

**MINUTES OF THE ECONOMIC DEVELOPMENT COMMISSION**  
**June 20, 2018**

The meeting of the Libertyville Economic Development Commission was called to order at 7:31 a.m. at the Lake County Forest Preserve District General Offices, 1899 W Winchester Rd, Libertyville, IL.

Members Present: Chairman John Cortesi, Commissioners William Abington, Brian Grano, Thomas Kreuser, Dan Marks, Steve Martin and Edward Werdell

Members Absent: None

Staff Present: Heather Rowe, Economic Development Coordinator and John Spoden, Director of Community Development

Others Present: Nan Buckardt, LCFPD; Katherine Hamilton Smith, LCFPD; Fred Kestler, Main Street Libertyville; Andrew Osborne, LCFPD

**Minutes:** The Commission approved the minutes of the April 18<sup>th</sup> meeting [Kreuser/Marks]

Katherine Hamilton-Smith, Director of Public Affairs & Development for the Lake County Forest Preserve District (LCFPD) welcomed the Commission to the LCFPD offices and invited everyone to stay after the meeting for a tour of the Dunn Museum. Chairman Cortesi opened the meeting.

**NEW BUSINESS:**

**Economic Development Strategy:** Chairman Cortesi indicated that the strategy was being brought before the Commission as part of a regular review and requested suggestions for edits or changes to the priorities listed. The Commissioners agreed to the following edits:

- Sports Complex Land (#1): Leave property on the list until development
- Former Mobil at Peterson & Milwaukee (#6): Eliminate from list since the station has been renovated and re-opened.
- Ashley Capital site at SWC Peterson & Butterfield (#8): Move down to an unnumbered “site of interest”, as the property has been approved for redevelopment. Once property is fully developed consideration will be given to elimination from the list.
- Re-order priorities as follows: #7 Liberty Point (Meyer), #8 Southwest Corner Milwaukee & Park (Graham & Adjoining Properties), #9 Southwest Corner Peterson & Butterfield (Ashley Capital).
- Milwaukee Avenue Redevelopment – Rt 176 to Rockland: Move this bullet up to #10. With the True Value vacancy this area could benefit from additional focus.

Ms. Rowe indicated she would revise the Strategy for the Commission to allow for their review and recommendation at the July meeting. If a positive recommendation is given, staff will prepare the document for Board adoption. She also noted that the updated Strategy would be integrated into the new Comprehensive Plan.

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**Potential Billboard Promotion:** Chairman Cortesi referred the Commission to the materials in the packet. Ms. Rowe indicated that staff had investigated the availability of billboards along I-94, based on the Commissioner's interest in using the designated Places for Eating tax dining marketing funds to pay for a dining themed billboard for several months. She noted that two billboards were currently available in proximity to Libertyville exits. The most ideal of those being near Rt 176 on the east side of the tollway, facing north, visible to southbound traffic. While providing a viable message space with over 300,000 weekly impressions, the downside of the location is that it does not provide immediate exiting opportunity. The Commission provided additional feedback on alternate locations. Additionally, the Commission indicated better pricing and availability might be available if the billboard could be reserved for a full year. They felt that the added cost might be picked up by the Mile of Cars and other business groups or businesses (such as Condell). Having such groups co-sponsor, the board would allow longer term and varying Libertyville messaging. Staff agreed to additional outreach to area billboard lessors and to the Mile of Cars, and a follow-up at the July meeting.

**Discussion with Lake County Forest Preserve:** Katherine Hamilton-Smith welcomed everyone to the LCFPD offices. She noted it was their relocated offices which offered consolidation of staff and numerous inefficient offices throughout the County. The new facility has also provided an opportunity to bring the museum to a more central, accessible location in the County with space for protected artifact storage and new envisioned exhibits. She then introduced Nan Buckardt, Director of Education and Andrew Osborne, Superintendent of Educational Facilities.

Mr. Osborne offered a PowerPoint presentation about the museum and its economic and educational impacts on the County. The following are facts of note:

- The Dunn Museum is among only 5% of accredited museums.
- Studies on Museums: Studies indicate museums have a 2x job multiplier. Museums capture more visitors than all Major League Sports and Amusement Parks combined.
- Attendance: The Dunn Museum opened on March 23<sup>rd</sup>. Attendance has surpassed initial estimates so far with over 7000 visitors through May 31<sup>st</sup>. In its first few months, attendance has almost doubled. Daily attendance was projected at 72 but has been around 126. Field trip requests have exceeded expectations.
- Marketing: They are using methods such as social media, print, Pace buses, money mailer ads, etc. The Commission suggested better demarcation along Winchester Rd, perhaps with additional or different signage. They also suggested having IDOT add brown marker signs in the area.
- Estimated Economic Impact of Dunn Museum: \$2.35 million annually. 71 FTE. \$200,000 in government revenue.
- Mr. Osborne indicated he would forward the PowerPoint and noted studies to Village staff for the Commissioners' benefit.

**COMMUNICATIONS AND DISCUSSIONS:**

**Golf Learning Center/Family Entertainment Center Purchase Agreement:** Ms. Rowe provided an overview of the recently approved purchase agreement for the land which the Village is selling at the northeast corner of Peterson & US Hwy 45. The Commissioners inquired about the proposed uses, timeline for closing and development, and the impact of the proceeds on Village debt. The Commissioners expressed strong interest in having all sales proceeds allocated to payment of the debt attributable to the site.

**Other:** Mr. Kestler mentioned that Car Fun on 21 was this week, as well as first Lunch in the Park of the season. He noted that the House Walk event had over 700 attendees, well above the usual 200 persons.

With no further business the meeting was adjourned at 8:52 a.m.

Respectfully submitted,

Heather J. Rowe, AICP  
Economic Development Coordinator