

## Branding | Marketing

### Sub-Committee Meeting Minutes

April 10, 2017 – Tinley Park Convention Center – Bremen Room

**Members Present:**

Greg Carter  
Nick Markowitz

**Staff Present:**

Donna Framke  
Antonia Steinmiller

**Also Present:**

Daniel Fitzgerald

**Members Not Present:**

Rebecca Palumbo

**The Marketing Sub-Committee meeting was called to order by Donna Framke at 5:05 PM and seconded by Daniel Fitzgerald.**

***Style Guide RFQ:***

Donna discussed the style guide and presented the RFQ proposals to the team. Each of us was instructed to review the RFQ proposals and send Donna a “rating” for the proposals. After Donna receives our ratings, she will then take the top 2 proposals, and schedule interviews with the agencies.

Donna will then draft a proposal and submit to the Village Board for the May 2 meeting.

***Domain Names:***

“Life Amplified” is owned by another company and if they don’t renew it, we are able to purchase. We have comprised a list of domain names to bring to the BLT meeting next week. We will discuss as entire group and get feelers out for what we should purchase (if any).

***Trademarking:***

Antonia will be in touch with Patrick Connelly to discuss trademarking, and to see if our Village attorney’s have any insight or recommendations on the process itself. Antonia will then report back at the next MKT sub-committee meeting to brief the group.

**Donna Framke made a motion to adjourn and Daniel Fitzgerald seconded. The meeting concluded at 5:58 PM.**