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MINUTES

VILLAGE OF WAUCONDA
COMMUNICATIONS COMMITTEE MEETING
TUESDAY, DECEMBER 6, 2011
5:30 P.M.

Board members attending: Trustee Linda Starkey, Trustee Lincoln F. Knight, Trustee Chuck Black
Staff: Director Linda Krajniak

1. CALL MEETING TO ORDER

The meeting was called to order at 5:35 p.m.

2. ITEMS FOR DISCUSSION

A. APPROVAL OF MINUTES

Chair Linda Starkey moved to approve the minutes from October 25, 2011. Minutes were approved.

B. EVENT UPDATES:

Trustee Starkey offered an update on the 1st Annual Turkey trot event. Administrator Geary shared that a possible Town Hall Meeting for Lake Michigan water would be held in the spring of 2012. Staff was asked to contact the Chamber to explore the possibility of hosting a 2012 BAH; Provide Expo dates and times to Board members and staff; And discuss possible ideas for the Village's Expo booth.

C. COMMUNICATION CHANNEL UPDATES:

The Committee discussed the status of the Village website, Mayors.tv video, Facebook, e-News, and the 2011/2012 Winter Village Voice newsletter. Staff will send a "Hold the Date" e-mail regarding the January 11th Elected Officials' Roundtable Meeting where the key agenda item will be the roll out of new Community Calendar, sponsored by the United Partnership for a Better Community. Samples/costs of electronic community signs and mock-ups of a business welcome packet were discussed in preparation for upcoming COW budget discussions.

D. 2011-2012 STRATEGIC PLAN GOAL TIMELINE REVIEW

Director Krajniak gave an overview of the 2011-2012 Strategic Goals as related to the Communications Committee. Chair Linda Starkey offered that the Village's progress was consistent with the 2011/2012 timeline.

E. UPDATE/RECOMMENDATIONS FROM ECONOMIC DEVELOPMENT ADVISORY GROUP
Chair Linda Starkey communicated that the ED group is preparing a recommendation for the next Communications meeting. A consensus was made to change the Communication Committee meetings to the first Tuesday of each month in order to better coincide with the Advisory Group's meetings and recommendations.

3. NEW BUSINESS

Next meeting was scheduled for Tuesday, January 3, 2012 at 5:30 p.m.

3. ADJOURNMENT

The meeting was adjourned at 6:50 p.m.