

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

**VILLAGE OF WAUCONDA
COMMUNICATIONS COMMITTEE MEETING
TUESDAY, FEBRUARY 7, 2012
5:30 P.M.**

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

Board members expected in attendance: Linda Starkey-Committee Chair, Lincoln Knight-Committee Member, Chuck Black-Committee Member,
Staff members expected in attendance: Linda Krajniak

AGENDA

- 1. ITEMS FOR DISCUSSION**
 - A. APPROVAL OF MINUTES FROM JANUARY 3, 2012 AND JANUARY 10, 2012 MEETING (1-19)**
 - B. 2012 CHAMBER EXPO – DISCUSSION (20)**
 - C. MARKETING PLAN – DISCUSSION REGARDING THE IMPLEMENTATION OF STEPS #1 & #2 (SWOT ANALYSIS AND BRAND DEVELOPMENT) (21-22)**
 - D. PROMOTIONAL SIGNAGE**
 - a. TEMPORARY BANNERS, RT. 12 & 176 OVERPASS, MAIN STREET ARCHWAY, GATEWAY SIGNS (23-27)**
 - E. UPDATE ON LAKE COUNTY PARTNERS' MEMBERSHIP (28-30)**
 - F. ECONOMIC DEVELOPMENT ADVISORY GROUP – PROPOSAL (31)**
- 2. NEW BUSINESS**
- 3. ADJOURNMENT**

Posted 2/3/2012

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MINUTES

VILLAGE OF WAUCONDA
COMMUNICATIONS COMMITTEE MEETING
TUESDAY, JANUARY 3, 2011
5:30 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, Mayor Mark Knigge

Staff members attending: Linda Krajniak, David Geary

AGENDA

1. ITEMS FOR DISCUSSION

A. APPROVAL OF MINUTES FROM DECEMBER 6, 2011 MEETING

- a. Minutes from December 6, 2011 were approved for posting.

B. COMMUNICATION UPDATES

- a. An update was given on the Mayors.tv video. Trustee Starkey had provided input on the content, which will help direct the six video chapters. Filming is scheduled for May 2012.
- b. An announcement was made regarding the January 10th Communications Meeting, which will feature a Marketing Plan Presentation by Robin Malpass, President of Robin Malpass & Associates.
- c. A newsletter option was presented to the Committee that detailed an ad-driven newsletter program offered by Liturgical Publications, Inc. After discussions, the consensus of the Committee was to continue current newsletter operations with a recommendation to the Board to consider adding two print editions to the 2012/2013 operating budget.

C. CHAMBER EXPO

- a. The Committee discussed ideas for the Village's 2012 Expo booth, deciding the table would include information on Lake Michigan Water, Electric Supply Savings Programs, and a roll out of the new

Community Calendar. Supporting materials would include items such as a print version of the Winter 2011 "Village Voice," "Welcome to Wauconda" brochures, an EXPO "give away," and a looped PowerPoint presentation highlighting Village services. The Committee also approved of securing a booth for the Bangs Lake Advisory Committee.

D. ECONOMIC DEVELOPMENT ADVISORY GROUP RECOMMENDATION

- a. The Committee discussed next steps for the Economic Development Advisory Group's survey results that were completed in 2011. Steve Diol will take it back to the Advisory Group at a future meeting. Also presented was a formal recommendation to leverage the Daily Herald's Partner Program. The consensus of the Committee was to move forward with the posting of pre-approved articles to the online newspaper. A policy reflecting the new communications tool will be brought forward for Board approval.

E. NEW BUSINESS

- a. No new business.

2. ADJOURNMENT

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

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MINUTES

VILLAGE OF WAUCONDA
COMMUNICATIONS COMMITTEE MEETING
TUESDAY, JANUARY 10, 2011
5:30 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, Mayor Mark Knigge.

Staff members attending: Linda Krajniak, David Geary, Chris Miller.

Other in attendance: Steve Diol, Pattie Palzet-Taylor, Jim Schneider, Bill Hogan

AGENDA

1. ITEMS FOR DISCUSSION

a. PRESENTATION BY ROBIN MALPASS & ASSOCIATES

Discussion regarding marketing plan proposal based on PowerPoint presentation (see attached).

2. ADJOURNMENT

a. The meeting was adjourned at 6:55 p.m.

Village of Wauconda Marketing Proposal

Presented by:
Robin Malpass & Associates
January 10, 2012

Creative. Sustainable Destination Marketing

Expertise

Robin Malpass & Associates **specializes** in marketing communities and destinations.

Members of the Destination Marketing Association International, we practice the Association's preferred method of branding, BrandScience to develop "Genuine Brands" for our clients.

Creative. Sustainable Destination Marketing

Genuine Brands = Economic Impact

- Provide Competitive Advantage through "Differentiation"
- Increase Revenues and Profitability
- Improve or "Revitalize" Image
- Enhance Opportunities for New Alliances and Partnerships

Creative. Sustainable Destination Marketing

How We Do It

- Step 1: Perform SWOT Analysis
- Step 2: Develop Brand Promise
- Step 3: Develop Brand Strategy
- Step 4: Develop a Themeline
- Step 5: Develop a Logo
- Step 6: Develop Marketing Strategy

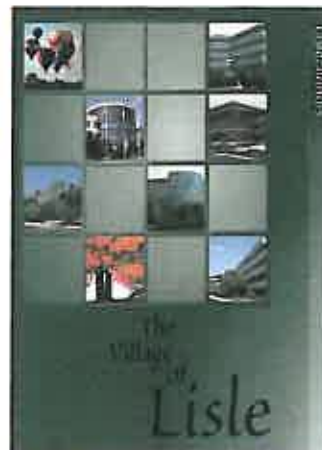
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Our Experience

- Village of Bolingbrook
- Village of Lisle
- Village of Gurnee
- Village of Antioch
- Village of Long Grove
- Lake County Illinois CVB
- Galena, Illinois CVB
- Heritage Corridor CVB
- Paducah, Kentucky CVB

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Our Experience: Village of Lisle Before



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Our Experience: Village of Lisle After



Creative. Sustainable Destination Marketing

Our Experience: Village of Lisle After



Creative. Sustainable Destination Marketing

Our Experience: Village of Lisle After



Creative. Sustainable Destination Marketing

Our Experience: Village of Lisle After



Creative. Sustainable Destination Marketing

Our Experience: Village of Lisle After



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Our Experience: Village of Lisle

Results:

Increased foot traffic to Lisle businesses

Enticed new retail businesses to Lisle including; Aquascape, Wild Bird, Manna Organics and Air Cycle.

More than 80 businesses have passed third-party green compliance audits
Winner of IEDC Award

Reference:

Catherine Schuster, (630) 271- 4148
Village of Lisle, Economic Development Director

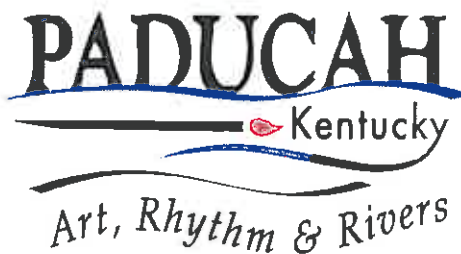
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Our Experience: Paducah, KY Before



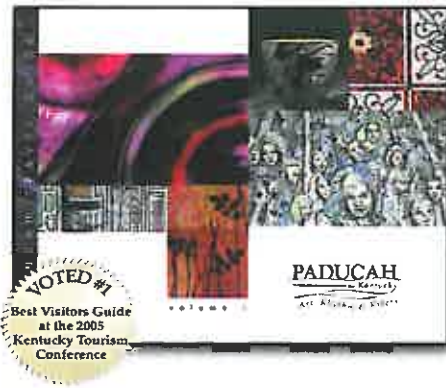
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Our Experience: Paducah, KY After



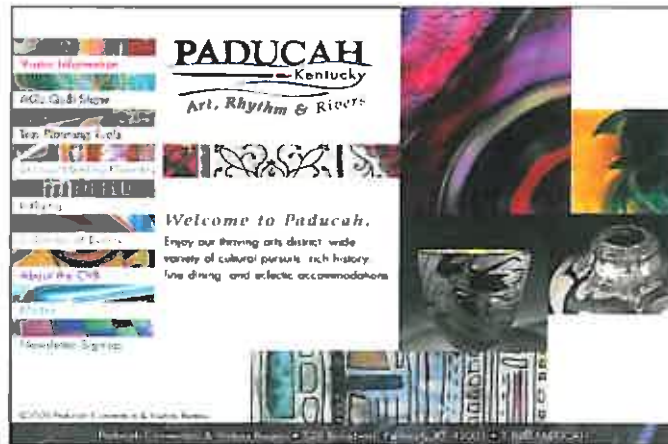
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Our Experience: Paducah, KY After



Creative. Sustainable Destination Marketing

Our Experience: Paducah, KY After



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Our Experience: Paducah, KY After



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Our Experience: Paducah, KY After

Paducah Conversion Study

44% of the 700 e-survey respondents reported traveling to Paducah after visiting the CVB's website and/or marketing campaign landing pages. (2006)

•Comparable: The (KDT) 2006 Conversion study reported a 39% conversion.

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Our Experience: Paducah, KY After

Paducah Visitor Status

47% were first-time visitors

53% were repeat visitors

Comparable: The (KDT) 2006 Conversion Study reported a 30% first-time visitor conversion ratio.

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Our Experience: Paducah, KY After

Visitor Satisfaction / Visitor Return

92% of the respondents reported being satisfied.

55% - Very Satisfied

37% - Satisfied

7% - Somewhat Satisfied

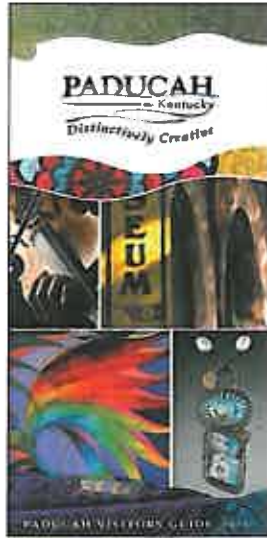
1% - Dissatisfied

82% reported they were very likely to return!

Comparable: Only 69% of the (KDT) 2006 Conversion respondents reported they were very likely to return.

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Our Experience: Paducah, KY After



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Our Experience

Results:

In 7 years, Paducah has received unprecedented media coverage with feature stories in the NY Times, the Chicago Tribune, the LA Times, and more. National Trust DDD Award in 2010 UNESCO's CCN 2011.

The visitor profile has become more affluent since the re-branding. They stay longer and spend more.

Reference:

Mary Hammond, (270) 443-8783
Executive Director, Paducah, CVB

Creative. Sustainable Destination Marketing

Our Experience: Lake County Before



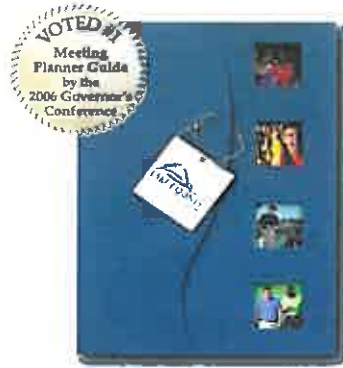
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Our Experience: Lake County After



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Our Experience: Lake County After



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Our Experience: Lake County After

Benefit: Grew member contributions by more than 300%. Secured unprecedented media discounts, placement and opportunities for the CVB and its members

Reference: Maureen Riedy
(847) 662-2700
Executive Director
Lake County, IL CVB

Creative Sustainable Destination Marketing

Wauconda

What are Wauconda's Core Assets?

What is Wauconda's "Competitive Advantage?"

How should Wauconda Position itself in the marketplace?

What is Wauconda's Brand Promise?

What are Wauconda's most desirable Target Audiences and Geographic Markets?

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Recommendations

Perform a SWOT analysis to identify key competitive advantages for businesses, residents and visitors.

The analysis includes interviews with community stakeholders, a series of onsite visits to evaluate Wauconda's "sense of place" and evaluation of current marketing initiatives.

The findings will be presented in a PowerPoint and a written document.

Project timeline: 45 days

Budget: \$9,500

Creative. Sustainable Destination Marketing

Recommendations

Based on the SWOT analysis findings, the following services may be recommended.

Brand Development – Develop new brand promise and logo.

Project timeline: 45- 60 days Budget: \$12,000 - \$15,000

Brand Implementation

Revise Website and Social Media Sites to reflect new brand.

Project timeline: 60 days Budget: \$15,000 - \$17,500

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Recommendations

Brand Implementation

Revise community profile marketing materials to reflect new brand.

Project timeline: 30 days Budget: \$5,000-\$7,500

Develop annual marketing plan to promote the competitive advantages of Wauconda based upon the allocated marketing budget.

Project timeline: 30 days Budget: \$5,000-\$6,000

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Summary of Qualifications

Robin Malpass & Associates is perfectly positioned to take Wauconda to the next level

- Specialist not generalist
- Local and regional market and media expertise
- Provider of strategic long-term marketing solutions
- History of maximizing our clients' marketing ROI
- Accessible, involved agency principal

Creative, Sustainable Destination Marketing

QUESTIONS?

Robin Malpass & Associates
222 N Columbus # 4508
Chicago, IL 60601
(815) 228-4843

Robin@robinmalpass.com

www.RobinMalpass.com

Creative, Sustainable Destination Marketing



EXPO SIGN UP SHEET

Please print name next to booth time.

Fri., Feb. 24th

Set-up 6:30 p.m.

Mark
Chuck

Linda
Ken

Sat., Feb. 25th

10:00 a.m. - 3:00 p.m.

10:00 John Barbini
11:00 Mark
12:00 Doug Buxton

1:00 Chuck
2:00 Linda

Sun., Feb. 26th

11:00 a.m. - 3:00 p.m.

11:00 Linda
12:00 Mark

1:00 Surgeon Drums
2:00 Linda

Village of Wauconda Marketing Proposal

Presented by:
Robin Malpass & Associates
January 10, 2012

Robin Malpass
Creative. Sustainable Destination Marketing

**COMMITTEE DISCUSSION REGARDING THE IMPLEMENTATION OF STEPS #1 & #2
(SWOT ANALYSIS AND BRAND DEVELOPMENT)**

Recommendations

STEP #1

Perform a SWOT analysis to identify key competitive advantages for businesses, residents and visitors.

The analysis includes interviews with community stakeholders, a series of onsite visits to evaluate Wauconda's "sense of place" and evaluation of current marketing initiatives.

The findings will be presented in a PowerPoint and a written document.

Project timeline: 45 days

Budget: \$9,500

Creative. Sustainable Destination Marketing

Recommendations

Based on the SWOT analysis findings, the following services may be recommended.

STEP #2

Brand Development – Develop new brand promise and logo.

Project timeline: 45- 60 days Budget: \$12,000 - \$15,000

Brand Implementation

Revise Website and Social Media Sites to reflect new brand.

Project timeline: 60 days Budget: \$15,000 - \$17,500

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GOAL: Enhanced Promotional Signage

Temporary Main Street Banners (3)

Outcome: Estimated cost from Village Engineer for displaying three (3) temporary banners over Main Street from building to building - \$10,000



References: <http://www.rosenet.org/gov/main-street-edc/pages/banners-across-main-street>;
<http://www.portlandonline.com/auditor/index.cfm?a=40870&c=31911>;
<http://www.cityofnewhaven.com/TrafficParking/PermitsApplications.asp>;
<http://www.aristaflag.com/diagrams/streetbanners.html#Diagrams>

GOAL: Enhanced Promotional Signage

Request to paint State overpass at Route 176 & 12

Outcome: Painting overpass is against Illinois Highway Code

Next Steps: Consider researching Special Town Name Sign in 2012/13 (See "ITEM A")

Tracy Castro

Wauconda Sign

From: DOT.D1WEBMAIL [DOT.D1WEBMAIL@Illinois.gov]
Sent: Thursday, January 12, 2012 8:55 AM
To: Tracy Castro
Subject: FW: Municipal Welcome/Come Again Sign on State Overpass
Attachments: special town name app.docx

According to the Illinois Highway Code Section 605 ILCS 5/9-112.1, no person shall place or cause to be placed any sign or billboard or any advertising of any kind or description upon any State highway or on any other highway outside the corporate limits of any municipality except as may be required by this Code. This provision shall also apply to any signs, billboards or any other advertising upon any bridge, other structure, wire, cable, or other device, over or above such highways, whether constructed by the Department or others except signs designating the name of the railroad and the clearance provided.

If the village chooses to do so, they may replace their existing white on green Standard Town Name /Population sign(s) with Special Town Name signing . These signs must meet specific criteria and shall be placed at the beginning of the built up area of the village. We have attached a copy of the Application for the Special Town Name permit and policy for your convenience. *Attached.*

Should you have any questions or require additional information regarding these Special Town Name signs, please contact Mr. Cory Jucius, Arterial Traffic Field Engineer, at (847) 705-4411.

ITEM A: STATE OF ILLINOIS SPECIAL TOWN NAME SIGN POLICY
"A special town name sign may be erected by permit on State right-of-way along a State highway at the beginning of the built-up area... The special town name sign will replace the existing standard town name and population sign."

GOAL: Enhanced Promotional Signage

Gateway Arch on Main Street

Outcome: Estimated cost from Village Engineer - \$75,000 to \$150,000

Enclosed are several examples of arch designs that may be considered. The cost will vary depending on the design of the arch. Examples A and B are simpler designs that are in the \$75,000.00 - \$100,000.00 cost range. Examples C and D are more elaborate and are estimated to be in the \$100,000.00 - \$150,000.00 range.



Street level view with generic arch showing the location

(A)

These are gateway arches located in Des Moines.



Highland Park Des Moines

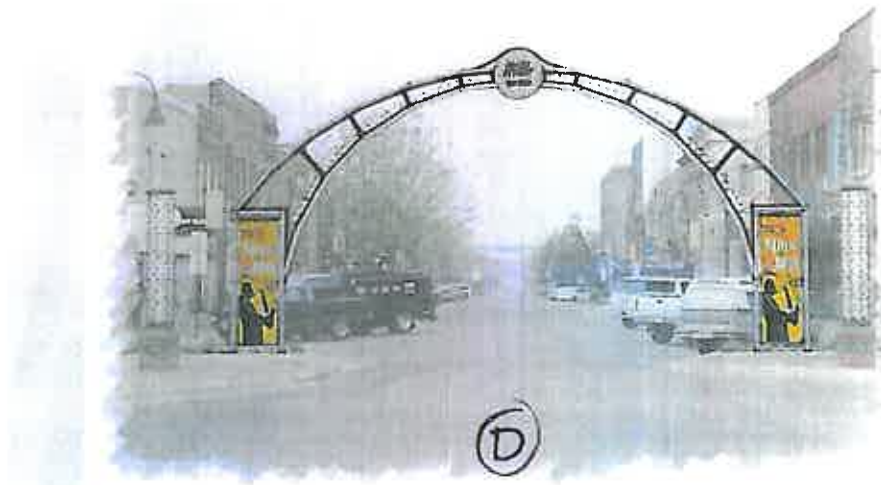
(B)



Valley Junction Des Moines

(C)

SUBMISSION # 6



The dimensions of this arch would match the band shell. The bases could be a combo of masonry and colorful, change-able banner displays. The circle in the middle could say whatever you want – or include an artistic element. Lighting would be incorporated.

GOAL: Enhanced Promotional Signage

Gateway signs

Outcome: Research cost to purchase and install new gateway signs – \$10,000 per location.

Community Examples:



Note: IDOT regulations may require that entrance signs (located on roadway easements) be constructed with breakaway materials. However, the long-term durability of these breakaway signs is questionable, especially in areas of extreme weather conditions.

Identifying possible locations on private property would allow for the construction of a more permanent, masonry-based sign.

Lake County Partners

Location. Collaboration. Opportunity.

28055 Ashley Circle, Suite 212
Libertyville, IL 60048
Phone (847) 247-0137
Fax (847) 247-0423
www.lakecountypartners.com

January 10, 2012

Mr. Mark Knigge, President
Village of Wauconda
101 N Main St
Wauconda, IL 60084-1823

Dear President Knigge,

Lake County Partners anticipates a very busy and productive 2012, as the economy continues to incrementally improve and businesses start looking to expand or relocate. Our mission of retaining and attracting jobs into Lake County will be more important than ever.

LCP members benefit from our networking and research capabilities, including local business service resource areas (human resources/training, real estate, transportation, utilities, etc.), financing, and demographics; as well as state and federal business development programs. These same capabilities are employed to give existing businesses a reason to stay, and prospective companies a reason to come to Lake County.

Your continued membership and investor support are critical to attaining our goals. We have attached an invoice for your 2012 investment. We appreciate your past support, and look forward to continuing our partnership in the New Year.

This month, the Lake County Partners Board is in the midst of a nationwide selection process to hire our new President/CEO of LCP. The process is being assisted by Voorhees Associates, an Executive Search firm located here in Lake County. We have received approximately 200 resumes, so the selection committee has its work cut out for it! It is anticipated that we will have a new President/CEO in the next couple of months.

In addition, we already have two SBA loans anticipated for approval in January, and one loan scheduled to close during the first quarter of 2012. We are working with other businesses that are at the beginning of the SBA process. Midwest Disaster Area Bonds are being explored by two businesses presently. Given that the Midwest Bonds are set to expire at the end of 2012, we anticipate more companies will be looking at these before they are no longer available.

One of our more exciting projects is the Comprehensive Economic Development Strategy (CEDS) Grant project. The United States Economic Development Agency is funding 50% of a \$100,000 grant program designed to provide a blueprint for economic development initiatives over the next 3-5 years. The

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project will encompass all of Lake County, but will provide specific attention to particularly distressed areas of the County. There will be multiple opportunities for our members to participate on various committees to provide input and direction for the project. It is anticipated the final report will be available in the fourth quarter of this year.

Several new investors joined LCP in the last year, including private businesses, not-for-profits, and local governments. In 2012, we will be seeking to further expand our membership base. If you have any suggestions for potential new investors for us to contact, please call or send an email and we will follow up.

Once again, thank you for your past support, and thank you in advance for your continued participation.

Sincerely,

A handwritten signature in black ink that reads "Charles R. Lamphere". The signature is written in a cursive style with a large initial "C".

Charles R. Lamphere
Chairman
Lake County Partners

Lake County Partners

Location. Collaboration. Opportunity.

28055 Ashley Circle Suite 212
Libertyville, IL 60048

Telephone: 847-247-0137

INVOICE

Date
1/4/2012

Bill To:
Village of Wauconda Mark Knigge 101 N Main St Wauconda, IL 60084-1823

Description	Amount
Lake County Partners 2012 Investment	1,495.00
Tax ID: 36-4206288	Total Amount Due \$1,495.00

Wauconda Economic Advisory Group

Wauconda Illinois

PROPOSAL

January 25th, 2012

Business Development Materials prep and distribution

Prepared for:

Wauconda Communications Committee

Prepared by:

Glenn Starkey, Wauconda's Economic Advisory Group

Summary:

Currently there are not printed or online resources that describe the advantages to businesses for being located within Wauconda. Various materials would be developed, launched and be distributed by the Village's businesses, realtors, landlords, etc. Beyond just introducing these materials, updates will occur on a regular basis.

Description:

Execution of the following is recommended-

1. A brochure that parallels the recent Village Directory that was prepared by the Village, which would describe why one would wish to locate (or maintain) their business in Wauconda. Factors such as reverse/shortened commute time for employees, proximity to major highways, nearby services (financial, food and beverage, etc.). This would also include testimonials from business owners within the Village, along with business-minded statistics.
2. A website landing page containing the above information, with links that could be utilized by area Chambers of Commerce, businesses, etc.
3. The brand, url, and QR code and for that page could then be added to the signage for properties for lease or sale, differentiating from competing industrial parks in Mundelein, Volo, Lake Zurich, etc. Production of signage decals would occur, with an organized distribution of these to area businesses.
4. Press releases of this online landing page would occur and be sent to local newspapers (Daily Herald, Northwest Herald, Courier, Journal, Wauconda News, etc.). Ads in print of this message for these publications would also be developed and appear in publications, as determined by the Village Board on an ongoing basis.

Cost Approximation:

- Material preparation: 20 hours
- Direct costs from printing of materials: \$500
- Website housing of these materials: \$500
- Project Management: 20 hours
- Advertising costs: as determined by Village Board

Benefits:

1. Reinforcement for existing businesses maintains the current commerce base.
2. Increased Village tax revenues with additional businesses added
3. Increased inter-village business activity, fostering further future growth.

Timeline: Release in the spring of 2012