

VILLAGE OF LAKE IN THE HILLS  
BUSINESS RELATIONS COMMITTEE

December 18, 2007

The Business Relations Committee met on December 18, 2007 at the Lake in the Hills Village Hall, 600 Harvest Gate, Lake in the Hills at 6:11 p.m. Those present were Chairperson Russ Ruzanski, Committee Members, Mary Siewenie, Tom French, and Colin Taheny. Also present were Assistant Village Administrator Ms. Shannon Andrews, and Recording Secretary Dina Serritella. Committee Member John Andrea and Ex Officio Member Trustee Bogdanowski were absent.

**APPROVAL OF THE MINUTES NOVEMBER 13, 2007**

Committee Member Siewenie motioned to approve the November 13, 2007 meeting minutes. Committee Member Taheny seconded the motion. Motion was approved by a sign of aye, no nays. Motion carried.

**OLD BUSINESS**

**Business Mentoring Updates**

Assistant Administrator Andrews stated the new assignments for the following month will be included in the e-mail of the BRC packet.

Member's Taheny and Siewenie did not have an update on their assigned businesses.

**Holiday Party Review**

Member Taheny commented that everyone did a good job at the Holiday Party. Member Siewenie commented that the atmosphere was very warm and had an excellent turnout. Chairperson Ruzanski thanked Member French and Assistant Administrator Andrews for putting the event together.

**Business Enhancement/Event Planning Update**

Committee Member French noted he has found two speakers for upcoming Business Enhancement program. The first speaker is Monika Brubaker of New Life Printing. She suggested showing businesses how to create a business plan. The backup speaker could be Catherine Jones of McHenry County Shaw Center. Her staff also helps businesses with a business plan and also getting their businesses off the ground. Member Taheny commented the Committee needs to send out marketing materials for the events by the end of December. Member French stated he would put something together.

**NEW BUSINESS**

**Summer Sunset Planning**

Committee Member Ruzanski stated Trustee Bogdanowski introduced a couple of new ideas for this year's BRC Business Expo at the last meeting. Member Ruzanski would like to discuss this at the next meeting when Trustee Bogdanowski and the new Committee Members will be present. Member Taheny stated the Air Show has been canceled for next year. He pointed out staff is looking into a different venue. Member Siewenie suggested the Business Expo be bigger and better than last year. She stated last year's event was great but thought it could be better.

Committee Member French brought up the fact that he and Jeff Meyer are participants with the Lake in the Hills Leadership School. He stated students in the Leadership program have to come up with a group project that will contribute to the overall benefit of the Village. Member French and Jeff Meyer's

project will be to help the Police Department identify the different media each business uses for their video surveillance cameras. He noted a survey to all businesses will be sent out requesting what type of media they use. Member French stated the goal was to have all Lake in the Hills businesses use the same type of media so the Police Department could have access to monitor all businesses. Committee Member Siewenie mentioned if Committee Member French needed sponsorship, he could attend the Lake in the Hills Rotary meeting and do a presentation.

## **STAFF REPORT**

### **Holiday Party**

Ms. Andrews stated the party was very successful with approximately 15 local businesses represented and about 20 attendees. She thanked everyone for helping pull the event together. Chairman Ruzanski commented the food donations were a great idea.

### **Development**

Ms. Andrews commented at the December 13, 2007 Board of Trustees meeting, the Board approved an amended development plan for the Meadows Commercial Subdivision – Lot 7, which is for the Dunkin' Donuts. She stated the business will be filling the vacancy that was created with the departure of Famous Firehouse Coffee.

### **Attracting New Businesses**

Ms. Andrews noted the Community Development Department and the Administration Department are working together to create an informational packet to be distributed to potential shopping center developers and restaurants that may be interested in locating to Lake in the Hills. She stated the departments are planning to mass mail these packets initially focusing on the Route 47 and Route 31 corridors. She noted any materials in the future will be tailored for any additional businesses that the Village decides to pursue.

### **Algonquin/Lake in the Hills Chamber of Commerce**

Ms. Andrews mentioned the Chamber held its annual Board retreat on December 6, 2007, where interest was expressed in becoming more active in participating in BRC meetings or activities. She stated specifically, the Chamber's TABLE Committee may begin to send attendees to the meetings to begin reporting on the goings on within the Village. She noted in the past, the Chamber has encouraged BRC attendance at their TABLE meetings as well. She asked if anyone was interested in attending and Member Taheny indicated a member of his company attends on a regular basis. He also stated he would make an effort to attend the meetings from now on.

### **New Businesses**

Ms. Andrews noted there were five new businesses this month. She also stated the Committee was given new applications which included the zone and individual who is assigned to contact the business.

## **TRUSTEE LIAISON REPORT**

None

## **DISCUSSION**

Chairman Ruzanski reported the Gordon Larsen nomination press release went out last week. He stated the nominations are due by January 4<sup>th</sup>. He stated he reports to the Village Board on a quarterly basis along with the Gordon Larsen Award winner. Chairman Ruzanski stated the next report to the Village Board will be on February 14, 2007.

**AUDIENCE PARTICIPATION**

None

**ADJORNMENT**

A motion was made by Committee Member French 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 6:43 p.m.

Submitted by:

Dina Serritella