

Minutes of the Economic Development Meeting
Held on May 27, 2020
4:40 p.m.

Attendees: Michael Lewis (Chair-Acting), Trinette Britt-Johnson (Consultant), Sterling Burke (Village President), Stanley King, Hilde Betts, Phillip Paige, Howard White, George Chandler, Kevin Brookins, Gladys Foster

Special Guest: John Harris, Principal & Lizzy Kreindler, Account Manager/Content Specialist

Approval of Agenda: Motion to approve the Agenda and motion to approve minutes from January 29, 2020 and post.

Mike Lewis overview of tonight's meeting and what will be accomplished during this meeting including the a5 Branding update and presentation.

John Harris, Principal & Lizzy Kreindler, Account Manager/Content Specialist – a5 Marketing led a discussion and Brand Platform and Marketing & Communication Plan presentation.

a5 Objective and Overview Presentation Discussion:

Objective

- The Village of Olympia Fields needs a brand and story to promote economic development and build community.
- We have interviewed 30 stakeholders, held focus groups
- with commissions and department staff, analyzed plans and communications tools and reviewed 12 benchmark communities.
- Now we will present the brand platform, campaign creative and marketing & communications plan. From here, we will apply it to deliverables, including the microsite, Village newsletter, newsletter, social media and more.
- This campaign will give residents, businesses and stakeholders a campaign to rally around and to share with outsiders what makes Olympia Fields different and better.

Recommendations

- To be successful marketing Olympia Fields
- Develop the story that people will remember—and act upon
- Develop key messages that sell the village for economic development, resident attraction, community building and visitors
- Create a marketing and communications plan
- Create long-lasting partnerships with nearby communities, schools, country club, businesses, etc.
- Market the village as a whole—and in parts
- Develop a stronger sense of place to build community

Brand Platform

- Create a Story (Brand) that is Uniquely Olympia Fields
- Key Messages
- Elevator Pitch #1 – Sample
- Elevator Pitch #2 – Sample

Brand Campaign Concepts

- EDC selected of “Of Course” campaign option

Marketing and Communications Plan

- Goals
- Audiences
- Target Markets and Businesses
- Story Guidelines
- Story Subjects
- Draft Content Calendar

How to Get There

- Next Steps
- Tap Into Talent
- Market the Parcels
- Storefront Beautification Program
- 2020 BMW Championship
- Metrics - We can send residents a survey before we launch and as benchmarks to gather qualitative data, particularly around building a sense of community.
- Budget - These are estimates and actual prices may vary. a5 fees are covered by current scope of work.
- Roll Out
- Project Timeline
- Marketing & Communications Plan Timeline
- Olympia Fields Communications Tenets

Sterling Burke Update

- Gladys Foster will be assisting with the newsletter as a5 had officially taken over this task.
- Updated Commission on COVID 19 for the Village and the future plans
- Butterfield Plaza Update
- Batter & Berries is submitting the permits and drawings next week to move forward.

Trinette Britt-Johnson Update

- Flatbelly's is officially gone and have spoken to several establishments regarding a bakery
- Speaking to small boutique businesses
- Mixed use developer has approached Metra for discussions
- Muffler Shop is seeking a gas station and a meeting will be scheduled.

- Ace Hardware is still interested but an owner operator is needed. Howard stated that the Village has great potential for operators and needs to gather information to attract younger operators.

EDC Discussion

- Discussion of plans to demolish the Jewel Plaza site. Per Trinetta, Cindy will identify a grant opportunity for demolition as the estimated cost is \$560K.
 - Questions arise if TIF monies is available to assist with the demolition as further discussion is needed.
 - Discussion of the amount in the TIF fund as Stan King stated at that \$800K is in the account, Stoney will follow up to confirm.
- Monumental signs were discussed and the Building Department has the authority to move forward. Trinetta will follow up with McDonnell. It was several discussions of concepts for Jewel Plaza before COVID-19 but was put on hold.
- Welcome Packet discussion. Howard suggested that a5 branding could review and format as the Village's brand. Also, to include in the welcome package FAQ and how to start a new business. EDC will review to provide any updates and suggestions to Gladys.

Adjourned at 7:00 p.m.