

**Village of Gurnee
Economic Development Committee Minutes
October 19, 2017**

The meeting was held in Conference Room A, Gurnee Village Hall, 325 N. O'Plaine Road and was called to order at 5:30 P.M by Chairperson pro tem Sula.

Mr. Sula led the Committee in the Pledge of Allegiance and invited Public Comment. He explained that Chairperson Thorstenson was participating in the Volunteer Fair and had advised that she would be arriving late.

Members Present: Chairperson Thorstenson (arrived 5:35 p.m.), Jim Sula, Roneida Martin, Terry Waddell-Moenter, Michael Deney

Members Absent: None

Other Officials Present: Ellen Dean, Economic Development Director

1. Approval of Minutes

June 15, 2017 Meeting Minutes – Ms. Waddell-Moenter made a motion, seconded by Mr. Deney, to approve the June 15, 2017 regular meeting minutes.

All voted 'aye'. Motion carried.

2. Old Business

East Grand Avenue

Director Dean reviewed the East Grand Avenue Merchants' Committee's activities, including:

Gurnee Days Parade – floats by PPG Paints, Gurnee Garden Center, and Habitat ReStore
East "Grand" (\$1,000) Giveaway – featuring a \$50 winner every week through the end of 2017
Farmer's Market – exploratory for 2018

In addition, she confirmed that a landscaping demonstration area of eight properties around the Belle Plaine intersection was planted in July. The new perennials and bushes have thrived, between rain and waterings which were included in the installation contract.

Uhaul has been temporarily operating and intends to submit plans for a renovated building which will house a climate-controlled self storage facility.

The IDOT railroad bridge project is behind schedule. The temporary bridge is scheduled to be put in place the weekend of October 27-30.

3. New Business

Director Dean outlined marketing plans for the upcoming holiday season. As in 2016, the Village will allocate funds to promote a "Shop Gurnee" message featuring two different groups of businesses:

Small Business Saturday is the Saturday after Thanksgiving. Last year, 17 businesses participated, and the Village promoted the event with social media advertising and contribution of a \$250 prize drawing, which shoppers were eligible to enter at any participating independent business.

For larger, national chain retailers and restaurants, the Village has utilized the marketing reach and prowess of Visit Lake County (VLC). VLC offers a co-op advertising opportunity to its members. For \$4,000, the Village last year was able to leverage a \$10,000 marketing campaign targeted at a regional audience.

In late 2017/early 2018, the Village's economic development marketing materials will be redesigned and integrated more cohesively with each other and with the new website. Staff will issue a mini-Request for Proposals to procure contractual assistance for this project.

4. Informational Items

Director's Report

- Beerfest 2017 was another successful event! Attendance was up from 2016; proceeds are expected to be approximately the same.
- The Committee is invited to an Economic Development Boot Camp for public officials. Registration link will be sent.
- Mayor's Business Luncheon is November 8th – Committee is cordially invited, and Village will handle the registration
- Best of Gurnee award winner has been chosen and will be announced at the Nov. 8th luncheon.
- Rink Side in Gurnee Mills has announced it will reopen
- Gurnee Chamber of Commerce: Dan Kay has announced his resignation
- ArtVan furniture moving into former hhgregg space
- Staff is exploring radio advertising campaign options for 2018 - various radio stations have pitched packages

5. Adjournment

Mr. Deney made a motion, seconded by Ms. Martin, to adjourn the meeting. Trustee Thorstenson declared the meeting adjourned at 6:48pm.

Respectfully Submitted:

Ellen Dean
Economic Development Director