

**Brand Leadership Subcommittee
of the MainStreet Commission
Meeting Minutes - January 18, 2017**

Members Present

Beth Fahey
Julie Dekker
Dennis Suglich
Daniel Fitzgerald
Greg Carter
Ken Shaw
Eduardo Mani

Members Present Remotely

Julie Volkmann

Associate Members Present

Rebecca Palumbo
Nick Markowicz
Courtney Rourke
Diane Galante

Members Not Present

Vince Aiello

Staff Present

Donna Framke, Marketing Director
Vicki Sanchez, Special Events Coordinator
David Niemeyer, Village Manager
Stephanie Kisler, Planner
Paula Wallrich, Interim Comm. Dev. Director
Kathy Congreve, Commission Secretary

Also Present

Kevin Suggs, Trustee

Guests Present

Beth McKernan
Jay Damm

Associate Members Not Present

Jackie Bobbitt
Jason Freeland

Donna Framke-Committee Liason, called the first meeting of the Branding Leadership Subcommittee to order at 6:03 p.m. with member Julie Volkmann attending the meeting remotely by phone. The Brand Leadership Committee has been set up as a sub-committee of the MainStreet Commission.

Introductions - Committee Members, many who had originally been on the Brand Development Team, and Village Staff introduced themselves.

Overview-Village Manager - David Niemeyer stated that Roger Brooks' plan has given the committee a head start to guide them. The Village is committed to make the branding project a top priority and offer up their support of time, effort, money and resources; they are working on preparing a 2017-2018 budget to help develop and implement the plan. The goals are to improve the tax base and the resident's quality of life, and bring tourists to the town and area businesses as part of a whole economic development plan. An Economic Development Manager with a very strong marketing background has been hired, there will be a redesign of the Village website incorporating the music brand into that project, and the board is looking into the development of a downtown plaza.

Draft Action Plan Feedback – Donna Framke asked that the committee offer feedback today after having reviewed the draft of the action plan. They will use the input received to deliver a final version of the Action Plan to the board by February 21st or March 7th at the latest for adoption. Many committee members suggested breaking down the committee into smaller groups or teams, each addressing different tasks. Also creating a timeline, realigning the order of tasks, and setting initiation dates and deadlines. Some were concerned about costs at which point David Niemeyer noted that funds have been set aside for development of the plaza and hotel and motel funds, and that some TIF dollars can be used for the big ticket items. He expects that their treasurer will have to be involved at some point and that they'll need to come up with a financial action plan.

Donna will take the recommendations and get them back to Roger Brooks and also put them out in an email regarding the potential subcommittees, as well as prepare a color-coded spreadsheet highlighting the tasks.

Speaking Engagement Calendar Structure - Discussing the structure of the Speaking Engagement Calendar was tabled for now.

Future Meeting Schedule - It was decided that the Brand Leadership Subcommittee meetings be held every two weeks on a Wednesday evening, with the next one occurring on February 1, 2017 at 6:00 p.m. Possibly holding it on a day other than Wednesday will be revisited at the next meeting.

Comments from the Public – A resident inquired as to where to find the agenda and minutes on the website for the new Branding Committee.