Special Meeting of the Community & Economic Development Committee and Stakeholders for Branding Project – Schematic Design Options

Minutes of the Meeting on
June 23, 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 called to order at 7:02 p.m. by Mayor Yukich.

2. Roll Call.
   CED Committee Members present were Eileen Cremen, Dan Fleming, Dan Kenney, Mark Gawron, Chris Plouzek, Mike Prodehl, Chairman Keith Gray and Mayor George Yukich. A quorum was established.

   CED Committee Members Absent: None.

   Also Present: Village Trustees Carlo Caprio and Broque Backal; Economic Development Director Janie Patch; Assistant to the Village Manager Matt Walsh; and, 15 additional Stakeholders (from sign-up sheet).

3. Brand Survey Results.
   Director Patch noted that the Village's consultant MERJE will also make a presentation and receive Village Board feedback during the workshop portion of the regular Village Board meeting on June 24. A survey link will be sent following these meetings for stakeholders to complete and provide further comments.

   John Bosio of MERJE summarized the information and input gathered from the community during the branding discovery phase in March.

   John Bosio presented schematic design options and requested feedback.

5. Discussion and Public Comment.
   Mark Gawron asked about the intended distribution of the follow up survey. Chairman Gray commented that the survey will not make sense to individuals that have not actively participated in the process.

   John McGary asked if elements from the design options can be mingled. John Bosio indicated there is flexibility to mix and match design elements to a certain extent. The comments and feedback will help the design process. The color palette is a design element that can be easily changed.

   Cathy Boo asked why a farming element like a barn is not included in any of the options. John Bosio explained that farming elements were explored in the early design iterations. Chairman Gray added that the farming images had similarity to marks used to market breakfast products. The Steering Team’s guidance was to not pursue further development of these designs. John Bosio noted that Design Option E (a word mark) brings in patterns that express agricultural character. Mayor Yukich noted that the slogan, “We Own the Fall,” can be used to promote the Village’s agritourism businesses.

   Trustee Caprio stated that he likes Options A, B and C but also likes the font used in Option E. John Bosio indicated that use of the Option E font with one of the first three options could work.

   Mayor Yukich remarked that he likes the tag line, “You Know You're Home.”
Trustee Backal noted that all of the design options, tag lines and marketing slogans have a place depending on the situation. John Bosio noted that tag lines are transitional but the goal is to land on a single mark for marketing. Graphic standards will be developed that will allow for seasonal change.

Trustee Caprio indicated that the tree mark options fit well with the Village’s founding principal used in the Village seal, “Community and Nature in Harmony.”

Mike Prodehl asked why not have the option to refresh the Village seal design. Simpler and clean designs are better these days. Eileen Crement stated that by not changing the seal we remember our history.

Trustee Caprio indicated he likes how the leaf design works for the 159th Street corridor schematic options. Eileen Crement suggested the use of three leaves instead of the circle.

Lynn McGary commented on her preference for design Options A and C and also likes how the white mark shows on dark background in sample marketing collateral.

Chairman Gray noted that the placement of the leaves in Option E2 make the letter “G” look like a lower case “a.”

Bonnie Willis stated that it is important for Homer Glen to show progress. Updating the marketing logo will help communicate this message.

Kathy Young remarked that she likes the whimsy of the triple tree design (Option D).

Beth Verdun noted that other towns express their history and founding in their seals and separately use marketing logos to promote their community.

Eileen Crement asked if there is any thought for seasonal banners on lightpoles. Lynn McGary noted that Orland Park uses their marketing mark along their LaGrange Road streetscape.

There were no further comments from the group. John Bosio thanked the stakeholders for their participation. The options will be narrowed down following this round of input on the schematic design options for further design development.

6. Adjournment.
Motion by Chris Plouzek, seconded by Mike Prodehl to adjourn. **Motion carried.** The meeting was adjourned at 8:06 p.m.

Respectfully Submitted:

Janie Patch  
Economic Development Director