

VILLAGE OF LAKE VILLA
ECONOMIC DEVELOPMENT COMMITTEE
65 CEDAR AVENUE
COUNTY OF LAKE, LAKE VILLA, ILLINOIS 60046
MINUTES OF REGULAR MEETING OF THE ECONOMIC DEVELOPMENT COMMITTEE
MONDAY, APRIL 7, 2008 – 7:00 P.M.

Present

Absent

BOARD MEMBERS

Mr. Robert E. Frank, Chairman
Mr. Tom Crichton
Ms. Karen Harms
Mr. Frank Loffredo, Mayor
Mr. Steve Trkla
Dr. John Van Pelt

Ms. Greta Berna
Ms. Joyce Heneberry
Mr. Jeff Nielsen
Ms. Connie Olker, Secretary
Mr. Bill Stanley

The regular meeting of the Lake Villa Economic Development Committee was held on Monday, April 7, 2008 in the Meeting Room at The Lake Villa Village Hall. Mr. Robert E. Frank, Chairman, presided over the meeting, calling it to order at 7:00 p.m.

APPROVAL OF MINUTES

Prior meeting minutes approval was postponed until the next meeting.

CHAIRMAN'S COMMENTS

Chairman Frank requested Member background.

- Mr. Trkla stated he serves as a Trustee of the Village of Lake Villa. The EDC has gotten off to a slow start, but he is confident now is the time to “get our act together” and be prepared for the economic turnaround.
- Dr. Van Pelt stated District 41 is growing slowly, not like prior years of fast growth. Dr. Van Pelt stated they just finished the Long Range Facility Planning Study and offered to share the study. Chairman Frank received copies from Dr. Van Pelt and they are available to all members requesting one.

NEW BUSINESS

Mayor Loffredo reviewed the Economic Development Committee (EDC) plan.

Wednesday, April 30th there will be a Teska B.D.I. presentation. It is requested that all committee members attend the meeting.

Wednesday, May 7th there will be an S.B. Friedman & Company presentation. It is requested that all committee members attend the meeting.

Mr. Trkla notes the EDC should get going again so it does not miss opportunities. Mr. Crichton concurs the timing is good.

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Chairman Frank asked when the Village will hire an EDC Director / Administrator. Mayor Loffredo said not right now. The Village plan is to go with a consultant that offers a wide variety of options. Lake Villa can in essence pick from a menu of entrees offered. Hiring a consultant is a common trend with many communities right now.

Mayor Loffredo asked Mr. Crichton about Industrial Parks / Business Parks and how they are helping Lake Villa.

- Why is Park Place and Mr. Crichton's doing so well?
 - Mr. Crichton said business is more efficient due to shipping.
 - Mr. Crichton's has 32 small businesses.
 - Small businesses want to be close to home. Commuting takes a toll.
 - The business park generates NO kids in school.
- Mr. Trkla stated Lake County is lacking in Industrial Parks and space.
- Mr. Crichton stated that good businesses draw more good businesses.
- Mr. Crichton stated a business park will draw retail offering convenience for employees and business owners.

Dr. Van Pelt said people plan trips now due to rising gas prices.

Mrs. Harms said Walgreens is a big draw and is a top performer.

Chairman Frank asked about grocery stores. Mr. Trkla stated Lake Villa is attractive to specialty stores such as Trader Joe's and Sunset Foods.

Ms. Harms said we must get going on cleaning up and creating a presentable Village. Retailers spy and scout out communities.

Mrs. Harms indicated that speed to market and streamlining the approval process is critical. Mr. Crichton agrees.

Mr. Trkla said Big Box customers must pass through Lake Villa. How do we get them to stop.

Mayor Loffredo stated consultants need to tell us where the best sites are and what is their highest and best use. We need professionals to advise us.

Mr. Trkla said to determine the "A" sites in Lake Villa and the downtown area will follow.

Mayor Loffredo said Metra lived up to its expectations.

OLD BUSINESS

Ms. Harms & Mr. Trkla bring the committee up to date:

- *Marketing (Ms. Harms)*
 - Set stage.
 - Prepare the town for future business.
 - Speak with one voice.
 - Get business owners to talk to each other.

- *Two-Phase Approach (Mr. Trkla)*
 - Consultants should move forward
 - Consultants should work with existing businesses.
 - Set attainable goals.
 - Ms. Harms said to set sustainable goals, as well.
- *Promote anti-litter and beautification campaigns*
 - Press coverage
 - Posters
 - Flowers
- *Promote Lehmann Mansion & Village activities*
 - Show the assets of the community
 - Do more to promote the village
 - Metra Station posters
- *Develop Business Newsletters*
 - Business of the Month?
- *Plan Business “Meet & Greet”*
 - This issue was not discussed
- *Showcase Existing Businesses, Business Welcome Packet, Business Welcome Committees*
 - Welcome Packet
 - Calendar of Events
 - Forms to Start Business
 - Chamber does some of this. It would be a good idea to work together or work them in per Mr. Trkla.
- *Foster & Promote a Positive Lake Villa Attitude*
 - Get the Word Out!
 - Mr. Trkla said we work well with the schools.
 - Side note: the Water Tower looks great with the Lakes Eagles logo! It helps community spirit.

The meetings of the EDC will be on the first Monday of the month beginning at 7:00 P.M.

ADJOURNMENT

At 8:17 p.m. Ms. Harms moved the April 7, 2008 meeting of the Lake Villa Economic Development Committee be adjourned. Second by Mr. Trkla.

The meeting adjourned at 8:17 P.M.

Chairman

Secretary