



**VILLAGE OF WAUCONDA
MARKETING COMMITTEE MEETING**

Tuesday, August 23rd, 2016
5:30 pm
Village Hall Conference Room
101 N. Main Street

AGENDA

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

1. Call to Order
2. Approval of Minutes – May 24th, 2016 (p1-2)
3. Economic Development
 - a. **Goal 2.a.** Establish a Business Recognition Program (p3-8)
 - b. **Goal 2.c.** Community sign update (p9)
 - c. **Goal 2.b.** Continue ads in local publications
 1. Northwest Quarterly – see magazine
 2. Daily Herald (p10-18)
4. Current projects
 - a. Street Banners – see binder
 - b. Cruise Night Update (p19-22)
 - c. Draft - Downtown Parking, T-box Installation (p23)
5. Mayor's Community Service Awards (p24-32)
6. New Business
 - a. Business and Resident Promotional Video – requested by Mayor (p33)
7. Public Comment
8. Adjournment