Special Meeting of the Community & Economic Development Committee and Stakeholders for Branding Project Discovery

Minutes of the Meeting on March 10, 2020

Village of Homer Glen
14240 W. 151st Street, Homer Glen, IL 60491
Village Board Meeting Room
1. Call to Order.
The Special Meeting was opened by Economic Development Director Janie Patch at 7:00 p.m.

2. Roll Call.
CED Committee Members present at 7:00 p.m. were Eileen Cremen, Dan Kenney, Chris Plouzek, Mike Prodehl, Chairman Brian Burian and Mayor George Yukich. A quorum was established.

CED Committee Members Absent: Dan Fleming, Mark Gawron and Bob Kman.

Also Present: Economic Development Director Janie Patch and 14 Stakeholders (recorded from sign-up sheet).

Director Patch provided an overview of the Village Branding Project. This meeting is part of the information gathering phase of the project.

The Village’s Strategic Plan, adopted in August of 2018, identified the need for consistent branding to help build the sense of community identity. The Village recently began a new initiative to update its branding strategy and improve gateway signage. The timing for the Branding Project is good given that 159th Street is improved; water and sanitary sewer mains are extended; and, the Comprehensive Plan Update is ongoing.

The Branding Project will assist the Village with identity in the marketplace. The new brand will be unique to Homer Glen. The new brand will help promote the Village and its assets. There will be no change to the Village Seal.

The Village has hired MERJE from West Chester, PA, to update its branding strategy and improve gateway signage. MERJE is a nationally recognized design firm with specific expertise in creating brands for municipalities.

4. Community Branding Presentation and Discussion.
John Bosio of MERJE provided a community branding presentation.

Mike Prodehl inquired about the potential to handcuff the design project by keeping the Village seal. John Bosio responded that the Village seal is a jumping off point for the new marketing brand design. “Community and Nature in Harmony” is not a tag line; it is a founding principal that does not change and will remain as part of the Village seal. Tag lines used in marketing can change over time.

5. Community Branding Workshop.
John Bosio led the group of attendees through a Gateway Visual Survey together. The workshop continued with three interactive discovery methods that were completed by each attendee working on their own: Visual Exercises; Word Play; and, a Written Branding Survey.
   There was no further public comment.

7. Adjournment.
   The Special Meeting concluded at 8:21 p.m.

Respectfully Submitted:

[Signature]

Janie Patch
Economic Development Director