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

Minutes of the Meeting on August 25, 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 7:05 p.m. by Mayor Yukich.

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

CED Committee Members Absent: Mike Prodehl.

Also Present: Economic Development Director Janie Patch; Assistant to the Village Manager Matt Walsh; Community Relations Coordinator Sae Steilen; and, 11 additional Stakeholders (from sign-up sheet).

Director Patch welcomed stakeholders and summarized the timeline of the design process to date. John Bosio of MERJE provided further background to recap the brand design process including the phases for discovery, schematic design options and working with the Steering Team to arrive at a recommended final design for Village Board consideration. MERJE will present the recommendation to the Village Board at a workshop on August 26 and will look for a consensus to move forward to final production.

John Bosio presented the final design recommendation and requested feedback.

5. Discussion and Public Comment.
Chairman Keith Gray noted that a wide range of input from the community shaped the design direction of this branding project.

Debbie Stevens commented that she likes the seasonal variations for the base design. John Bosio indicated that the brand standards manual will provide guidelines on how to use the seasonal variations.

Chairman Keith Gray remarked that the recommended design will scale well and be appropriate for mobile device users.

Eileen Crement stated that she likes the leaf pattern used on sample event flyers. Eileen Crement asked if the letters can be turned 90 degrees on the one vertical gateway design option. John Bosio stated that a reading baseline is a standard in graphic design so this idea is not recommended.

Lynn McGary asked about the small leaf on the letter “G” that was included with an earlier word mark option. John Bosio indicated that the small leaf competed with the logo but is used as a backdrop for gateway signage.

Margaret Sabo commented that the sample event flyer is lovely but does not want to see the name changed from Stargazing Event.
Chairman Keith Gray indicated that he likes the calendar idea. Eileen Crement suggested that a community photo contest could be used to fill the calendar.

John McGary noted that he likes the design work and asked about the life expectancy for a brand. John Bosio stated that brands can be refreshed over time but the use of intrinsic elements that will continue to exist should give a brand a life expectancy of 15-25 years.

Chairman Keith Gray noted that the Village seal has been used as a marketing logo over time with no consistency as to the presentation of the tree, the fonts and colors. This branding project will result in a mark that will give one unifying message for marketing. It will be up to the Village to use the new mark per the standards guidelines.

Bob McBride commented that he likes that the recommended design is multi-faceted and noted that it is a strong brand visually in comparison to other towns. The use of serif and san serif fonts also works well. Bob McBride noted that the recommended brand is warm and natural and is consistent with community input from the beginning.

Director Janie Patch noted that the Steering Team is interested in having the designer consider a darker brown for the tree trunk. Minor tweaks to the design can still be accommodated including any input that may come from the Village Board during the workshop meeting on August 26. Dan Kenney suggested that a brown closer to the Village seal would work better.

John McGary asked about copyright. John Bosio stated that the design can be trademarked, not copyrighted.

Chairman Keith Gray thanked MERJE for the great design work and process.

Margaret Sabo asked about the use of the Village seal. John Bosio indicated that the Village seal is appropriate for official capacities. Margaret Sabo further commented that the Village seal tag line has a lot of recognition within the community. John Bosio noted that the people intertwined within the tree in the marketing logo relates to the guiding principal stated in the Village seal.

Chris Plouzek inquired about the budget for gateway signs. Chairman Keith Gray replied that there is a placeholder in the current budget. The timing is appropriate given that IDOT roadway improvements for 159th Street are completed. The first gateway sign project can be the western gateway at Gougar Road. Chris Plouzek asked if sign colors change on gateway signs with the seasons. John Bosio responded no as the base logo colors would be used for gateway signs. Chairman Keith Gray noted that the western gateway design will be memorable.

Director Janie Patch thanked the stakeholders and the CED Committee for their involvement throughout the design process.
6. Adjournment.
   Motion by Eileen Cremen, seconded by Chris Plouzek to adjourn. *Motion carried.* The meeting was adjourned at 7:56 p.m.

Respectfully Submitted:

[Signature]

Janie Patch
Economic Development Director