



# Village of Hanover Park Administration

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

hpiil.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

### VILLAGE BOARD WORKSHOP MEETING Municipal Building: 2121 Lake Street Hanover Park, IL 60133

Thursday, June 21, 2018  
6:00 p.m.

#### MINUTES

#### 1. CALL TO ORDER – ROLL CALL

Village President Craig called the meeting to order at 5:58 p.m.

Roll Call:

PRESENT: Trustees: Shahjahan, Porter, Prigge, Roberts, Kunkel  
ABSENT: Trustee(s) Kemper

Quorum established.

ALSO PRESENT: Village Manager, Juliana Maller, Village Attorney Paul and Department Heads.

#### 2. ACCEPTANCE OF AGENDA

Motion by Trustee Roberts and seconded by Trustee Kunkel to accept the agenda.

Voice Vote:

All Ayes.

Motion passes.

#### 3. Presentations

##### a. Branding and Marketing Discussion

Village Manager Maller introduced John Harris, Representative from a5 branding + digital.

Mr. Harris presented a marketing plan encompassing the following; the Village strategic plan, next steps, the brand that has been adopted, what a marketing plan entails and what other communities are doing.

He hopes to get direction from the Board as to where they see the Village going in relationship to marketing achievement and branding. He noted that once the key issues i.e., product, price

point, place and promotion are identified he will present the Board a proposal for incorporation of the Village budget for FY 19.

Discussion ensued.

Questions fielded and answered.

**4. ADJOURNMENT**

Motion by Trustee Roberts and seconded by Trustee Kunkel to adjourn.

Voice vote.

All Ayes.

Motion carried.

Meeting adjourned at 6:51 p.m.

Recorded and Transcribed by: Eira L. Corral Sepúlveda, Village Clerk  
Minutes approved by President and Board of Trustees on this: 19<sup>th</sup> day of July 2018.