

**Brand Leadership Subcommittee
of the MainStreet Commission
Meeting Minutes - February 15, 2017**

Members Present

Daniel Fitzgerald, Chairman
Julie Dekker
Dennis Suglich
Julie Volkmann
Greg Carter
Ken Shaw
Vince Aiello

Staff Present

Donna Framke, Marketing Director
Vicki Sanchez, Special Events Coordinator
Antonia Steinmiller, Exec. Asst. to the Mayor
Stephanie Kisler, Planner
Kathy Congreve, Commission Secretary
Dave Niemeyer, Village Manager
Patrick Hoban, Economic Development Mgr.

Associate Members Present

Diane Galante
Courtney Rourke
Nick Halikias

Members Not Present

Beth Fahey
Eduardo Mani

Guests Present

Nick Markowicz
Jay Damm

Chairman Fitzgerald called the meeting to order at 6:05 p.m. Attendees introduced themselves.

Approval of Agenda & Minutes - Motion to approve the agenda made by Dennis Suglich, seconded by Jay Damm. Motion to approve the January 18, 2017 minutes made by Ken Shaw, seconded by Julie Dekker. Motion to approve the February 1, 2017 minutes made by Dennis Suglich, seconded by Greg Carter. Approved by voice vote.

Speaker's Bureau – Donna Framke stated that the Community Outreach sub-committee will be starting to organize the Speaker's Bureau. Ken Shaw will be heading up that sub-committee and discussed coming up with a time table of village functions to speak at and have some bullet points and scripts prepared. Donna offered to provide equipment to prepare a Power Point presentation if necessary. Ken stated that the sub-committee will also compile a list of civic organizations, clubs, local school districts, and other groups in which to speak to.

Sub-Committee Goals – The task timeline spreadsheet was reviewed and goals were identified:

- Marketing - Securing a contract for the creation of a Brand Style Guide will be the first goal. Donna will draft it, run it through the proper channels at the village, and then email it out to the committee to get it in motion before the next meeting. She will also bring the request for formal approval of the Action Plan to the Village Board on March 7th.
- Product Development - An RFQ has been drafted for a projected Marketing Business Plan; Donna will email it out to the committee. A top goal for the Product Development committee will be to start researching and planning some programming for the plaza in early March and present it at the next Branding Meeting.
- Tourism – The goal will be outreach to hotels, venues, and local attractions; a planning meeting will be held next week.
- Community Outreach – The goal will be to reach out with our branding initiatives passively through village events, and actively by seeking out groups and organizations. Ken Shaw will work on developing a list identifying those events and groups.

Determining the first three goals of each sub-committee was tabled until the next meeting. Motion made by Ken Shaw, seconded by Greg Carter. Motion approved.

Other Discussion Items -

Each task force will report back their progress at the monthly Branding meetings. They can use the resources of the village to help out.

Dave Niemeyer gave an update on the budget plan and what will be presented based on Roger Brooks' recommendations.

The tasks timeline spreadsheet was reviewed and discussions ensued in relation to many of the line items. The status of the website redesign was discussed.

Donna requested that the leaders of each task force keep in touch with Antonia as a resource to help with administrative tasks.

Ideas were shared on other ways to incorporate the branding throughout the village.

Comments from the public – none

Motion to adjourn meeting made by Daniel Fitzgerald. Approved by Ken Shaw, seconded by Greg Carter. Meeting adjourned at 7:38 p.m.