



**VILLAGE OF WAUCONDA  
MARKETING COMMITTEE MEETING**

Monday, October 10<sup>th</sup>, 2016

5:30 pm

Village Hall Board 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 – August 23<sup>rd</sup>, 2016 (p1-3)
3. Economic Development
  - a. **Goal 2.b.** Continue ads in local publications
    1. Daily Herald
      - a. Presentation by Jessica Washington(p4-18)
      - b. Draft Fall/Winter Marketing Schedule (p19-22)
        - i. Review design concepts(p23-25)
    - b. **Goal 2.a.** Establish a Business Recognition Program
      - i. Draft presentation(p26-28)
    - c. **Goal 2.c.** Community sign update (p29)
  4. Other Business
  5. Public Comment
  6. Adjournment