

Carpentersville Business Development Commission
Meeting Minutes
March 27, 2019

The regular meeting of the Business Development Commission was called to order at 5:20 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	Arrived at 5:30 p.m.
Kay Teeter	Member	Present
Gerald Wille	Member	Absent

Also present were Jeff Frost, Village Trustee; Jim Malone, Village Trustee; Marc Huber

Approval of Minutes

Commissioner Teeter made a motion to approve the minutes for the February 26, 2019 meeting. Commissioner Armato seconded the motion. The motion passed unanimously.

Community Branding Implementation Plan Update

Staff updated the Commission on the progress of the brand implementation. Staff also met with Cindy Bohde and Carl Wohlt of BDI, Inc. to discuss the next steps. Staff presented a timeline with both short and long-term goals. The BDC requested that the press release not be made until more concrete applications were available such as street light banners and the videos. BDC also suggested that a video be created with President Skillman as part of the "Faces" series of videos.

The Commission discussed possible additions to the implementation plan and a draft will be sent to Commissioners for review.

The design guidelines were also presented to the Commission and will be sent to the Commissioners.

Marketing Materials

Staff was developing marketing materials for use including name tags, coffee cups, shirts, etc. Commissioner Hicks requested plastic cups be added to the list that would be used at festivals and could be sold by other groups for fundraising.

Member Reports

No Reports

Adjournment

Commissioner Bergquist motioned to adjourn the meeting. Commissioner Teeter seconded the motion. The motion passed unanimously. The meeting adjourned at 6:11 p.m.

Respectfully submitted,

Marc Huber