

**VILLAGE OF LAKE VILLA**  
**ECONOMIC DEVELOPMENT COMMITTEE**  
**65 CEDAR AVENUE**  
**COUNTY OF LAKE, LAKE VILLA, ILLINOIS 60046**  
**MINUTES OF SPECIAL MEETING OF THE ECONOMIC DEVELOPMENT COMMITTEE**  
**WEDNESDAY, APRIL 30, 2008 – 7:00 P.M.**

**Teska Associates, Inc. and BDI**

**Scott Goldstein** is the Project Manager representing Teska Associates, Inc.

**Bridget Laue** is the Market Analyst representing BDI

**Timeline:** 6 – 8 months

**Goals:**

- Do a market assessment and create a strategy
- Provide tools, training & resources to grow & retain existing business
- Alternative plan – will give options
- Provide technical expertise & financial counseling / incentives

**Task 1: Market Assessment**

- Conduct 15 – 20 interviews
- Prepare market analysis
- Hold public workshops

**Task 2: Strategies & Site Redevelopment**

- Will define economic development strategies
- Will analyze zoning, land use regulation, physical constraints, & potential sites
- Will develop criteria – identify properties

**Task 3: Redevelopment Scenarios**

- Development design will be prepared
- 3 dimensional design / models are used

**Task 4: Marketing Strategy**

- Key information (teaser piece of proposed development)
- Build interest – get out word that Lake Villa is “where to be”

**Approach:**

- Teska / BDI has the ability to scale project to need
- Will create reality based plans
- Believes in strong public process
- Has proven results and will follow through

**“Boutique Consulting” – Why Teska / BDI**

- Urban Planner – speaks both languages and can talk to property owners. Teska / BDI listens and will do a plan targeted to Lake Villa
- Practical & Focused
- Promotes Awareness and gets the public to buy into the plans.