alderman
visit similar shops in
Muskegon, Michigan

MainStreet &
City of Batavia
determine site-
underutilized
parking lot
adjacent to
Farmers' Market

2020

MainStreet
receives
\$100,000
economic
development
grant from City.

Shops built with
help of
volunteers and
Batavia High
School Building
Trades.

8 Shops Open
June 2020!



2021

Received 23
Applications

10 Shops
Open end of
May 2021



Received 26
Applications



2022

10 Shops Open
mid-May 2022

Overall Sales
Exceed One
Million Dollars!



2023

Received 21
Applications

Boardwalk Logo
redesign.
Social Media
strategic
planning.

9 Shops Open
early-May 2023
with addition of
MainStreet
Pop-Up Shop



MainStreet Directors,
Beth Walker &
Kristen Desler,
present on
Boardwalk Shops at
State Conference

2024

Received 29
Applications-
highest to
date!

10 Shops
Scheduled to Open
early-May 2024!

Boardwalk
Committee
conducted interviews
of all applicants

WHERE ARE THEY NOW?



2020

7 of 8 Shops move to Brick & Mortar Locations

Wilson Street Mercantile (222 E Wilson St. Batavia)

Desmond Brown

Light & Pine Collective

Unboring Granola

The Other Half

Larson Pet Shack (496 S River Rd. Batavia)

Dash Ten Works (19 N River St. Batavia)

Haylie B's Bakery (109 E Wilson St. Batavia)

2021

6 of 10 Shops move to Brick & Mortar Locations

Black Angel ~ now Urban Artisan (27 S 3rd St. Geneva)

CatTalpa Manor (10 E Wilson St. Suite 2 Batavia)

Farmdog Flowers (239 W Wilson St. Batavia)

New Moon Vegan (119 S Batavia Ave. Batavia)

Pretty Pages & MoJo Handbags Etcetera (2 E Wilson St. Batavia)

2022

2 of 10 Shops move to Brick & Mortar Locations

Hazelry (511 Duane St. Glen Ellyn)

Arlo.Hendrix (222 E Wilson St.
Batavia)

2023

6 of 9 Shops move to Brick & Mortar Locations

Thrown Threads
(125 S. Batavia Ave. Batavia)

Gather Bakery, Signed by Crystal, &
Simply Kirious Soaps
(10 E Wilson St. Batavia)

The Blue Owl Market
(222 E Wilson St. Batavia)

Fancy Nancy Boards
(109 E Wilson St. Batavia)

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4 YEARS, 19 SHOPS CURRENTLY IN BRICK & MORTAR, \$1.5 MILLION+ SALES

THE BATAVIA MAINSTREET **BOARDWALK** SHOPS

SUPPORT BOARDWALK SHOP TENANTS CAN EXPECT FROM MAINSTREET

AMENITIES

Provision of space which includes:

- Heat/ Air Conditioning
- Electric (up to a specified amount)
- Internet
- Overall Site Security Cameras
- Waste Removal & Port-A-Pottie
- General Maintenance
- Digital Locks

Planters filled twice a year- summer & holidays

SPECIAL EVENTS

Access to Farmers' Market patrons
(2,500+ Weekly) May 18th-October 26th

Batfest-October 26th

Holiday Sneak Peek-November 7th

Sundays with Santa-December 1st, 8th, 15th, and 22nd

Late night hours 5-8 PM on the second Wednesday or
Thursday of the month (optional)

MARKETING & PROMOTION

Advertising Support

- Logo and link to website on MainStreet Boardwalk Shop Webpage
- Inclusion in Downtown Batavia Rack Card, Event Poster, and other MainStreet Promotions
- Weekly Mention in MainStreet E-Newsletter
- Press Releases
- Professional photos twice a season (to be used in MainStreet marketing) -start of the season and holidays
- Mention in Aurora CVB Guide and The Batavian
- Social Media
 - Boardwalk Instagram & Facebook
 - Cross Promotion on Socials: Batavia MainStreet, Farmers' Market, Artisan Collective
- Signage
 - Shop Sign, A-Frame at Farmers' Market, A-Frame at the Boardwalk Shops w/ hours
- Inclusion in Batavia Chamber of Commerce Chamber Bucks Program



EDUCATION, NETWORKING & SUPPORT

- Open Communication with MainStreet Staff & Boardwalk Shop Committee
- Monthly Education Sessions with Business Experts
- Monthly Meetings to Collaborate with Shops and MainStreet
- Inclusion in Quarterly Merchant Meetings
- Monthly Survey Results



SAVE THE DATE

Cocktails in the Park, July 27th 6-10 PM

Please plan to volunteer at MainStreet's annual fundraiser. Boardwalk Shop tenants will assist working the bar and entrances - a wonderful opportunity to network and promote your business!

MAINSTREET EXPECTATIONS OF BOARDWALK SHOP TENANTS

- Each Tenant is responsible for planning one event during the season to be confirmed by MainStreet Staff in May
- Timely payment of rent
- Must keep shop and surrounding area clean, neat and safe
 - No merchandise can be displayed outside the shop other than directly on individual porch
- Tenants will be responsible for weekly rotation of chores
 - Complete list of tasks & weekly schedule will be posted in the shed
- Insurance must be current the entire length of the lease
- Any tenant caused damage is the responsibility of the tenant to repair
- Shops must be open during mandated hours
 - Friday 10 AM-5 PM
 - Saturday 9 AM-5 PM
 - Sunday 11 AM-4 PM
- Tenants are expected to promote their business. To gain additional exposure tag
 - @bataviaboardwalkshops
 - @downtownbatavia
- Must get approval from the Boardwalk Shop committee when adding products not included in application (email to Beth@downtownbatavia.com)



If questions or concerns arise, tenants are asked to promptly contact MainStreet staff.

Beth Walker, Executive Director- beth@downtownbatavia.com

and/or Kristen Desler, Assistant Director - kristen@downtownbatavia.com

To: Commission Members

From: Jessica Marvin, Associate Planner

For: Mundelein Economic Development Commission Meeting of November 21, 2024

Subject: Business Appreciation Breakfast 2025

Attachments:

None

Background:

Event Info:

- The Business Appreciation Breakfast (BAB) will be held at the DoubleTree Hotel on Wednesday, February 26, 2025. The exact time of the event is still to be determined.
- Staff have contacted the DoubleTree Hotel, and the banquet room is available for booking. The contract is currently under review.
- We will be using the same invitation as last year (see below).
- EDC members are encouraged to attend the Business Appreciation Breakfast.

Schedule:

Should we keep the same schedule as outlined below, or extend the time? We have the banquet room reserved from 7:00 AM – 12:00 PM.

- Business Expo Booth Setup: 7:00 – 7:30 AM
- Business Expo: 7:30 – 8:15 AM
- Breakfast: 8:15 AM
- Program: 8:30 – 9:30 AM
- Closing Remarks: 9:30 AM

Professional Business Headshots:

Staff received a quote from Ernie J. Schweit Fine Art Photography for \$400 for an hour-long business headshot session with two photographers. Ernie J. Schweit is a local resident who has participated in several Mundelein art shows, fairs, and exhibitions.

Keynote Speaker:

Staff informed Josh Bonham, Strategy Ladders, about the combination of the Digital Buzz event and BAB shortly after the last EDC meeting. Staff has not received a response. A Plan B keynote speaker who specializes in social media may be necessary.

Gold Star Nominations:

Thank you to everyone who voted. We have narrowed the list down to a handful of Mundelein businesses. Please keep an eye out for another email regarding the selection of the 2024 Gold Star winners.

Other:

The subcommittee (Jen, Ray, Miguel, and Bob) and staff should schedule a meeting after Thanksgiving but before Christmas to discuss the event and provide any updates before the new year.



YOU ARE CORDIALLY INVITED TO THE 10TH ANNUAL
**BUSINESS APPRECIATION
BREAKFAST**
BROUGHT TO YOU BY THE MUNDELEIN ECONOMIC DEVELOPMENT COMMISSION
FEB 26 2025
7:30 - 9:30 AM
DOUBLETREE HOTEL
510 E IL ROUTE 83, MUNDELEIN, IL

VILLAGE OF
Mundelein

EVENT DETAILS

FOR: ANY MUNDELEIN
BUSINESS REPRESENTATIVES

RSVP BY FEB. 24 VIA EVENTBRITE
VISIT: WWW.MUNDELEIN.ORG/EDC
OR SCAN QR CODE

EXPO BOOTHS AVAILABLE TO
MUNDELEIN BUSINESSES

EVENT PROGRAM:
▪ BUSINESS EXPO 7:30-8:15 AM
▪ BREAKFAST SERVED 8:15 AM
▪ PROGRAM 8:30-9:30 AM

KEYNOTE ADDRESSES BY:

■ **KEYNOTE SPEAKER #1**
LOREM IPSUM DOLOR SIT
AMET, CONSECTETUR
ADIPISCING ELIT.

■ **KEYNOTE SPEAKER #2**
ILOREM IPSUM DOLOR SIT
AMET, CONSECTETUR
ADIPISCING ELIT

SCAN TO RSVP

POSTAGE

VILLAGE OF
Mundelein

Timeline for the 2025 Business Appreciation Breakfast

November 21st EDC Meeting

- Reach out to Double Tree Hotel to reserve a date (Done)
- Vote for the final 4 Gold Star Award Winners
- Finalize Keynote Speaker(s)
- Create invite (Done)

December 19th EDC Meeting/Early January

- Order and distribute BAB invites
- Create Eventbrite page
- Start Promoting the BAB
- Recognize Committee to contact the Gold Star Winners
- Contact Kevin Quinn to record the 2024 Gold Star Winners and create a video

January 23rd, 2025 EDC Meeting

- Organize and record the BAB Gold Star Video.
- Promote the event through EDC members, social media, word of mouth, and emails. EDC members should visit businesses in their districts to help promote this event.
- Prepare the Gold Star Awards – Signed by the Chair

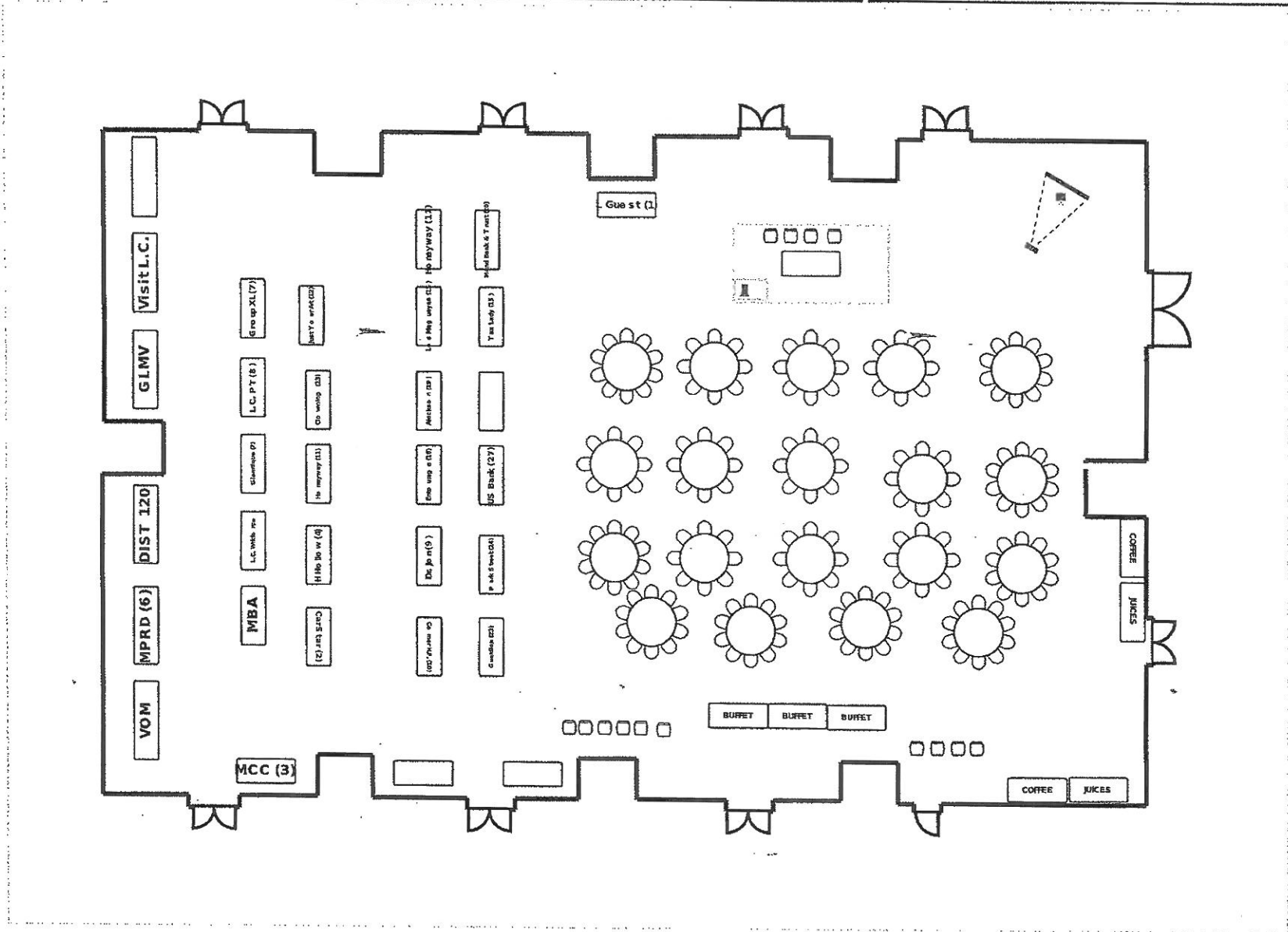
February 2025: Event Month

- Continue to promote the BAB
- Finalize any items that are left

Recommendation:

Subcommittee should meet and continue to execute tasks for the breakfast.

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To: Commission Members

From: Jessica Marvin, Associate Planner

For: Mundelein Economic Development Commission Meeting of November 21, 2024

Subject: Commissioner Email Policy and Mandatory Acknowledgment Form

Attachments:

None

Background:

Administration sent all commissions a new email policy and is asking commissioners to sign the attached acknowledgment form that they received and accept the policy.

Please note that the policy includes a major change to how the EDC communicates. **Signed forms are still needed from 4 members.**

The Village is asking all commissioners to only use the newly provided emails for all commission business for many reasons, including, but not limited to, the following:

- They no longer want commissioners to use personal email addresses for anything related to EDC business
- FOIA Requests
- Privacy of commissioners' personal emails
- Management of accounts in instances where members leave a commission

Instructions to set up an email have been previously provided. Please contact Jen Marshall at jmarshall@mundelein.org or (847) 949-3225 if you need help. The new EDC emails must not be used for personal activity. You may change the password, but not the recovery email (jmarshall@mundelein.org).

Recommendation:

Complete email setup and sign acknowledgment form.

To: Commission Members

From: Jessica Marvin, Associate Planner

For: Mundelein Economic Development Commission Meeting of November 21, 2024

Subject: Budget for Fiscal Year 2025-2026

Attachments:

None

Background:

At the October meeting, the Commission discussed the budget for fiscal year 2025-2026. They would like to increase the budget from \$9,000 to \$10,000, with the \$1,000 increase allocated for future networking events. The Commission would like to expand their business outreach by hosting an event every quarter (i.e. Business Appreciation Breakfast, Spring and Fall Mixers, and a seminar about a trending issue).

Recommendation:

Review the proposed EDC budget and send comments to staff no later than November 25, 2024.

MEMORANDUM

To: Eric Guenther, Village Administrator

From: Amanda Orenchuk, Community Development Director

Date: December 1, 2024

Re: Economic Development Commission FYE 2026 Proposed Budget

Economic Development Commission Purpose Statement

"The economic development commission shall endeavor to attract business and industry for the Village of Mundelein which will reflect credit to the Village. The Commission shall also endeavor to retain and promote business and industry within the Village. The Commission shall serve as an advisory body to the Village Board on matters related to the business community. The Commission shall have such additional powers and duties as may be assigned to it from time to time by the President and Board of Trustees of Mundelein"

Mundelein Brand Promise

"Mundelein will be central Lake County's premier location for entrepreneurs and known as a welcoming community."

PURPOSE

The following goals and objectives of the Economic Development Commission have been developed to advance the objectives of the statements above. These goals and objectives provide a framework and include specific actions for the EDC to undertake during the course of the 2025-26 fiscal year.

IMPLEMENTATION

Committees composed of two EDC members have been assigned to each of the five priorities below. Throughout the year, these members strive to implement the goals and objectives contained within that priority as noted below. Regular reports from each Committee are presented at Commission meetings to inform the group. Additionally, EDC members will each be assigned to a 'district' of the Village. To advance the Goals and Objectives of the Commission, EDC members will conduct site visits, offer Village assistance, gather feedback, and establish relationships with the businesses within their district throughout the year and report their findings back to the Commission.

SUMMARY

After careful consideration and in-depth review of the current and future activities of the Economic Development Commission, the following represents the budget requests for consideration during the FYE 2026 budget process. The total proposed budget recommends \$10,000 budget. This includes \$9,000 towards the typical spending items of the commission and a \$1,000 increase in the budgeted amount for future networking event. The Commission

would like to expand their business outreach by hosting an event every quarter (i.e. Business Appreciation Breakfast, Spring and Fall Mixers, and a seminar for a trending issue). There is no change to traditional spending by the commission.

Organization	Current Budget	Proposed Budget	Dollar Difference	Percentage Difference
100-102	\$9,000	\$10,000	\$1,000	+11%

HIGHLIGHTS

Below are the highlights of some of the items which are either new, have changed, or have stayed the same. Additional details can be found in the reference material attached to this submission.

Acct	Dollars	Reason for increase or significant change.
100-46999-102	\$6,750	\$1,000 was added to the Conventions/School/Meetings category to host an additional business outreach event. This additional event will continue business outreach throughout the year. The goals of these events are to strengthen the bonds of the Mundelein business community.
100-46999-102	\$2,500	This amount was removed from Miscellaneous Other Services category and added to Advertising category. The Commission would like to increase their outreach to grow attendance at events. This helps ensure that each budget category is appropriately funded based on current needs and event requirements.

Attached are the following reports as exhibits:

Ref.	Descriptions
A	FYE 2026 Proposed Budget
B	Accomplishments from Prior Year
C	2025-26 Draft EDC Goals and Objectives

Should you have any questions, please do not hesitate to contact me.

ECONOMIC DEVELOPMENT COMMISSION (EDC) - FYE 2025 PROPOSED BUDGET

EDC Budget Proposal - FYE 2025

	2025	2026
Conventions/Schools/Meetings	\$5,750	\$6,750
<i>BIG Event LCP</i>	\$500	\$500
<i>Other Meeting/Events</i>	\$400	\$1,400
<i>Business Appreciation Breakfast</i>	\$4,850	\$4,850
Venue	\$4,000 Est	\$4,000 Est
Speakers	\$0	\$0
Gifts for Speakers	\$150	\$150
Nametags and Folders	\$150	\$150
Postage and Misc.	\$250	\$250
Advertising	\$0	\$2,500
Printing Services	\$300	\$300
Business Resources	\$0	\$0
Business Cards	\$0	\$300
Business Appreciation	\$300	\$0
Professional Dues	\$0	\$0
Miscellaneous Other Services	\$2,700	\$200
<i>Food Hosting Broker/Developer Event(s)</i>	\$850	\$0
<i>Chamber Grant</i>	\$1,750	\$200
<i>Gold Star Awards Frames and Paper</i>	\$100	\$0
Grand Total	\$9,000	\$10,000

ECONOMIC DEVELOPMENT COMMISSION (EDC) - ACCOMPLISHMENTS FROM FYE 2025

The purpose of the Economic Development Commission is to attract business and industry to the Village and serve as an advisory body to the Village Board on matters related to the business community. Below are a few of the highlights from FYE 2025.

1. Continuation of efforts from the Buy Local Campaign to promote businesses in the community.
2. Updated branding and marketing information.
3. Updated materials for new businesses.
4. Stankovic Music Learning Center STAR Grant.
5. Fall 2024 Back to Business Mixer.
6. Site Visits and After Site Visit Form.
7. Updated Business Inventory Collection/District Map.
8. Completed Gold Star Nominations.
9. Great Lakes Naval Base Military Guide.
10. Continued the outreach campaign regarding the online Business Registration system.
11. Increased attendance at ribbon cuttings and events.

ECONOMIC DEVELOPMENT COMMISSION (EDC) GOALS AND OBJECTIVES

NARROW GOALS

1. Reach more businesses through the STAR and Chamber Membership grants.
2. Increase interactions with the business community through networking events and site visits.
3. Improve mechanisms for receiving feedback from the business community.
4. Fund additional opportunities for networking and business development for Village businesses.

GOALS AND OBJECTIVES

1. Recognize Local Businesses

- a. Goals
 - i. Administer or promote award programs
 - ii. Publicly recognize the contribution of local businesses to the community and economy of Mundelein.
 - iii. Promote and attend events highlighting achievements or contributions of local businesses.
- b. Objectives
 - i. Select recipients of the Gold Star Award, an award created by the EDC for recognition of local business achievements. The EDC shall promote the award recipients through Village newsletters, at EDC events, and other innovative methods.
 - ii. Host a Business Appreciation Breakfast in recognition of the impact the business community has on the community.
 - iii. At least one EDC member will attend ribbon cutting or groundbreaking ceremonies to celebrate alongside the business.

2. Advise the Village Board

- a. Goals
 - i. Inform the Village Board of the Village's impact on local businesses.
 - ii. Report to the Village Board the current conditions affecting the business community.
 - iii. As needed, research and advise the Village Board on business-related trends or issues that may arise from time to time.
- b. Objectives
 - i. Prepare an annual economic and activity report for the Village Board highlighting EDC activities and a general economic summary of the Village.
 - ii. Prepare an annual list of recommended public improvements for the Village Board's consideration. Recommended public improvements shall be those which would have a significant and positive impact on the local business community.
 - iii. Prepare reports or recommendations to the Village Board on specific topics or issues which have a significant impact on local businesses.

3. Retain Existing Businesses

- a. Goals

- i. Develop and promote Village marketing materials that demonstrate the assets and value of Mundelein.
 - ii. Promote and explain Village programs, grants, or other incentives to Mundelein Businesses.
 - iii. Communicate and foster relationships with local businesses.
- b. Objectives
 - i. Review, distribute, and promote the Village's New Business Packet.
 - ii. Promote and explain the Business Incentive Grant program or other Village grants to Mundelein Businesses. Ensure that all businesses are informed about the availability of such programs.
 - iii. EDC members are to conduct two (2) business site visits each quarter to local businesses to receive feedback on Village activities and identify factors contributing to local businesses' successes or struggles. Utilize the information from these communications to guide EDC actions or address issues affecting local businesses with the help of Village Staff. Alternatively, EDC members may conduct "wellness check" phone calls.
 - iv. As needed, hold informational meetings to inform local businesses of the Village's activities, policies, plans, or economic conditions.

4. Attract New Businesses

- a. Goals
 - i. Hold events to inform business professionals of local opportunities.
 - ii. Attend business development meetings to promote opportunity sites within Mundelein.
 - iii. Ensure that the information and data needed by potential businesses is readily available.
- b. Objectives
 - i. Hold an annual event(s) to inform real estate agents, developers, brokers, and other business professionals of local opportunities.
 - ii. Attend Illinois Restaurant Association meetings to promote restaurant opportunity sites within Mundelein.
 - iii. Work with Village staff to update and promote available properties and development opportunities on the Village's website and print materials.

5. Educate EDC Members, the Village Board, and the Public

- a. Goals
 - i. Attend regional or local meetings to further Commission member's understanding of local conditions or the activities of other agencies.
 - ii. Invite other economic development professionals or leaders to EDC meetings.
 - iii. Promote local events to foster additional participation and outreach from the local business community.
- b. Objectives
 - i. Create an informational handout describing how the Commission can help businesses
 - ii. Invite the Presidents of Lake County Partners, Visit Lake County, Mundelein Community Connection, and other regional groups to an EDC meeting.
 - iii. A minimum of one EDC member will attend each Lake County Partners Municipal Economic Advisory Group Meetings.
 - iv. A minimum of one EDC member will attend Lake County Partners' annual BIG Event.

- v. Attend general economic development meetings such as Regional Transportation Authority, Chicago Metropolitan Agency for Planning, Illinois Restaurant Association, Lake County Partners, Lake County government, Lake County Transportation Alliance, Lake County Chamber of Commerce, or GLMV.
- vi. Review and summarize data provided by a variety of sources such as Lake County Partners, CoStar, Village vacancy report, census, Dept. of Labor, etc. relating to the health of the Village's economic climate.

DRAFT

To: Commission Members

From: Jessica Marvin, Associate Planner

For: Mundelein Economic Development Commission Meeting of November 21, 2024

Subject: Great Lakes Naval Base Welcome Packet/Pamphlet

Attachments:

None

Background:

At previous EDC meetings, the commission discussed creating a marketing flyer specifically for the graduates of the Great Lakes Naval Base and their families, highlighting what Mundelein has to offer. The flyer will feature local businesses, including restaurants, personal services establishments, auto shops, and hotels/motels. Staff have provided a list of all the Mundelein businesses highlighted in the PowerPoint presentation. Each commissioner has been assigned 7–8 businesses to contact to see if they would be willing to offer discounts to military families and, additionally, if they would like to be featured in our Mundelein Guide for Military Families.

Recommendation:

Review list of businesses and take action to implement the project.

Business Name	EDC Member
Karinas	Robert Kalicki
Nana's Rum Cake	Robert Kalicki
Smokin' BBQ	Robert Kalicki
Bosacki's	Robert Kalicki
Tighthead	Robert Kalicki
Tonality	Robert Kalicki
Hong Kong Chop Suey	Robert Kalicki
Dragon Star	Jen Grieco
Area Coffee	Jen Grieco
Greg's Frozen Custard	Jen Grieco
Tony Cannoli (and Classes)	Jen Grieco
Elly's	Jen Grieco
Mauri's	Jen Grieco
Luke's of Mundelein	Jen Grieco
Franks for the Memories	Michael Decker
Dover Straits	Michael Decker
Gale Street Inn	Michael Decker
Park Street	Michael Decker
Tina G's	Michael Decker
Taste of Paris	Michael Decker
Nikko's	Michael Decker
Mambo Italiano	Raymond Jackson
Chicago Ramen	Raymond Jackson
Osaka	Raymond Jackson
Blue House Korean BBQ	Raymond Jackson
Ararat	Raymond Jackson
Pita Inn	Raymond Jackson
Taco & Burrito Express	Raymond Jackson
Hay Botana	Ed Streb
Bill's Pizza	Ed Streb
Emil's	Ed Streb
Oak Trail Taphouse	Ed Streb
The Philly Special	Ed Streb
Hitz Pizza and Sports Bar	Ed Streb
Lakeside Lanes	Ed Streb
Fair Haven Lanes	Sarah Mital
Just For Fun Roller Rink	Sarah Mital
X-Factor	Sarah Mital
Kids Empire	Sarah Mital
Patterson Glass	Sarah Mital
Sundance Saloon (Dance Classes)	Sarah Mital
Youthage Culinary Specialist	Sarah Mital
MRPD Classes (Cooking, Fitness, Art, Dance)	Angela Trillhaase
Ron's Mundelein Hobbies	Angela Trillhaase
Steeple Chase Golf Course	Angela Trillhaase
Countryside Golf Course	Angela Trillhaase
Pine Meadows Golf Course	Angela Trillhaase

DoubleTree Hotel	Angela Trilhaase
Comfort Inn Hotel	Angela Trilhaase
Super 8 Motel	Angela Trilhaase
Flowerama	Miguel Echevarria
Donna's Flowers	Miguel Echevarria
By Design Event Decorations	Miguel Echevarria
John Lucente's	Miguel Echevarria
Mundelein Barber Lounge	Miguel Echevarria
Faded Best	Miguel Echevarria
Brother Barber Shop #2	Miguel Echevarria
Most Faded	Miguel Echevarria
New Era	Virginia Gibbs
Glamtique	Virginia Gibbs
Salon Boutique	Virginia Gibbs
The Massage Spa of Mundelein	Virginia Gibbs
Om Well Mind & Body Massage Therapist	Virginia Gibbs
Touch of Health Therapeutic Massage	Virginia Gibbs
Award Winning Tattoo Society	Virginia Gibbs
Rustik Tattoo Studio	Laurie Lowry
Lake Street Tattoo and Piercing	Laurie Lowry
Award Winning Tattoo Society	Laurie Lowry
Advanced Auto Parts	Laurie Lowry
AutoZone Auto Parts	Laurie Lowry
O'Reilly Auto Parts	Laurie Lowry
Enterprise Rent-A-Car	Laurie Lowry