

1. 5:30 P.M. Village Board Special Workshop Notice Of Meeting & Agenda Packet

Documents:

[06-21-18 BOARD WORKSHOP_PACKET.PDF](#)



Village of Hanover Park Administration

Municipal Building
2121 West Lake Street, Hanover Park, IL 60133
630-823-5600 tel 630-823-5786 fax

hpil.org

Village President
Rodney S. Craig

Village Clerk
Eira Corral Sepúlveda

Trustees
James Kemper
Jon Kunkel
Herb Porter
Bob Prigge
Rick Roberts
Sharmin Shahjahan

Village Manager
Juliana A. Maller

VILLAGE OF HANOVER PARK **PUBLIC NOTICE OF SPECIAL MEETING OF THE VILLAGE BOARD**

Public Notice is hereby given pursuant to the Open Meetings Act - Illinois Compiled Statutes, Chapter 5, Act 120, Section 1.01 (5 ILCS 120/1.01 et seq.) that the

Village Board of the Village of Hanover Park

(Name of public body)

HAS SCHEDULED A SPECIAL MEETING FOR *June 21, 2018* AT 5:30 p.m. AT THE

Hanover Park Village Hall, Room 214, 2121 W. Lake St., Hanover Park, IL

(Location)

Agenda Attached

Posted on : _____

(Date)

By _____

Eira L Corral Sepúlveda

Eira L. Corral Sepúlveda, Village Clerk



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VILLAGE OF HANOVER PARK

VILLAGE BOARD

SPECIAL BOARD WORKSHOP

Hanover Park Village Hall, 2121 Lake Street, Room 214

Thursday, June 21, 2018

5:30 p.m.

AGENDA

- 1. CALL TO ORDER – ROLL CALL**
- 2. ACCEPTANCE OF AGENDA**
- 3. DISCUSSION ITEMS**
 - a. Branding and Marketing Discussion
- 4. ADJOURNMENT**



Hanover Park^{USA}

AGENDA MEMORANDUM

TO: Village President and Board of Trustees

FROM: Juliana A. Maller, Village Manager
David Webb, Deputy Village Manager

SUBJECT: 2019 Marketing Discussion

ACTION

REQUESTED: Approval Concurrence Discussion Information

RECOMMENDED FOR CONSENT AGENDA: Yes No

MEETING DATE: Board Workshop - June 21, 2018

Executive Summary

One of the actions called for in the Village's Strategic Plan is to establish a marketing plan for the Village. John Harris from a5 Branding & Digital will facilitate a discussion on the scope and goals for a marketing plan. The Village Board is requested to provide input and direction.

Discussion

In November of 2017, the Village Board passed a Resolution approving the 2018-2020 Strategic Plan. One of the objectives of the "Community Image and Identity" goal was to develop a marketing and branding strategy for the village. The new Hanover Park brand and logo were launched in December of 2017. Additionally, a separate logo was created to celebrate the 60th anniversary of the Village and launched in January of 2018. A marketing budget was approved in the 2018 budget to create posters for the 60th anniversary events and other major Village events.

The next step in the process is to have a discussion on the 2019 marketing strategy and creating a written marketing plan. Staff will use input from the Village Board to prepare for the development of the 2019 budget. John Harris, from a5 Branding & Digital, will facilitate the discussion on the scope and goals of the marketing plan. Following this discussion, a5 will provide the Village with a proposal for plan development.

Recommended Action

Village Board to provide input and direction on developing a 2019 marketing plan.

Attachments:

Budgeted Item:	___ Yes	__n/a__ No
Budgeted Amount:	\$ n/a	
Actual Cost:	\$ n/a	
Account Number:	n/a	

Agreement Name: _____

Executed By: _____ **Board Workshop**
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