



**MINUTES
COMMITTEE OF THE WHOLE MEETING
Monday, August 8, 2016**

Present:

Mayor Brandt	Trustee Feldman
Trustee Grujanac	Trustee Hancock
Trustee McDonough	Trustee Servi
Trustee Leider	Village Clerk Mastandrea
Village Attorney Simon	Village Manager Burke
Acting Chief of Police Price	Finance Director/Treasurer Peterson
Public Works Director Woodbury	Economic Development Coordinator Zozulya

ROLL CALL

Mayor Brandt called the meeting to order at 7:34 p.m. and Village Clerk Mastandrea called the Roll.

2.0 APPROVAL OF MINUTES

2.1 Acceptance of the July 25, 2016 Committee of the Whole Meeting Minutes

The minutes of the July 25, 2016 Committee of the Whole Meeting were approved as submitted.

3.0 ITEMS OF GENERAL BUSINESS

3.1 Planning, Zoning and Land Use

3.11 Continued Consideration of Branding Initiative (Village of Lincolnshire)

Economic Development Coordinator Zozulya provided introductory comments and background regarding the continued consideration of the branding initiative. Economic Development Coordinator Zozulya introduced Erin Rice, resident in the Village of Lincolnshire who has taken on the project to come up with additional ideas towards the branding initiative.

Ms. Erin Rice provided information related to her schooling and background noting this is a school project for Notre Dame. Ms. Rice provided a presentation regarding her ideas for the continued consideration of the branding initiative.

Trustee Hancock stated he liked much of what was presented by Ms. Rice and noted he was in favor of the idea of highlighting our values as a Village and using "Find Your Space" as a way to promote the Village. Trustee Hancock stated his opinion was that this could bring diversity to

the branding. Trustee Hancock asked if there was a way to incorporate the logo design presented with some type of leaf element. Ms. Rice stated when coming up with the brand her idea was to highlight and simplify the Lincolnshire “L” while still being able to add to it. Ms. Rice stated she could underlay a leaf into the design.

Mayor Brandt identified the new website design which was distributed to the Board prior to the meeting. Mayor Brandt noted if everyone is in agreement with “Find Your Space” the next step would be deciding on a brand to build upon.

Trustee McDonough stated the presentation was well done and agreed that the current logo was worth keeping around.

Trustee Servi stated he liked the concept that included the shield but would like to have leaf included in the background. Trustee Servi asked if the leaf could work in conjunction with the shield. Ms. Rice noted her opinion was to keep the shield separate and thought the leaf is not significant to what is current.

Trustee Hancock stated he was in favor of one of the concepts with the circle and suggested possibly adding a leaf to help with transitioning of what is currently being used. Trustee Hancock noted his concern is how this would be implemented correctly. Ms. Rice suggested packaging all the information, colors and typefaces in a zip file so they cannot be altered.

Village Clerk Mastandrea noted agreement that the logo has been around for a long time and is what Lincolnshire is known for. Village Clerk Mastandrea noted if you look at the example of the Lincolnshire Arts & Eats promotion, it is difficult to associate it to Lincolnshire. Village Clerk Mastandrea stated it was her opinion the leaves in the current logo seem outdated but suggested using a different, more updated graphic for the leaf. Village Clerk Mastandrea appreciated the history in the presentation.

Mayor Brandt stated she would like to see a type face that is easy to read and more current. Mayor Brandt noted her opinion was that Lincolnshire lacks consistency.

Mayor Brandt asked for feedback from staff. Village Manager Burke stated staff would benefit and is looking forward to having an updated style, font and color to work with. Village Manager Burke noted some of the projects staff has brought forward have been put on hold in anticipation of a new brand. Village Manager Burke recognized that the Lincolnshire “L” is everywhere and has a strong presence so it would be beneficial to retain this. Village Manager Burke stated his opinion was that he was not sold on the shield and stated at first glance the V & L in the shield resembled a marijuana leaf and suggested putting a leaf in the shield to look more modern.

Trustee Hancock stated his opinion was the shields appeared more regal and did not think it necessary. Trustee Servi stated his opinion was the shield looked better than the circle. Mayor Brandt requested Ms. Rice present a different leaf in both the shield and the circle for the Board to view.

Economic Development Coordinator Zozulya noted concern with some of the ideas taking a step back in time; gravitating to the past and not moving into the present. Economic Development Coordinator Zozulya also noted concern regarding the shield because Bannockburn's current logo has a similar type of image.

Public Works Director Woodbury noted he was in favor of the shield but suggested using a different leaf.

Assistant Village Manager/Community & Economic Development Director Letendre noted his suggestion would be to stay away from a competitor and suggested changing the shape of the shield.

Mayor Brandt stated she would get feedback from the missing board members to Ms. Rice.

Trustee Hancock reiterated using the tag line since his opinion was Lincolnshire lacks identity.

Ms. Rice suggested using circles instead of shields noting her opinion is they are more timeless and similar to icons.

There was a consensus of the Board for Ms. Rice to provide additional designs using alternates to the shield, updates to the leaf, while keeping the Lincolnshire "L" and then follow up with staff.

3.2 Finance and Administration

3.21 Consideration of an Ordinance Amending Title 1, Chapter 8 (Village Finances) of the Lincolnshire Village Code (Village of Lincolnshire)

Finance Director/Treasurer Peterson provided a summary of the proposed Ordinance amending Title 1, Chapter 8 of the Village Code - Village Finances highlighting changes and additions staff recommends.

Village Manager Burke noted Village Finances is a section in the code which has not been revisited since approximately 1974. The changes recognize the combined role of Finance Director and Treasurer. Village Manger Burke noted the Bond Compliance Document would be incorporated into the Budget.

Trustee Hancock noted inconsistency in section 1.8A which refers to "Village Treasurer" and also "Treasurer" and suggested keeping this consistent.

There was a consensus of the Board to place this item on the Consent Agenda for approval at the next Regular Village Board Meeting.

3.22 Consideration of an Ordinance Authorizing the Disposal of Surplus Property (Village of Lincolnshire)

Village Manager Burke summarized the twice annual Ordinance authorizing the disposal of surplus property.

There was a consensus of the Board to place this item on the Consent Agenda for approval at the next Regular Village Board Meeting.

- 3.3 Public Works
- 3.3 Public Safety
- 3.4 Parks and Recreation
- 3.5 Judiciary and Personnel

4.0 UNFINISHED BUSINESS

5.0 NEW BUSINESS

6.0 EXECUTIVE SESSION

Trustee McDonough moved and Trustee Servi seconded the motion to go into Executive Session for the purpose of discussing current litigation. The roll call vote was as follows: AYES: Trustees McDonough, Servi, and Hancock. NAYS: None. ABSENT: Trustees Feldman, Leider, and Grujanac. ABSTAIN: None. The Mayor declared the motion carried and the Board went into Executive Session at 9:35 p.m. and came out of Executive Session at 8:43 p.m.

7.0 ADJOURNMENT

Trustee McDonough moved and Trustee Hancock seconded the motion to adjourn. Upon a voice vote, the motion was approved unanimously and Mayor Brandt declared the meeting adjourned at 8:44p.m.

Respectfully submitted,

VILLAGE OF LINCOLNSHIRE

Barbara Mastandrea
Village Clerk