

## Ad Hoc Communications Committee Meeting May 29, 2024

### 1 - Order

Meeting called to order at 10:34 am by Chair Nancy Pierce.

### 2 – Roll Call

**PRESENT:** 2 – Trustee Pierce, Trustee Wishau, and Trustee Lambrecht

**STAFF/OTHER:** Police Chief Christopher Botsch, Finance Director Wayne Krueger, Village Clerk Jennifer Olsen, and Michelle Struck

### 3 – Approval of Minutes

**Motion by** Trustee Lambrecht to approve the Communications Committee minutes of 04/17/24. Seconded by Trustee Wishau. **Motion carried 3-0.**

### 4 – Public Comment

**The following people appeared to speak before the Committee:**

Michelle Struck – Update on management of Crestview Park Association for staff dissemination.

### 5 – New Business

**A. Areas or items consistent with the original charge of this Ad Hoc Committee that we have not covered or need to revisit on the next meeting agenda (With No Action)**

The next meeting will be the last meeting before this committee sunsets. Place Village Board final report on the agenda for that meeting.

### 6 – Continuing Business

**A. Other locations for primary signage (CoW 3/26/2024 staff directed to review the 5 locations and bring back to the Committee of the Whole in 6-9 months if needed. CC 4/17/2024 staff reviewed the locations)**

Additional discussion on 6 Mile Road and 7 Mile Road as possible locations for monument/welcome signs centered around sign placement in rural areas versus densely populated areas. A recommendation will be made in the final committee report.

**B. Future sign placement policy and procedure (CC 4/17/24 directed staff to prepare draft policy)**

The Committee reviewed the policy prepared by staff, asked for clarification on “vision triangle as specified in SEC. 16-5-2(d): Vision Setbacks,” and offered the following suggestions:

- Disallow sign monument construction as a requirement of developers in permitting process.
- Expand on approval process and department/committee areas of responsibility.

**C. Update on logo samples (CC 4/17/24 present final logos)**

All logo variations completed and available in shared drive, and staff will distribute files to printers. Police and Fire Departments will co-brand with their logos.

**D. Review of Communication Committee Execution Plan (attached)**

All items completed.

**E. Review of Comprehensive Communication Plan spreadsheet**

Review of Comprehensive Communication Plan worksheets, available for staff use as needed and stored in the Village resources folder.

### 7 – Adjournment

Chair Pierce adjourned the meeting at 11:16 AM

*Respectfully submitted:*

*Jennifer Olsen  
Village Clerk*