

VILLAGE OF LAKE IN THE HILLS
BUSINESS RELATIONS COMMITTEE

August 14, 2007

The Business Relations Committee met August 14, 2007 at the Lake in the Hills Village Hall, 600 Harvest Gate, Lake in the Hills at 6:08 p.m. Those present were Chairperson Russ Ruzanski, Committee Members Joe DeMay, Mary Siewenie, Tom French, Chris Hadfield, and John Andrea. Also present were Assistant Village Administrator Ms. Shannon Andrews and Ex Officio Member Trustee Bogdanowski. Committee Member Colin Taheny was absent.

APPROVAL OF THE MINUTES JULY 24, 2007

Committee Member Siewenie motioned to approve the July 24, 2007 meeting minutes. Committee Member Hadfield seconded the motion. Motion was approved by a sign of aye, no nays. Motion carried.

OLD BUSINESS

Business Mentoring

There were no business mentoring updates provided. Committee Members requested information on which quadrants the new businesses belonged to. Updates will be provided at the September meeting.

Summer Business Enhancement/Event Planning Update

Committee Member French summarized the discussion that took place at the subcommittee meeting on August 1st. The subcommittee expressed an interest in holding a multi-session program on the elements of building a business plan. Committee Member French explained that this event would target smaller businesses that frequently start a business without this type of planning tool in place. He also indicated that the program would kick off in January with an overview of what a business plan is. From there, the Committee would have the flexibility to decide on how frequently the program would be offered, for example monthly or every other month.

Committee Member Siewenie commented that this program would be nice, as you could have different speakers at each of the sessions. Committee Member French explained that this could be good and bad. If you change speakers for each session, you lose some continuity.

Committee Member Ruzanski questioned whether this would appeal to the business community. He specifically asked Committee Member French if this was something he would attend, as a small business owner. Committee Member French did feel that this program would be of benefit and that he would attend something like this. Businesses could opt to attend the sessions with the topics that would most benefit them.

Committee Member DeMay offered that he would have concerns about the length of the program being a year. Further discussion led to concerns about businesses missing certain sections or being unable to attend them all over the course of the year. Committee Member Siewenie added

that the Committee could provide a certificate or award for the completion of the course. This may add to attendance throughout the program.

Committee Member Ruzanski suggested the program be held every other month. Ms. Andrews added that in previous discussions, Committee Member Taheny had expressed an interest in recruiting businesses to attend this type of program. It was added that by providing a program on a consistent basis, members would have something to discuss and direct businesses to attend when conducting their personal visits.

Committee Member French was seeking the Board's direction as to how to proceed. He indicated that Committee Member Taheny was in the process of finding an instructor for the program. The Committee agreed to continue discussion on this topic at the September meeting.

NEW BUSINESS

Village Boundary/Business Tour

The Committee participated in a tour of the Village's businesses and boundaries. The tour highlighted business locations along Virginia, Pyott, Algonquin, Randall, Ackman, and Lakewood Roads. It took them from the far East side of the Village along Rt. 31 all the way to the far West side of the Village where future development is planned along Rt. 47. The Committee stopped at the Airport to learn about the future expansion project. They also stopped briefly near the Algonquin Plaza Subdivision, which contains the Curtis Professional Building, a new two-story office building, and an Auto Zone, scheduled to open on August 25th.

STAFF REPORT

Ms. Andrews reminded the Committee that the Gordon Larsen Business Achievement Award would be presented to representatives from Joy Community Christian Children's Center at the Village Board on August 23rd at 7:30pm. Chairman Ruzanski will also attend to provide an update to the Board on the progress of the Committee.

Ms. Andrews informed the Committee that the EXPOsure event at Summer Sunset Fest is scheduled for Sunday, September 2nd from noon to 4:00pm. As the Committee had previously expressed an interest in helping businesses setup and take down their booths, she asked who would commit to assisting at either the morning shift of 10:00am to 12:00pm or afternoon shift of 3:30pm to 5:00pm. Committee Members Ruzanski, French and Andrea will be present for the morning shift, while Siewenie and Hadfield will work the afternoon shift. In addition, Ms. Andrews indicated that there will be a competition for the business with the best marketing booth. Committee Members Siewenie and Hadfield will be asked to vote for the booth they feel should win during the afternoon shift.

A motion was made by Committee Member Siewenie to allocate \$50 in funds towards the award for the business with the best marketing booth. Committee Member Hadfield seconded the motion. Motion was approved by a sign of aye, no nays.

TRUSTEE LIAISON REPORT

None

DISCUSSION

None

AUDIENCE PARTICIPATION

None

ADJORNMENT

A motion was made by Committee Member Andrea to adjourn the meeting. Committee Member Hadfield seconded the motion. Motion was approved by a sign of aye, no nays. The meeting was adjourned at 7:23 p.m.

Submitted by:

Shannon Andrews