

VILLAGE OF LAKE IN THE HILLS  
BUSINESS RELATIONS COMMITTEE  
September 18, 2007

The Business Relations Committee met September 18, 2007 at the Lake in the Hills Village Hall, 600 Harvest Gate, Lake in the Hills at 6:00 p.m. Those present were Chairperson Russ Ruzanski, Committee Members Mary Siewenie, Tom French, and John Andrea. Also present were Assistant Village Administrator Ms. Shannon Andrews, Recording Secretary Nancy Sujet and Ex Officio Member Trustee Bogdanowski. Committee Members Chris Hadfield, Joe DeMay and Colin Taheny were absent.

**APPROVAL OF THE MINUTES AUGUST 14, 2007**

Committee Member Siewenie motioned to approve the August 14, 2007 meeting minutes. Committee Member French seconded the motion. Motion was approved by a sign of aye, no nays. Motion carried.

**OLD BUSINESS**

**Business Mentoring Updates**

Chairperson Ruzanski stated that he had 3 home based businesses to call. When he called one of the businesses, the number was wrong on the application. He left messages with the other two businesses. Committee Member Andrea stated that he did not have enough time to make his calls, he will report next month on them.

**Business Enhancement/Event Planning Update**

Committee Member French passed out information to every Committee Member present regarding the Business Enhancement Program. The Program would consist of a series of 6 classes held in the morning and you would complete a Business Plan. The sessions would be held every other month starting in January and ending in November. The handout included six different topics, Company Description, Products or Services Competitive Analysis, Marketing Plan, Operational Plan, Management and Organization, and Financial Plan.

Committee Member Siewenie volunteered to get sponsorships for the program. She also suggested having the last meeting at Govnor's Public House with appetizers, a cash bar and a graduation ceremony. Committee Member French stated that with the program, food, printing of information and brochures will be needed and that cost would be involved. Ms. Andrews stated that yes there is some money in the budget still from this year that could go towards the expenses as long as they are purchased in 2007. She will e-mail everyone with the amount of money that is left in the budget. Chairperson Ruzanski asked if there was anyway to make a request for more funds in the budget for 2008. Ms. Andrews stated that the first request for the 2007 budget was \$1200.00 and that was increased to \$1500.00. The Business Relations Committee has not used all those funds. It will be hard to justify an increase when there is still a balance. If the Committee were to fall short in 2008, they could get sponsorships for the programs. Committee Member French stated that he felt comfortable with the budget amount of \$1500.00 for 2008. Committee Member Andrea suggested having some of the printing done in 2007 so that it comes out of that budget since the Committee still has money in the budget.

Chairperson Ruzanski stated that the Speaker for all the classes will be the main expense. In the past the Committee paid between \$10.00 and \$12.00 per person for breakfast. If bagels are served, that will help also. Committee Member Andrea stated that if we have a sponsor that will help with expenses also. Chairperson Ruzanski stated that he needs to contact Home State Bank and that maybe he can ask them about sponsoring one of the breakfasts. Ms. Andrews stated that he should let them know that they would be mentioned on all marketing material that is produced for the sessions.

Committee Member Siewenie suggested sending an e-mail or letter to all businesses and ask them if they would be interested in sponsoring a breakfast and maybe they would have a speaker for a topic that would be willing to present for the Committee. Committee Member Andrea stated that it is better if there is only one speaker for all six classes. This way if there are any questions, they know what was talked about the class before.

Further discussion took place regarding having speakers from McHenry County College and how the program will work.

### **Business Survey Follow-up**

Chairperson Ruzanski stated that all Committee Members have received information regarding which businesses to call and that there will be discussions at the next meeting regarding all phone calls.

### **Sunset Fest Participation Summary**

Chairperson Ruzanski stated that Committee Members Andrea and Siewenie along with himself were at the Business Expo first thing in the morning helping businesses set-up their tents/booths. Ms. Andrews informed the Committee that Princess House won the gift certificate. She then asked if set-up and take down went good. Committee Member Andrea stated that it was fun helping the businesses. Some were more organized then others. Chairperson Ruzanski stated that the times businesses were allowed to set-up was planned better then last year. There were fewer problems and it ran more smoothly.

Committee Member Andrea mentioned that during set-up it would have been nice to have materials available about the Business Relations Committee. Ms. Andrews stated that next year there could be one person dedicated to talking to the businesses about the Business Relations Committee during setup, as was done the previous year. Committee Member Siewenie suggested having a table with a banner and handouts on the table for businesses to take if interested. The table could also be used for the businesses if they would like to leave their business cards on it.

## **NEW BUSINESS**

### **Holiday Party Planning**

Chairperson Ruzanski suggested that the Committee host another Holiday Party like they did last year. The businesses could network. Committee Member Siewenie stated that the Lake in the Hills Rotary paid for the beverages. Chairperson Ruzanski suggested that the Committee could inform the businesses about the Business Enhancement program that will be starting in January. Committee Member Andrea stated that the Business Relations Committee could also do some

networking with the businesses. Chairperson Ruzanski suggested looking at a calendar and picking a date, maybe the first week of December. It will get busy later in the month. Committee Member Andrea suggested the first Thursday in December. Committee Member French stated that would be December 6<sup>th</sup>. Committee Member Andrea asked if the committee could have their regular meeting on that day, if so then it would have to be on a Tuesday. Ms. Andrews suggested having the Holiday Party separate from the regular meeting.

Committee Member French asked how many people have attended in the past. Chairperson Ruzanski stated that there were about 5 businesses and that equaled up to about 12 people. Ms. Andrews stated that Rotary members did attend last year. Ms. Andrews also stated that a lot of businesses seemed interested, but not many showed up.

Ms. Andrews stated that all plans for the Business Enhancement program need to be completed in November including marketing. Chairperson Ruzanski stated that maybe the program can be mentioned on the invitation for the Holiday Party.

Committee Member French asked if the Holiday Party could be a wine tasting. Ms. Andrews stated that the Village will not pay for alcohol. Committee Member Andrea asked if the Village can market the event. Ms. Andrews stated that she would have to check but thought that the Village can advertise Holiday Party at Wine Styles. Committee Member Siewenie asked if Wine Styles had non-alcohol wine. Committee Member French stated that they can get it for the event. Committee Member Siewenie suggested getting information to the Chamber so that they can advertise also.

Further discussion took place regarding who will be invited to attend.

### **STAFF REPORT**

Ms. Andrews informed the Committee that the Algonquin/Lake in the Hills Jaycee's would be hosting the Kelly Miller Circus at Sunset Park on Saturday, September 22<sup>nd</sup>.

Ms. Andrews reported that at the last Board meeting, Trustee Mulcahy had extended a thank you to everyone that helped with the Summer Sunset Fest.

Ms. Andrews reviewed the changes to the survey results, as additional businesses have submitted responses since the last time it was discussed. She had also reviewed the follow-up assignments for each of the Committee members.

### **TRUSTEE LIAISON REPORT**

Trustee Bogdanowski informed the Committee that the Village has purchased 39 acres from Meyer Material for the airport expansion program. He then informed the Committee that the Village had a Water System Study completed over the past few months. Lake in the Hills is one of the best they have seen in the area and probably state. The Village should be built out by 2015 and the needs are matching the plan the Village has in place for the water system.

Special Service Area #16 has been approved for the Fox Ridge Farm Development. This is a residential area near Route 47.

The Statement Marketing Agreement has been terminated. The Village approved Development plans for Dunkin Donuts. They will be opening in the old Famous Fire House Coffee location.

Committee Member Andrea asked if a copy of the water report was being released to the papers. Ms. Andrews stated that the Village has the water report on the web-site. Trustee Bogdanowski stated that the study was done more for the Village, so that we know we are doing what we should be doing with the water system.

Committee Member Andrea asked if the Village would be looking into another company to do the advertising on the water bills. Trustee Bogdanowski stated that the Village would not be. Ms. Andrews informed the Committee that Statement Marketing presented himself as an exclusive company. The Village is not pursuing any other companies.

### **DISCUSSION**

Committee Member Siewenie stated that this year was the greatest year for the Summer Sunset Fest. The Kids tent was a huge success. Trustee Bogdanowski informed the Committee that this year was the best year they have ever had with the carnival and wristband sales. He also stated that the layout for the Summer Sunset Fest was put together in 2 days, due to all the rain.

Committee Member French stated that he is attending the Leadership School through the Chamber and that Committee Member Siewenie did a great job on the History of Lake in the Hills.

### **AUDIENCE PARTICIPATION**

None

### **ADJORNMENT**

A motion was made by Committee Member Andrea to adjourn the meeting. Committee Member Siewenie seconded the motion. Motion was approved by a sign of aye, no nays. The meeting was adjourned at 7:10 p.m.

Submitted by:

Nancy Sujet