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KEN ARNSWALD  
CHUCK BLACK

## MINUTES

### VILLAGE OF WAUCONDA COMMUNICATION COMMITTEE MEETING MONDAY, MAY 16, 2011 5:30 P.M.

**Wauconda Village Hall  
101 N. Main Street  
Wauconda, IL 60084**

**Board members attending: Trustee Linda Starkey, Trustee Lincoln F. Knight, Trustee Chuck Black**

## AGENDA

### 1. COMMUNICATIONS COMMITTEE INTRODUCTIONS

Members of the Committee were acknowledged.

### 2. ITEMS FOR DISCUSSION

#### 1) PAST STRATEGIC GOALS AND UPDATES

Director Krajniak reviewed the 2010-2011 Strategic Goals for the Communications portion of the Plan. She also offered an explanation of the SOPs for “e-News for the Community,” the community sign, and press releases.

### 3. RESIDENT COMMUNICATIONS

The Committee discussed various communication tools utilized by the Village including “e-News,” the website, Connect CTY, Newsletters, and alternative communication tools such as Facebook.

The Committee asked staff to contact other Villages with Facebook to see what they are trying to accomplish and how they created the account. The possibility of the placement of an informational table at community events was also discussed. The table would be advertised by signage and manned by volunteers passing out a brochure highlighting Wauconda businesses and promoting “e-News” registrations. It was also suggested that staff contact HOAs to ask for assistance in “e-News” sign ups.

### 4. INTER-AGENCY AND BUSINESS COMMUNICATIONS

The Committee discussed ways to create alliances with other intergovernmental officials. Trustee Starkey commented that she would be attending the United Partnership meeting on Thursday, May 19<sup>th</sup> to see if it would be of value to our communication initiatives. If not, she would like to see a possible elected officials’ luncheon formed so that the lines of communication are broadened.

## 5. VISION STATEMENT/VILLAGE SLOGAN

The vision and mission of the Communications Committee was discussed, as was the Village slogan - "The Village With A View." The Committee recommended placing a slogan discussion on the next Committee of the Whole meeting scheduled for May 24<sup>th</sup>.

## 6. NEW BUSINESS

The Committee discussed the Mayor's Community Service Awards, possible revisions to the nomination form, and presenting the awards at the 2011 Street Dance in September.

At this point, Trustee Starkey presented an overview of the main goals discussed during the meeting and Trustees Knight and Black offered their opinions as the list was prioritized in order of "1, 2 or 3":

### Priority 1 w/action items:

- Create a webpage to feature the successes of departments and/or employees
  - ACTION: Linda creates website, provides a link in "e-News," and asks department heads to offer an article when the opportunity arises.
- Mayor's Award to be initiated by the Village of Wauconda
  - ACTION: To develop recommendation on the nomination, selections, and award process by the May 31<sup>st</sup> Communications Committee Meeting.
- Promotional Signage for Information Booth at events
  - ACTION: Get bids and delivery timeline for the May 31<sup>st</sup> Communications Committee Meeting.
- Promotional brochures (2) for Information Booth at events and another for display in key business locations (i.e., Ultimate Athletics).
  - ACTION: Get bids and samples from vendors for the May 31<sup>st</sup> Communications Committee Meeting.
  - FUTURE ACTION: Initiate an ad placement program to help offset the cost of the brochures.
- Business Coordination
  - ACTION: Continue to collect business e-mails for possible business newsletter. Work with staff to communicate business & industrial services.

### Priority 2 w/action items

- Promotional Video for website
- Comprehensive Marketing Packet w/inserts
- Facebook Page
  - ACTION: Staff to explore how and what other communities are doing
- Elected Officials' Luncheon
- Temporary banners across Main Street

### Priority 3 w/action items

- Gateway signs w/slogans
- Utilize Cable channel for board meetings

The decision was made to schedule the next Communications Committee meeting for Tuesday, May 31<sup>st</sup> at 5:50 p.m. Future meetings will be held on the fourth Tuesday of every month at 5:30 p.m.

## 4. ADJOURNMENT

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