

**MINUTES OF THE ECONOMIC DEVELOPMENT COMMISSION**  
**February 20, 2019**

The meeting of the Libertyville Economic Development Commission was called to order at 7:31 a.m. at Village Hall, 118 W. Cook Ave Libertyville, IL.

Members Present: Chairman John Cortesi, Commissioners Thomas Kreuser, Dan Marks, Steve Martin, Sara Rolsma, and Edward Werdell.

Members Absent: Commissioners William Abington and Brian Grano.

Staff Present: John Spoden, Director of Community Development and Heather Rowe, Economic Development Coordinator

Others Present: None

*Minutes:* The Commission approved the minutes of the January 16, 2019 meeting (Werdell/Kreuser).

**NEW BUSINESS:**

**Dining Signage Promotion:** Chairman Cortesi noted that Staff had moved forward with the Commission's recommendation to lease the signage space on the south side of the Lake Forest Oasis facing northbound traffic in advance of the Route 176 Libertyville exit. Staff indicated that the contract had been negotiated and would be going before the Village Board for approval on the 26<sup>th</sup>. At the Commission's recommendation, an experienced Libertyville-based PR firm, BeeLine Communications, had been hired to create messaging and imagery. Staff and Commissioner Grano had met with the firm to review options, revised version of which were included the Commissioners packet. Chairman Cortesi requested feedback on the materials provided. The following Commissioner comments were offered:

- Too many words in the message
- "Libertyville" is too small
- "86 Restaurants" is sufficient, the "1000s Choices" is too much verbiage and can be confusing
- Consider a different color or other adjustment to make "Libertyville" and "Restaurants" stand out more
- Prefer the "Get Your Forks Out" and "Take This Fork in the Road" messages
- Consider adjusting the blue tone to be closer to the Village's colors

**Comprehensive Plan Discussion:** Chairman Cortesi referenced the summary in the meeting packet of the Commissioner's responses to the visioning questions. Mr. Spoden noted that Staff has been visiting the various Village Commissions (Plan Commission, Parking Commission, Fine Arts Commission, Appearance Review Commission, etc.) to solicit feedback on the conceptual site designs and visioning questions, and that the responses would be used to make changes to the concept plans before presentation at a public meeting. The Commissioners inquired whether there was an implementation strategy in the Plan, to which Mr. Spoden noted there would be significant focus on implementation. The Commission requested that the Village's consultants incorporate strategies on how the Village should address reduced sales tax producing users (what other uses and revenue sources available? e.g. sports tourism in Carmel,

**Minutes of the February 20, 2019, Economic Development Commission Meeting**  
**Page 2 of 2**

IN). The Commission requested that Staff bring sales tax revenue trend data to review at the next meeting, so as to understand the impacts of retailing trends.

**Development Activity Update:** Commissioner Cortesi inquired of new development activity in the Village. Staff offered updates on the Archdiocese lawsuit over the Roanoake project, the Golf Learning Center/Family Entertainment Center land sale, the Swanson proposal at the Trimm property, the downtown and Prairie Crossing train station construction projects, and the Foulds property foreclosure status.

With no further business the meeting was adjourned at 8:31 a.m.

Respectfully submitted,

Heather J. Rowe, AICP  
Economic Development Coordinator