



**VILLAGE OF WAUCONDA
MARKETING COMMITTEE MEETING**

Tuesday, March 29th, 2016
5:30 pm
Village Hall Conference Room
101 N. Main Street

AGENDA

Board Members: Chairperson Lincoln Knight, Trustee Linda Starkey, Trustee John Barbini, Staff Member: Executive Assistant Alise Homola

1. Call to Order
2. Approval of Minutes (January 26th, 2016)
3. Community Event Policy
4. Economic Development Strategic Plan
 - a. **Goal 2.c.** Community sign update
 - b. **Goal 2.b.** Continue ads in local publications
 1. Heartland Real Estate Business
 2. Northwest Quarterly
 3. Daily Herald
 - c. **Goal 2.h.** Engage Village Board and Marketing Committee with researching and visiting other communities to gather alternative promotional ideas.
5. Current projects
 - a. Street Banners
 - i. Sierra Display
 - ii. Rileghs Décor
 - iii. Titan Banner Brackets
 - b. Light pole refinishing
 - c. Cruise Night Update
6. Public Comment
7. Adjournment