



## LA GRANGE

Village of La Grange  
53 S. La Grange Road, La Grange, IL 60525  
lagrangeil.gov

### AGENDA

#### COMMUNITY & ECONOMIC DEVELOPMENT COMMISSION

Thursday November 05, 2020 – 7:00 p.m.

In accordance with Governor Pritzker's Disaster Declaration and the current state of emergency, the Village President has determined that in-person meetings of the CEDC are not practical or prudent at this time.

Meeting will be conducted electronically

To Access the Meeting, visit:

<https://global.gotomeeting.com/join/757750125>

Or Dial In by Phone at:

[+1 \(408\) 650-3123](tel:+14086503123)

When Prompted Enter Meeting Access Code: 757-750-125

Public comments regarding agenda items will be accepted during the meeting using the chat feature and/or audio comments. Additionally, public comments will be accepted prior to the meeting by e-mail at [publiccomment@villageoflagrange.com](mailto:publiccomment@villageoflagrange.com) or by phone at 708-579-2300 ext. 503 until 5:30 p.m. on the day of the meeting.

1. Call to Order and Roll Call
2. Approval of Minutes – August 06, 2020
3. New Business
  - A. Community & Economic Development Activity Report (presentation)
  - B. LGBA "Mask Up La Grange" Campaign (presentation)
  - C. 2020 Holiday Promotions Preview (presentation)
4. Chairman Comments
5. Adjournment

Individuals with disabilities and who require certain accommodations to participate at this meeting are requested to contact the ADA Coordinator at 579-2315, to allow the Village to make reasonable accommodations

## **MINUTES**

### Community and Economic Development Commission Village of La Grange

August 06, 2020

#### **I. CALL TO ORDER AND ROLL CALL:**

A meeting of the Community and Economic Development Commission was held on February 06, 2020 in the auditorium of the Village Hall at 53 South La Grange Road, La Grange, IL and was convened at 7:06 p.m. by Chairman Russ Riberto.

Present: Commissioners, Carlson, Cassidy, DiDomenico, Dillon, Dunne, Hanson, Hayes, Janevski, McGee, Palmer, Sher, and Chairman Riberto.

Absent: Commissioners Buttron, Hall, and Matteucci.

Also Present: Community Development Director Charity Jones, and LGBA Executive Director Nancy Cummings.

#### **II. APPROVAL OF MINUTES:**

On motion by Commissioner DiDomenico, seconded by Commissioner Janevski, the minutes of the February 06, 2020 Community and Economic Development Commission meeting were approved.

#### **III. NEW BUSINESS:**

##### **Community & Economic Development Activity Report**

Director Jones gave a presentation of sales tax trends through the end of calendar year 2019, which reflected a modest increase over 2018 sales. She then provided a summary of the impact of the COVID-19 stay-at-home order on retail sales in March and April 2020, down 14% and 30% respectively. Director Jones then reported that although permit activity declined sharply in March and April, activity has since begun to rebound. She provided an overview of the communications, policy, and marketing initiatives the Village has undertaken to support the business community during the COVID-19 pandemic.

Commissioner Cassidy expressed support for the continuation of the parklet program. Commissioner Dunne noted that they pandemic has provided the Village an opportunity to look at parking in a different way.

Commissioner Palmer noted that the challenges facing businesses will continue to many months to come and that we need to continue to think about how we can promote the

businesses. Commissioner Sher suggested a promotion centered on lunch offerings from restaurants geared toward children who are participating in remote learning. Commissioner Cassidy noted that a listing of all restaurants offering family meal packages would be useful for many families. Director Jones noted that the lgdelivers.com platform provides an opportunity to have these sort of listings. Over the past several months, the LGBA and Village have been promoting lgdelivers.com site in print and digital advertising.

Commissioner Hanson noted that feeling safe is the key to people choosing to dine or shop and that the Village is a trusted communicator. He noted that the Village does a good job of coordinating with other entities to push out messages on social media but suggested that the Village should have its own social media account. Commissioner McGee suggested utilizing the Patch to disseminate information, perhaps encouraging them to run a reoccurring story on the restaurant or business of the week.

Commissioner Dillon suggested that marketing should focus on the relationship between residents and local businesses supporting one another; perhaps including how many times a family needs to visit a restaurant to help keep them open. Commissioner Janevski suggested a raffle to benefit businesses. Commissioner McGee suggested a direct mail campaign, sending a map or listing of all restaurants to surrounding communities. Commissioner Janevski stated that is it important to do paid advertising within La Grange as well. Commissioner Cassidy suggested a passport/punch card program.

Commissioner Riberto thanked everyone for their thoughts. Director Jones noted that Ms. Cummings had to leave the meeting early, but she would share the Commission's thoughts with her as they developed their marketing tactics for the coming months and continue to build out the lgdelivers.com site.

**V. ADJOURNMENT:**

There being nothing further to come before the Community and Economic Development Commission, a motion was made by Commissioner Dunne and seconded by Commissioner Carlson that the meeting be adjourned at 8:10 p.m.

Respectfully Submitted:

Charity Jones  
Community Development Director