

Carpentersville Business Development Commission
Meeting Minutes
February 26, 2019

The regular meeting of the Business Development Commission was called to order at 5:01 pm by Chairman Humpfer.

Commission:

Paul Humpfer	Chairman and Village Trustee	Present
Mike Armato	Member	Present
Morgan Bergquist	Member	Present
Sameer Gupta	Member	Absent
Bill Hicks	Member	Present
Kay Teeter	Member	Present
Gerald Wille	Member	Absent

Jeff Frost	Village Trustee
Jim Malone	Village Trustee
Patrick Burke	Economic Development Director

Approval of Minutes

Commissioner Bergquist made a motion to approve the minutes for the November 27, 2018 meeting. Commissioner Hicks seconded the motion. The motion passed unanimously.

CGI Communications Community Showcase Video Program Update

The day after the Village Board approved the professional services agreement January 22, staff was informed that Woodstock, IL was having issues working with CGI Communications. Staff contacted Woodstock in order to better understand their concerns. Staff also contacted CGI Communications. After identifying the issues, staff revised the agreement with CGI Communications using the Village's standard professional services agreement rather than CGI's agreement. The revised agreement included, among other safeguards, a termination provision, the CGI staff assigned to the Village's account, the process for contacting Village businesses, and the digital media products and services offered.

The Commission members discussed the merits of moving forward with the program. Commissioner Teeter made a motion to recommend approval of the revised professional services agreement. Commissioner Hicks seconded the motion. The motion passed unanimously.

Community Branding Implementation Plan Update

Staff updated the Commission on the progress of the brand implementation. Staff has prepared the professional services agreements for the vendors that will be creating the brand website, the brand videos, and the social media component. Staff also met with Cindy Bohde and Carl Wohlt of BDI, Inc. January 16 to discuss the next steps. With regard to the brand videos, BDI suggested contacting Olympian Bradie Tennell to determine if she would be interested in appearing in one of the videos in order to kick off the series. Staff will begin to move forward with the agreements for the brand website and the brand videos.

Commissioner Hicks suggested the brand implementation needed to be coordinated and sustained and that the community's brand is its promise. The Commission then discussed the need to create a long-term implementation plan for the new brand identity.

Old Town Plan Update

The Village Board approved a purchase agreement February 19 for M&M Stone at 155 S. Washington Street. There will be a 120 day due diligence period.

The Commission discussed the possibilities of the future use of the property as a passive recreational gathering space. They also discussed how it could be connected to the other recreational amenities in the Old Town area and how a public art program could unify the various parks in Old Town.

Member Reports

There is a conflict for the March meeting. It was proposed that the meeting be moved from March 26 to March 27.

Adjournment

Commissioner Teeter motioned to adjourn the meeting. Commissioner Bergquist seconded the motion. The motion passed unanimously. The meeting adjourned at 6:07 p.m.

Respectfully submitted,

Patrick Burke, Economic Development Director