

VILLAGE OF LAKE BARRINGTON
MINUTES OF THE SPECIAL MEETING OF THE COMMITTEE OF THE WHOLE
HELD JUNE 15, 2015
Approved

1. CALL TO ORDER

A Special Meeting of the Committee of the Whole of the President and Board of Trustees of the Village of Lake Barrington was held at the Village Municipal Center, 23860 Old Barrington Road, on Monday, June 15, 2015, and was called to order by President Richardson at 6:07 p.m. Village Clerk Peterson was appointed Recording Secretary.

2. ROLL CALL OF MEMBERS

Upon the roll being called, the following Trustees were physically present at said location: Trustees Burke, Daulton Lange, Schaller, Schofield, Thompson, and President Richardson

Absent: Trustee Mitchell

The following Trustees were allowed by a majority of the members of the President and Board of Trustees in accordance with and to the extent allowed by rules adopted by the President and Board of Trustees to attend the meeting by video or audio conference: None.

No Trustee was denied the opportunity to attend the meeting by video or audio conference.

The following Trustees were absent and did not participate in the meeting in any manner or to any extent whatsoever: Trustee Mitchell

Staff Present: Village Administrator Martin, Village Treasurer Hirsch, Village Clerk Peterson and Village Accountant Vernon

Others Present: Village Attorney J. Bateman

3. ECONOMIC DEVELOPMENT

President Richardson thanked Pheasant Ridge residents Jay and Dawn Nixon for attending the meeting.

President Richardson indicated he called the meeting of the Committee of the Whole to present and discuss economic development concepts.

Branding

President Richardson presented residential and business brand components which are to be used to distinguish Lake Barrington from other suburbs by highlighting the Village's unique and distinct qualities.

Residential Brand Statement: "An Oasis of gracious countryside living in an increasingly dense suburban landscape". The residential branding component uses:

- 1) The Village's large amount of public open space to differentiate Lake Barrington from other communities; and

- 2) An enhanced program of activities that builds a strong sense of community and recognizes the notion of “One Lake Barrington” to further differentiate Lake Barrington.

Business Brand Statement, “A community that values its businesses and is a great place to do business”. The business branding components which make Lake Barrington a distinct place to locate a business included

- 1) Valuing local businesses and having a pro-growth philosophy with a focus on growth in the commercial areas; and
- 2) User-friendly permitting and approval processes for businesses.

The brand components include having Village operations reflect an understanding of the business world; and to strive to be open and transparent with residents and businesses, to include all relevant stakeholders in the decision making process, and to learn from mistakes.

President Richardson shared how the components interact to focus economic growth in select areas in order to advance important key residents’ interests and needs elsewhere across the community. He emphasized the importance of building independent sources of revenue in light of recent legislature and state level discussion for cutting local government funding.

Organization and Structure

President Richardson noted how the fundamentals of the organization and structure hierarchy - Open Space, Public Safety, and Roads and Infrastructure - are based on key residents’ interests and needs. He further explained how each proposed committee supports the fundamentals and how they interact with each other and the brand components to achieve success. He presented the proposed 2015-2017 Committees Assignments, as follows:

Committee	Proposed Chair	Committee Members
Communications & Community Relations	Thompson	Mitchell
Economic Development	Burke	TBD
External Relations	Richardson	TBD
Finance, HR & Administration	Schofield	TBD
Open Space & Village Facilities	Mitchell	TBD
Public Safety & Gated Communities	Schaller	TBD
Roads & Infrastructure	Daulton Lange	TBD

Remaining Discussion Items

General Village Communications

Trustee Thompson shared his educational background and experience in marketing and advertising. He spoke further on the brand components. He provided the following items for discussion:

- 1) Enhancing resident communications including refreshing the current logo, upgrades to the social media, website and website SEO, and email system and robo-call capabilities. He also proposed resident forums and tying some of the forums with the newly formed Lake Barrington Business Council; and
- 2) Enhancing business communications.

A key issue is to have the community identify with being proud to be a Lake Barrington resident and that businesses are proud to be in Lake Barrington.

Community Engagement

Trustee Thompson provided discussion items proposing review of current events and creating new community building programs to increase community engagement including more activities at Freier Farm. He shared possible new initiatives “Proud to be a Lake Barrington Resident!” and “One Lake Barrington”.

Economic Development Communications

Trustee Burke proposed creating a formal economic development plan focused on helping existing businesses grow and recruiting targeted types of new business. He also recommended for discussion examination of the Comprehensive Plan due to changes in market dynamics and the business climate following the economic crash. He proposed actively marketing the Village as a place to do business rather than focusing on certain pieces of property and to attract certain types of businesses that meet the goals of the Village such as revenue generation.

Trustee Burke shared key questions to help strengthen the Village’s support of local businesses such as what they need from the Village to grow, how to formalize communications with existing businesses and finding issues of mutual interest such as the Pepper Park pathway. The Village would need to determine what types of businesses to pursue and examine ways to recruit those new businesses.

Board Discussion

Comments were made and discussion was held on identifying types of businesses to recruit and ways to actively market to attract them, reaching out to current residents to see if their needs are being served right, and finding out why businesses located in Lake Barrington and what their needs are.

Trustee Burke recounted that at the last Business Council meeting it was raised how there are complementary businesses in the park providing a strength in numbers. He reflected on how there is an eclectic mix of businesses in the business park with the same goal to grow their business, but that they have different needs. Trustee Daulton Lange, former Plan Commission Chairperson indicated the Comprehensive Plan is a dynamic plan that evolves with time. Comments were made regarding the use of the Freier Farm for community activities and supporting local businesses. A recommendation was made to read the IML Review article on net impact.

4. ADJOURNMENT

A motion was made by Trustee Schaller and seconded by Trustee Schofield to adjourn the meeting. The voice vote was unanimous, the motion carried, and the meeting was adjourned at approximately 6:53 p.m.

Respectfully submitted,

Loretta Peterson
Village Clerk
Recording Secretary