

**Minutes of the Committee of the Whole Strategic Planning Workshop
of the President and the Board of Trustees
Held on Monday, November 9, 2009
In Community Room A**

Mayor Collins called the meeting to order at 7:00 p.m. Present: Mayor Collins, Trustee Fay, Trustee Kachel, Trustee Lamb, Trustee Racich, and Trustee Bonuchi. Board absent: Trustee Fay and Trustee Peck. Also present: Brian Murphy, Administrator; Michelle Gibas, Village Clerk; Allen Persons, Public Works Director; Michael Garrigan, Planning Supervisor; Joe Baber, Building Supervisor; Traci Pleckham, Management Services Director; and Don Bennett, Chief of Police. There were 6 persons in the audience.

Trustee Lamb moved to approve the Minutes of the Committee of the Whole Workshop and Executive Session held on Monday, October 26, 2009 and the Minutes of the Strategic Planning Meeting held on Thursday, October 29, 2009. Seconded by Trustee Kachel. Voice Vote. All in favor, 0 opposed. Motion carried.

WORKSHOP MEETING

#1 STRATEGIC PLANNING

Mr. Michael Garrigan, Planning Supervisor, stated that the purpose of tonight's meeting is to review Process and Marketing as proposed Business Plan that was presented at a previous Committee of the Whole Workshop.

Mr. Garrigan stated that staff is focusing on how the Village's process can be improved to help make the Village more competitive. This includes the period of time of when the developer first sits down with staff until the time they complete their development. There was lengthy discussion on the current process as well as ideas on how to streamline the process including administrative review, concept committees, and changes to engineering review. Staff will continue working on ideas to improve the Village's process.

Mr. Murphy reviewed Marketing and Promotion and a proposal by Buxton for their Community ID program. Community ID is a proven retail development strategic that can be immediately implemented by the Village. It is designed for use in community economic development and supplies custom marketing materials and strategies targeting the unique location requirements of retailers, developers, and commercial real estate brokers. It takes approximately 60 days to complete Community ID. It was the consensus of the Board to bring the proposal to the next Board Meeting for formal adoption.

Trustee Racich moved to Adjourn. Seconded by Trustee Lamb. Voice Vote. All in favor, 0 opposed. Motion carried.

The meeting adjourned at 8:55 p.m.

Michelle Gibas, Village Clerk