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MINUTES

VILLAGE OF WAUCONDA
JOINT COMMUNICATIONS COMMITTEE AND ECONOMIC DEVELOPMENT MEETING
TUESDAY, OCTOBER 25, 2011
5:00 P.M.

Building & Zoning Conference Room
109 W. Bangs Street
Wauconda, IL 60084

Board members attending: Trustee Linda Starkey, Trustee Lincoln F. Knight, Trustee Chuck Black, Trustee Barbini, Trustee Buster, Mayor Mark Knigge

Staff: Director Linda Krajniak, Village Planner Chris Miller, Village Administrator David Geary

Advisory Group: Steve Diol, Maria Weisbruch, Bill Hogan, Dave Bunge, Pattie Palzet-Taylor

1. ITEMS FOR DISCUSSION

A. APPROVAL OF MINUTES FROM SEPTEMBER 26, 2011 MEETING

Minutes were approved.

B. REVIEW OF 2011-2012 STRATEGIC PLAN ACTION ITEMS FOR COMMUNICATIONS & ECONOMIC DEVELOPMENT

Director Krajniak read through all Strategic Goal action items relevant to the Communications Committee.

B. COMMUNICATION COMMITTEE UPDATES & ACTIVITIES (TRUSTEE STARKEY)

Chair Linda Starkey gave an overview of the Communication Committee's activities from May 2011 through October 2011, including promotional banners for community events, informational brochures, initializing FaceBook as additional social media, Communications Policy, website improvements.

D. ECONOMIC DEVELOPMENT COMMITTEE UPDATES & ACTIVITIES (TRUSTEE BARBINI)

Chair John Barbini provided an overview of the activities associated with the joint Economic Development Committee and Building and Zoning Committees as related to the 2011-2012 Strategic Plan. Goals are in progress and the committees are actively working together to reach specific outcomes.

E. DISCUSSION AND REVIEW OF ECONOMIC DEVELOPMENT ADVISORY GROUP PROCEDURAL POLICY

Steve Diol presented a recommendation and overview on behalf of the Economic Development Advisory Group's. The discussion focused on a Draft of the Group's Procedural Policy for further input. The joint committee members suggested that the policy's language reflect that formal recommendations submitted by the advisory group will be routed to the appropriate Board committee for further discussion. It was agreed that the Department of Economic and Community Development would be the liason between the Advisory Group and other Departments/Board Committees.

F. OPEN DISCUSSION WITH ADVISORY GROUP ON ACTIVITIES & FUTURE INITIATIVES

Advisory Group Member Pattie Palzet-Taylor offered a status report on the Community Calendar initiative. The Group's goal is to secure an organizational host for the calendar. Ms. Taylor will keep the Village updated on the status of their efforts.

Advisory Group Member Maria Weisbruch shared an overview of the Group's current ideas and meeting discussions.

2. NEW BUSINESS

Steve Diol announced upcoming athletic competitions that will be hosted at Wauconda High School. Mr. Diol and the Committee discussed distributing the "Welcome to Wauconda" brochure to 1) help direct the participant's and their families to Wauconda restaurants, businesses, and services and, 2) promote future visits to Wauconda. Mr. Diol will find out the dates of the events.

3. ADJOURNMENT

Meeting was adjourned at 6:15 p.m.