

VILLAGE OF LAKE IN THE HILLS
BUSINESS RELATIONS COMMITTEE
January 15, 2008

The Business Relations Committee met on January 15, 2008 at the Lake in the Hills Village Hall, 600 Harvest Gate, Lake in the Hills at 6:02 p.m. Those present were Chairperson Russ Ruzanski, Committee Members, Mary Siewenie, John Andrea, Jeff Meyer, Cindy Heidemann and Colin Taheny. Also present were Assistant Village Administrator Ms. Shannon Andrews, Recording Secretary Nancy Sujet and Ex Officio Member Trustee Bogdanowski. Committee Member Tom French was absent.

APPROVAL OF THE MINUTES DECEMBER 18, 2007

Committee Member Siewenie motioned to approve the December 18, 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 Site Visit Results

Committee Member Siewenie stated that she had three businesses to call. She spoke with a broker from Exit Platinum Realty and will go back next week to talk to the owner (Vicky). Committee Member Siewenie will call Julia from Diamond Carpet & Flooring tomorrow. Julia was not in when Committee Member Siewenie made the initial call. Committee Member Siewenie left a message at Kneaded Rest Therapeutic Massage and will try calling again.

Committee Member Taheny called Promo Gear Plus and the owner was not in. He did talk to an employee and left a message with them. Committee Member Taheny will try getting in touch with the owner again this week.

Committee Member Ruzanski talked to the Owner (Carrie) from Braeside Design Group and explained the upcoming program to her. She was interested in the program.

Business Enhancement Update

Committee Member Meyer informed the Committee that there is no new progress. Two people have been signed up to be speakers at the first two classes. He is having difficulty finding speakers for the other classes. Committee Member Meyer suggested that the topics may need to be changed in order to find speakers for the classes. He will have more information by the end of the month.

Ms. Andrews explained to the Committee that the first invitation would be a regular card invitation. She informed them that the cost is under \$200.00 for 750 invitations. Ms. Andrews asked the Committee to make any suggestions on changes to the invitation and to have them to her by January 16, 2008. She then informed the Committee that the second invitation would be a post card and the cost would be under \$90.00 for 750. Committee Member Andrea stated that he thought the invitations looked good. Committee Member Andrea suggested that Village Hall be on the first invitation. Committee Member Taheny suggested adding information about the remaining sessions on the second invitation. Ms. Andrews stated that the speakers for those sessions have not been confirmed yet.

Committee Member Andrea asked how many sessions are planned. Ms. Andrews stated that there are 6 sessions planned. Chairperson Ruzanski stated that he feels it is a great start. Committee Member Meyer suggested adding "need not be present for Session I to attend Session II". Ms. Andrews stated

that the February invitation needs to get in the mail and then the Committee can go along and update as they need. The invitation for Session II will be at next months meeting for your review. Chairperson Ruzanski stated that the invitations should go out three weeks before the event.

Committee Member Siewenie suggested that the Committee Members call the people in their zone to invite them. She understands that it may be time consuming, but it could be good for the program. Committee Member Taheny agreed with Committee Member Siewenie. Committee Member Heidemann stated that it would be excellent for her students to attend. If the owner cannot attend maybe another representative from the business could attend.

Ms. Andrews informed the Committee that typically this program is not for Lake in the Hills residents, they wouldn't be turned away if they wanted to attend. She stated that language could be put in the invitation stating that an employee can go, but we want to make sure that the business is represented. Committee Member Siewenie suggested owner or appointed delegate. Committee Member Andrea agreed with Committee Member Siewenie. Committee Member Heidemann suggested owner/representative. Committee Member Meyer stated that he did not agree it should be you or your representative.

After further discussion regarding the language on the invitation it was agreed upon that the invitation would have you or your representative. Chairperson Ruzanski stated that the first class is being held on February 19, 2008.

Summer Sunset Planning

Chairperson Ruzanski stated that the Committee has talked about more involvement at the Business Expo. Chairperson Ruzanski asked Trustee Bogdanowski if he had any suggestions. Trustee Bogdanowski stated that he will be Chairing the event. He thinks the way it was handled (set-up) last year was great. Need as many Lake in the Hills Businesses as possible. Trustee Bogdanowski stated that the fee charged to be in the Expo is not set in stone. He thought the fee last year was \$60.00, this could be changed this year if it is an issue for the businesses. Committee Member Siewenie asked Trustee Bogdanowski if he was suggesting that the fee be completely removed. Trustee Bogdanowski stated that the fee is flexible. Committee Member Andrea stated that he felt the fee was good. He did not receive any complaints that it was too high.

Chairperson Ruzanski suggested mentioning the Expo at the first Business Enhancement Class on February 19th. Committee Member Meyer suggested if the business attends the class and the expo, maybe they can receive a discount. Ms. Andrews asked if the Summer Sunset Committee needed help with generating registrations, forms, etc. Trustee Bogdanowski stated that he will do that. Trustee Bogdanowski would also like to know if the Committee would be willing to help with the set-up again like they have in the past. Committee Member Heidemann stated that she thought the discount was a great idea. Chairperson Ruzanski stated that the Committee should consider it. Ms. Andrews asked if the discount would apply to only Lake in the Hills businesses or any business. Committee Member Heidemann suggested only Lake in the Hills businesses. After further discussion, it was agreed that the discount would be 20%. Committee Member Andrea stated that the discount should just be rounded up to \$20.00. Ms. Andrews will add that to the invitation. Trustee Bogdanowski stated that he would work with Shannon.

NEW BUSINESS

Gordon Larsen Business Achievement Award Nomination

Chairperson Ruzanski nominated Applebee's Neighborhood Bar & Grill. He stated that they are a business that gives back to the community. Over the Holiday Season they hosted a Breakfast with Santa. The cost was \$8.00 per person. There were goodies, games and prizes. 100% of the money collected went to Make-A-Wish Foundation.

Committee Member Siewenie nominated Lowe's. She stated that service is very important to her. She informed the Committee that every time she is in Lowe's, she feels that she has a personal shopper. They are always willing to help.

Committee Member Meyer stated that he likes to see business that take money and then give it right back to the community. Committee Member Heidemann informed the Committee that Make-A-Wish foundation is in the community. They are very behind the scenes. 7 wishes have been granted in McHenry County in the past 2 years. She stated that both businesses are great.

Committee Member Andrea suggested tabling it until the next meeting. Maybe more nominations will be received by then. Committee Member Heidemann agreed. Chairperson Ruzanski asked Ms. Andrews to table the item until the next meeting.

Video Surveillance Leadership School Project Participation

Committee Member Meyer stated that he would like to table this item to a later time. Ms. Andrews stated that it could just be informational. Committee Member Meyer stated that he would like to table the item. The item will be tabled to a later time.

STAFF REPORT

New BRC Members

Ms. Andrews informed the Committee that at the January 14, 2008 Board of Trustees meeting, both Cindy Heidemann and Jeffrey Meyer were appointed to fill the vacant positions on the Business Relations Committee. Committee Member Heidemann is the owner of Sugar & Spice Party Center and ABC School of Nail Technology, both located here in Lake in the Hills. Committee Member Meyer is the District Manager for Waddell & Reed, a financial services firm, who recently opened an office in the Curtis Professional Building on Algonquin Road.

Gordon Larsen Business Achievement Award

Ms. Andrews informed the Committee that there was one new nomination for Lowe's was received for the Larsen award. In addition to being nominated based on their community support, the business is also one of the top 10 employers in the Village. Ms. Andrews has attached a copy of the application for the Committee's review.

Business Survey Site Visits

Ms. Andrews stated that since June, Committee Members have been reported that contact has been made with only 19% of the businesses scheduled for post-survey site visits. In an effort to get back on track with these, Ms. Andrews has attached a revision to the listing of those businesses who requested contact with the Village. This listing includes the name of the Committee Member assigned, based on zone, to contact each of the businesses. Ms. Andrews stated that packets have been put in front of them with information on the topics the businesses have requested.

Attracting new Businesses

Ms. Andrews informed the Committee that the Community Development and Administration Departments have prepared an informational packet to be distributed to potential shopping center developers or restaurants that may be interested in locating here in Lake in the Hills. The packets highlight development opportunities along Route 47 and Route 31, as well as provide demographics for other desirable locations within the Village. To date, the materials have been mailed to approximately 11 shopping center developers, 21 restaurants and 2 other specialty retail establishments.

Algonquin/Lake in the Hills Chamber of Commerce

Ms. Andrews informed the Committee that the Chamber's TABLE Committee will be meeting again on the 4th Thursday of the month, which is January 24th at 9:00am.

New Businesses

Ms. Andrews informed the Committee that there are two new businesses this month. The zone and individuals assigned to contact the businesses are located at the top of each page. Filling the previous vacancies, Committee Member Meyer has been assigned zone 5 and Committee Member Heidemann has been assigned zone 2.

TRUSTEE LIAISON REPORT

None

DISCUSSION

Committee Member Meyer invited everyone to attend the Grand Opening of Waddell & Reed, on January 31st, from 5:00pm – 8:00pm at the Curtis Professional Building. Ribbon Cutting Ceremony will be at 5:30pm.

AUDIENCE PARTICIPATION

None

ADJORNMENT

A motion was made by Committee Member Heidemann to adjourn the meeting. Committee Member Andrea seconded the motion. Motion was approved by a sign of aye, no nays. The meeting was adjourned at 6:43 p.m.

Submitted by:

Nancy Sujet