

MINUTES OF THE ECONOMIC DEVELOPMENT COMMISSION
July 18, 2018

The meeting of the Libertyville Economic Development Commission was called to order at 7:32 a.m. at the BCI Acrylic, 1800 Industrial Drive Libertyville, IL.

Members Present: Chairman John Cortesi, Commissioners William Abington, Brian Grano, Thomas Kreuser, Dan Marks, Steve Martin and Edward Werdell

Members Absent: None

Staff Present: John Spoden, Director of Community Development

Others Present: Scott Rosenbach, BCI Acrylic, Norm Murdock, BCI Acrylic, Lois Lloyd, BCI Acrylic, Fred Kestler, Main Street Libertyville; Chris Geiselhart

Minutes: The Commission approved the minutes of the June 20 meeting (Marks/Kreuser)

NEW BUSINESS:

Discussion with BCI Acrylic:

Scott Rosenbach, President BCI Acrylic, welcomed the Commission to the BCI Offices offices and invited everyone to stay after the meeting to tour their product room. He reviewed that the major product of BCI is bathroom surrounds with their major corporate clients Home Depot and Sears. He reviewed that they currently have 130 employees with 34 located in the front office and 86 in the warehouse. They draw from the area but do have a need for warehouse workers.

The business only sells the product through dealers and is not a franchise company. There are 770 dealers they work with across the country. They traditionally are used in single family remodeling projects but are also used in military housing and dormitories at colleges.

Chairman Cortesi and members of the EDC thanked Mr. Rosenbach and his colleagues for the presentation and congratulated them on an excellent product and well executed business strategy.

Review of Meeting at Lake County Forest Preserve/Dunn Museum

The Commission reviewed the June meeting held at the Dunn Museum. All members were impressed with the facility and discussed methods of communicating with the public on its merits. Suggestions included additional window signage on the Winchester Road façade, advertisements at the Village Train Stations, and marketing at area facilities such as the nearby soccer complex. The Commission also discussed multi-use of the space for banquets, Main Street events, etc..

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Billboard Feedback

The Commission reviewed that any rental of a billboard to advertise Village businesses should be done along I 94 and not Rt. 41. Members concurred that the most effective location is northbound traffic before the Rt. 176 exit. The Commission requested Staff to investigate signage opportunities at the Oasis north of Rt. 60. Members discussed highlighting the auto dealers, restaurants, and Advocate Condell.

Economic Development Strategy: The Commission recommended that the Village Board adopt the revised Economic Development Strategy dated 0718.

Communications and Discussions: The Commission held a general discussion on any possible economic development opportunities regarding the proposed Charters of Freedom Monuments. The group did not reach a consensus on the proposal.

Commissioner Kreuser presented an example of wayfinding signage that the Village may consider for the downtown. A general discussion ensued regarding the need for pedestrian oriented signage linking the train station, parking garages, and Cook Park which would highlight the vast array of businesses in the downtown area.

With no further business the meeting was adjourned at 8:48 a.m.

Respectfully submitted,

John P. Spoden, AICP
Director of Community Development