

**MAYOR**  
MARK F. KNIGGE

**ADMINISTRATOR**  
DAVID GEARY



101 NORTH MAIN STREET  
WAUCONDA, IL 60084  
PHONE 847.526.9600  
FAX 847.526.8809

**CLERK**  
GINGER IRWIN

**TRUSTEES**  
LINCOLN F. KNIGHT  
JOHN F. BARBINI ED.D.  
DOUG BUSTER  
LINDA STARKEY  
KEN ARNSWALD  
CHUCK BLACK

## MINUTES

### VILLAGE OF WAUCONDA COMMUNICATIONS COMMITTEE MEETING TUESDAY, June 28, 2011 5:30 P.M.

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

**Members attending: Trustees Starkey, Knight, and Black. Linda Krajniak**

**Audience Members: Mark Knigge, Jackie Soccorso, Dave Geary, Marge Blaurock, Jake Niggemann**

## AGENDA

### 1. ITEMS FOR DISCUSSION

#### A. APPROVAL OF MINUTES FROM MAY 31, 2011 MEETING

- a. Item approved by Committee.

#### B. DISCUSS PROS/CONS OF INFORMATION TABLE AT WAUCONDAFEST

- a. Trustee Black commented that he thought the information booth went well. He suggested creating a "Did You Know?" poster to place on the table when volunteers are away. Director Krajniak stated that 48 e-mails were gathered for e-News and 44 updates for Connect CTY.

#### C. DETERMINE FUTURE BOOTH OPPORTUNITIES

- a. Booth opportunities were discussed including the upcoming Fireworks, Kids' Triathlon, Wauconda Triathlon, RAM Racing Triathlon, Community Round-up, Rodeo, and Street Dance. Director Krajniak will call Nancy Burton at the Park District to see what Park District events the committee could target. It was also discussed that businesses on Main Street are aware of the triathlon events so that they can plan accordingly. Administrator Geary added that a promotion for e-News would be included in the water bills.

#### D. REVIEW AND DISCUSS 2011 VISITOR'S GUIDE/BROCHURE

- a. The brochure was approved with Trustee Knight's input from earlier in the day. Director Krajniak will price out the printing of 2000 pieces to prepare for upcoming booth opportunities. She will also determine when the Park District will need the brochures for stuffing the athletes' goodie bags.

#### **E. MAYOR'S COMMUNITY SERVICE AWARDS UPDATE**

- a. Director Krajniak reviewed the SOP, nomination form, timeline, and groups to contact for the promotion of the awards. One member of the committee cannot attend Tuesday night meetings. An alternative date of Monday, July 22<sup>nd</sup> was set for the next meeting. Mark Knigge suggested that a condition be included that excluded all elected officials and Village staff from being nominated.

#### **F. DISCUSS VILLAGE OF WAUCONDA FACEBOOK PAGE**

- a. A sample from Oak Park was provided to the committee and Director Krajniak discussed her conversations with the Directors of Communication for both Oak Park and Northbrook. A sample SOP was provided and committee discussed options. It was determined that photo recommendations will be reviewed at the July meeting for possible use on a FaceBook page.

#### **G. DISCUSS ELECTED OFFICIAL'S ROUNDTABLE**

- a. The possibility of an elected officials' roundtable was discussed and it was determined that the meeting would be quarterly beginning in the fall of 2011. The first meeting would include an invitation to all local elected officials and members of the Wauconda Fire Protection Board. Administrator Geary proposed that staff makes the arrangements and oversees inviting the officials.

#### **H. UPDATE ON VILLAGE OF WAUCONDA BUSINESS MAILING**

- a. Director Krajniak communicated that the business mailing will go out this week.

### **2. NEW BUSINESS**

- a. The committee requested that Director Krajniak contact Mike Wahl to get the status of the pending community calendar.

### **3. ADJOURNMENT**

- a. The meeting adjourned at 6:15 p.m.