

Lincolnshire Business Task Force

March 7, 2011

Lincolnshire Village Hall

Meeting Minutes

Members Present:

Art Franke, BankFinancial; Chuck Lamphere, Van Vlissingen & Co., Robyn Sprauer, Relax The Back Steve Wild, The Lincolnshire Club, and Stephen Territo, Greater Lincolnshire Chamber of Commerce President (ex-officio member).

Members Absent:

Jack Shniderman, Robert Vance Ltd; Kirsten Mormino, Mormino Landscape Services; Hassan El Neklawy, Lincolnshire Marriott Resort; Cindy Herzog, ECD Company; Patrick Lincoln, La Beautè Hair Salon & Day Spa; Jared Margolis, MK Asset Management; Russ Sher, Flatlander's Restaurant & Brewery, and David Saltiel, Village Board Trustee Liaison (ex-officio member).

Staff:

Tonya Zozulya, Planner & Staff Liaison.

APPROVAL OF MINUTES

Since there was no quorum present, the approval of the February 7, 2011 meeting minutes was postponed until the next meeting when a quorum is present.

The members in attendance decided to proceed with the scheduled agenda at 6 p.m., with the understanding that no formal action would be taken in the absence of the required quorum. The group welcomed Stephen Territo, Greater Lincolnshire Chamber of Commerce President, as the newest Task Force ex-officio member.

ITEMS OF GENERAL BUSINESS

3/50 Project

Member Sprauer stated that she has not had the opportunity to work on this project further, given her schedule. **Member Wild** reported that there has been no Facebook activity for the Lincolnshire 3/50 Project. **Member Sprauer** provided **Member Territo** with background information on this initiative, noting that her understanding was that the Chamber could not assist the Task Force with this initiative as their By-Laws require they work with both Lincolnshire and non-Lincolnshire Chamber members (The Chamber serves the entire Vernon Township).

Member Sprauer noted that the Village Board and Staff should shop more often at Lincolnshire businesses as her experience has been that very few of them shop at her business (Relax The Back) and other local businesses. **Member Wild** stated that The Lincolnshire Club relies on local residents for its fitness programs while tennis and camp programs also draw customers from outside the Village.

Rewards Program

Member Franke stated that it would be beneficial to have a website where local businesses could post their information, including current discounts. He also said he would like to discuss the possibility of installing a promotional sign on the Village-owned property at the northeast corner of Milwaukee Avenue and Half Day Road. **Planner Zozulya** said that more discussion needs to occur regarding the specifics of this request.

Planner Zozulya said that **Chairperson Shniderman** will bring more detailed information about this program to one of the upcoming meetings for further discussion.

Additional Membership

Planner Zozulya said that Staff contacted an Aon Hewitt representative about Task Force membership. They informed Staff that they are considering attending the next Task Force meeting in April to learn more about the Task Force.

Member Wild suggested following up with Dwight Ekenberg, a local accountant, this Fall regarding his membership in the Task Force.

UNFINISHED BUSINESS

Sign Code Revisions

Planner Zozulya noted that a complete summary of the Architectural Review Board recommendations regarding the proposed Sign Code revisions was provided to the Task Force electronically prior to tonight's meeting. She reviewed highlights of those recommendations, including grandfathering of existing signs, landscaping and temporary signage. **Planner Zozulya** also reminded the Task Force that this matter will be reviewed by the Village Board at their meeting on March 14th and encouraged any interested Task Force members to attend that meeting in support of their position. **Member Wild** indicated he will be able to attend the March 14th Board meeting.

NEW BUSINESS

Discussion of New Business Attraction/Bidding Opportunities for Local Businesses

Member Lamphere clarified that he is a proponent of offering bid advantages to local businesses, although the pool of companies that can bid on Village projects is extremely limited. He further added that the Village should consider providing advantages to local businesses even for those types of projects that are not bid out. **Planner Zozulya** noted that the Village has always tried to work with as many local businesses as possible.

Member Territo inquired if the Village Board receives Task Force meeting minutes. **Planner Zozulya** replied that although they do not receive full minutes, they receive monthly Task Force updates. She also stated that Task Force minutes are posted on the Village's website.

Member Franke encouraged **Planner Zozulya** to reformat future meeting minutes she takes so they summarize all major tasks and items requiring follow-up in "bullet-point" format, rather than in "book" format for more efficient review and reference. **Planner Zozulya** stated that Task Force minutes are in the Village's standard format used for other Boards and that she will incorporate a bullet-point summary for those discussion items that result in a number of specific tasks or follow-up items.

Chamber Update

Member Territo informed the group that the Chamber now has a full-time Office Coordinator that also serves as member liaison. The Chamber is currently working on several programs, including the “Welcome Back” Program that distributes promotional items from participating businesses to new Lincolnshire residents and local community groups; Boo Bash (to be held in partnership with the Lincolnshire Community Association at the North Park); and Taste of Lincolnshire (to be held at the Village Green on July 8, 9 and 10, 2011). **Member Territo** noted that the Chamber would like to undertake more member-to-consumer programs, as its past focus has been mostly on member-to-member programs.

Member Lamphere stated that he is the current President of Lake County Partners. He encouraged the Village to renew its membership with Lake County Partners, given that it has been a great resource for economic development efforts, including business attraction and demographic information. **Planner Zozulya** stated that the Village appreciates the assistance provided by Lake County Partners but had to terminate its membership for budget reasons.

Planner Zozulya noted that Staff has provided the Task Force with two articles in the meeting packets. One article was about women entrepreneurs (forwarded to Staff by **Vice Chairperson Mormino**) and the other article was about Aon Hewitt’s plans to increase its employment base in Lincolnshire.

ADJOURNMENT & NEXT MEETING

The meeting ended at 6:50 p.m. The next meeting is scheduled for 5:30 p.m. on Monday, April 4th, in the Village Hall.