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**VILLAGE OF WAUCONDA  
COMMUNICATIONS COMMITTEE MEETING  
TUESDAY, August 16, 2011  
5:30 P.M.**

**MINUTES**

Meeting called to order at 5:30 p.m.

1. ITEMS FOR DISCUSSION

A. APPROVAL OF MINUTES FROM JULY 26, 2011 MEETING

Minutes were approved for posting.

B. MAYOR'S AWARDS SELECTIONS

The Committee discussed a wide range of topics regarding the Mayor's Community Services Awards including the number of awards for each category and the current submission for consideration. Committee members did not vote in a category if he/she was involved with the organization or a family member of a nominee. It was determined that the following individuals/organizations would receive an award:

*Individuals:* Linda and Ed Lochmayer and Bill Glade

*Individual Youth:* Kevin Skiera and Sarah Ulrich

*Business:* Acres Group

*Organization:* Main Street Attraction

In preparation for the 2012 awards, the Committee discussed and agreed upon the following:

- Nomination forms must require more detail about the nominees.
- Promote nominations through flyers placed in local businesses and the Community sign.
- Promote in May and July of each year
- Confirmation of receipt will be sent to all person submitting nomination forms.
- Schedule form deadline as close as possible to Selection Committee Meeting.
- Names and addresses will be removed from submissions provided to committee members.
- Multiple submissions for one nominee will be accepted.
- Family members/co-workers of winners will be contacted first.

C. UPDATE ON:

a. WEBSITE IMPROVEMENTS TO ENHANCE NAVIGATION/SECURITY

The committee agreed to move forward with a new template to enhancement the Village website.

b. MAYORS.TV – OVERVIEW OF VIDEO TOUR & TERMS

The committee discussed the terms and conditions of the Mayors.tv video contract. Director Krajniak will report back on specific questions at the next Communications Committee meeting in September.

c. VILLAGE FACEBOOK PAGE

Director Krajniak gave an overview of the Village's Facebook activity.

D. ECONOMIC DEVELOPMENT ADVISORY GROUP

No report from the group.

a. SURVEY RESULTS

Director Krajniak reported that 282 surveys were sent out to local businesses on July 15, 2011 at the request of the Economic Development Advisory Group. Forty-four businesses responded and the results have been submitted to the EDA Group for review.

E. LAKE MICHIGAN WATER – EDUCATION AND COMMUNICATIONS

a. TALKING POINTS & PRINT MATERIALS

The Committee reviewed the talking points and print materials for Lake Michigan Water. Revisions were discussed and will be implemented before the piece is made public.

2. NEW BUSINESS

No new business.

3. ADJOURNMENT

Meeting was adjourned at 6:55 p.m.