

**ECONOMIC DEVELOPMENT COMMISSION
MINUTES
JANUARY 20, 2010**

I. CALL TO ORDER

Chairman Hamilton called the meeting to order at 7:30 a.m. on Wednesday, January 20, 2010.

II. ATTENDANCE

Present: Mike Hamilton, Jeanne Silver, Kasandra Lewis, John Mesenbrink, Rob Pipin, and Larry Gallas

Also Present: Ed Sullivan, Barrera, Terry Skriba, Dave Verbeten and Mike Flynn

Absent: Ron Boorstein, Tom Boscher, and Donna Morrison

III. ADDITIONS OR DELETIONS TO THE AGENDA. There were no additions or deletions to the agenda.

IV. APPROVAL OF MINUTES. Motion by Gallas, seconded by Silver, to approve the minutes of December 16, 2009. Motion carried.

V. NEW BUSINESS.

A. Dave Verbeten, Action Coach. Mike Hamilton introduced Dave Verbeten from Action Coach, Inc. Chairman Hamilton explained that Mr. Flynn and he met with Mr. Verbeten subsequent to the last Economic Development Commission meeting. Mr. Verbeten can provide a series of business seminars for Mundelein businesses that would meet the Economic Development Commission's objective of improving the business community.

Mr. Verbeten explained the basics of the Action Coach model which focuses on the time, team, and money aspects of small to medium businesses. He offers free business seminars which cover a range of topics he calls the "Six Step Series." The Six Step Series gives businesses "time tested tools and techniques to improve their business."

His proposal is to conduct a series of business seminars in Mundelein at the fire station or some other suitable location for 20 to 30 attendees. He will provide the contest. The Economic Development Commission will be the sponsor and advertise and promote the events using materials he supplies. Prior to beginning the series, Mr. Verbeten will call ten businesses to find out how the series should be focused. He referred to this process as "content validation." Prior to the first seminar there would be a minimum of three contacts with the business community—first, a save this date announcement, then to contacts via email or regular mail announcing and promoting the seminar.

Mr. Verbeten provided his seminar schedule for 2010. The next event is February 17th in Libertyville from 8:00 a.m. to 11:30 a.m., titled "Streetwise Marketing." Larry Gallas would like to attend that event and report back to the Commission prior to action being

taken to engage Mr. Verbeten. Other members of the Commission were encouraged to attend.

B. Business Districts, Inc. – Survey Discussion. Bridget Lane of Business Districts, Inc., the strategic planning firm for downtown, presented information for the Commission to review prior to project initiation. She reviewed the project schedule, scope of work, basic demographics, traffic volumes, market conditions, retail occupancy data, and residential housing supply. She explained the company’s ideas for a community survey, studying peer communities, and stakeholder interviews.

She asked the Commission to review the information, report to Victor Barrera any demographics that appear incorrect, any thoughts on custom market recommendations, thoughts regarding the appropriate peer communities for Mundelein, key stakeholders that should be interviewed, and what special market conditions exist in downtown.

VI. NEXT MEETING. The next regularly scheduled meeting of the Commission is February 17, 2010 at 7:30 a.m. at the Mundelein Fire Station Headquarters.

VII. ADJOURNMENT. The meeting was adjourned at 9:00 a.m.

Respectively submitted by:



Michael A. Flynn
Assistant Village Administrator