

Lincolnshire Business Task Force

November 1, 2010

Lincolnshire Village Hall

Meeting Minutes

Members Present:

Jack Shniderman, Robert Vance Ltd; Art Franke, BankFinancial; Robyn Sprauer, Relax The Back; Steve Wild, The Lincolnshire Club; Chuck Lamphere, Van Vlissingen & Co. and David Saltiel, Village Board Trustee Liaison

Members Absent:

Kirsten Mormino, Mormino Landscape Services; Hassan El Neklawy, Lincolnshire Marriott Resort; Cindy Herzog, ECD Company; Jared Margolis, MK Asset Management and Patrick Lincoln, La Beautè Hair Salon & Day Spa

Staff:

Tonya Zozulya, Planner & Staff Liaison

APPROVAL OF MINUTES

Chairperson Shniderman called the meeting to order at 6:15 p.m.

The October 12, 2010 meeting minutes were unanimously approved as submitted.

ITEMS OF GENERAL BUSINESS & STAFF UPDATES

Member Franke updated the Task Force on the operational changes at the Greater Lincolnshire Chamber of Commerce. **Member Franke** and **Vice Chairperson Mormino** are currently Chamber liaisons to the Task Force as they are on the Chamber's Board of Directors. Elections for the Chamber Board of Directors will take place next month. **Trustee Saltiel** suggested that the new Chamber Board President or their designee be appointed to the Business Task Force to represent the Chamber, given the departure of Judy Scalzitti. The Chamber's current membership is approximately 189 businesses.

Member Franke stated that he will contact the Chamber to find out whether they have obtained any information from other local Chambers regarding their Reward programs. Discussion ensued about how Lincolnshire's Reward Program should be funded, marketed and administered, as well as what type of incentives could be offered to shoppers. The Task Force expressed a strong desire to reach out to the Lincolnshire Corporate/Business Center employees who represent a significant opportunity for the Lincolnshire economy. **Member Lamphere** stated that Van Vlissingen & Co. does not have direct access to Lincolnshire Corporate Center employees and works through their corporate offices.

Trustee Saltiel suggested creating a dedicated website that will allow Lincolnshire businesses to advertise promotions and special offers on their products and services to consumers. It will be open to all businesses (with those belonging to the local Chamber receiving a discount) that would be required to sign up and have their information posted for a nominal fee (to be used to pay the webmaster). Consumers will be able to print coupons that they could use when their visit those businesses.

Chairperson Shniderman suggested that the website be called “shop60069.com.” Members present stated they liked the name. **Chairperson Shniderman** said he will secure this domain name for the Task Force. **Member Franke** indicated that he will contact the Chamber about using some of their resources and ideas about the proposed website.

Member Sprauer stated that she intends to develop a sample flyer, which will include basic information (i.e., name, logo, website address) about a number of local independently-owned businesses, using the existing 3/50 Program flyer. She should have it created prior to the next Task Force meeting. This flyer could be placed on the counters at each interested business for their customers. **Member Sprauer** stated that she will contact the Chamber to obtain business email addresses and invite participation from Lincolnshire businesses. **Member Franke** indicated that he believed the Chamber would be able to send a separate email blast regarding the Shop Local Program.

Planner Zozulya provided construction project updates.

DISCUSSION OF ADDITIONAL MEMBERSHIP

Planner Zozulya said that the outreach to several local businesses previously made by **former Task Force member Buter** did not produce immediate interest in Task Force membership. There was discussion about approaching other businesses. **Member Wild** was asked to contact Dwight Ekenberg, a Lincolnshire resident and account with offices in Lincolnshire, about joining the Task Force. **Planner Zozulya** was requested to contact Ken Norgan of Norco, the owner of the McDonalds Restaurant in Lincolnshire, about Task Force membership.

SHOP LINCOLNSHIRE BANNERS

Planner Zozulya stated that the Chamber has secured partnership with Mormino Landscaping and Stevenson High School to install 21 “Shop Lincolnshire” banners in advance of the holiday season and will be approaching the Village Board with a request to remove those banners. This request will be reviewed by the Village Board at their regular meeting on November 8th. **Member Sprauer** suggested that Mormino Landscaping be recognized for its efforts to support the Chamber in any upcoming publications.

NEW BUSINESS

It was reported that the company that had the Village Green Center under contract appears to have made a decision not to pursue the purchase of this retail center. **Trustee Saltiel** stated that the Village Board will discuss the Village Green’s TIF Redevelopment Agreement termination at its next meeting.

Member Lamphere said that Van Vlissingen & Co. has submitted plans to the Village for a proposed parking lot expansion at 650 Barclay Boulevard occupied by HydraForce. Additional parking would allow them to remain in Lincolnshire as they negotiate their lease extension with Van Vlissingen & Co. **Planner Zozulya** said that the parking expansion plans will require Village Board approval.

ADJOURNMENT & NEXT MEETING

The meeting was adjourned at 7:15 p.m. The next meeting is scheduled for 5:30 p.m. on Monday, December 6th, in the Village Hall.