

# **Village of Carol Stream**

## **Special Meeting of the Village Board**

### *Capital Improvement Program Update*

### *Discussion of Village Board Goal – Branding*

Gregory J. Bielawski Municipal Center  
500 N. Gary Avenue, Carol Stream, IL 60188

**November 16, 2015**

**6:00 p.m. – 7:25 p.m.**

## **Meeting Notes**

### **ATTENDANCE:**

**Mayor Frank Saverino, Sr.**  
**Trustee Dave Hennessey**  
**Trustee John LaRocca**  
**Trustee Rick Gieser**  
**Trustee Mary Frusolone**  
**Trustee Greg Schwarze**  
**Trustee Matt McCarthy**  
**Village Clerk Laura Czarnecki**

**Joseph E. Breinig, Village Manager**  
**Bob Mellor, Assistant Village Manager**  
**Chris Oakley, Asst. to the Village Manager**  
**John Batek, Finance Director**  
**Jim Knudsen, Director of Engineering**  
**Phil Modaff, Director of Public Works**  
**Ed Sailer, Police Chief**  
**Don Bastian, Community Dev. Dir.**  
**Caryl Rebholz, Employee Relations Dir.**  
**Marc Talavera, Information Systems Dir.**

The meeting was called to order at 6:00 p.m. by Mayor Frank Saverino, Sr. and the roll call read by Village Clerk Laura Czarnecki. The result of the roll call vote was as follows:

**Present:** Mayor Saverino, Sr., Trustees Hennessey, LaRocca, Gieser, Frusolone, Schwarze and McCarthy

**Absent:**

### **Capital Improvement Program Update**

Village Engineer Jim Knudsen provided the Village Board an update on the status of the Capital Improvement Program projects.

2015-2016 Capital Improvement Program Update was presented as follows:

#### **Agenda**

- Completed Or Substantially Completed Projects
- Initiated But Uncompleted Projects
- Projects Not Initiated
- Revised 5 Year CIP Recommendations

### Completed or Substantially Completed CIP Projects

- Pavement Preventative Maintenance Program Projects
  - Preservative Sealing
  - Restorative Sealing
  - Fiberized Crackfilling
- Flexible Pavement Project
- Indianwood Drive Pavement Reconstruction Project
- Kuhn Road Pavement Rehabilitation Project
- Gary Avenue Improvements Project
- Streetlight Replacement Program Project
- WRC Improvement Projects
  - Phase I Pumping Station
  - Phase II Pumping Station
  - Non-Potable Hydrant Replacement
  - Blower Building #1 Roof Replacement
  - Administration Building Roof Replacement
- PWC Front Parking Lot Resurfacing Project

### Initiated But Uncompleted CIP Projects

- Lies Road Pavement Rehabilitation Project – Preliminary Engineering
- West Branch DuPage River Trail – Final Eng. & Easement Acquisitions
- Carol Stream - Bloomingdale Trail Improvements Project – Preliminary Eng.
- Lies Road Bike Path Extension Project – Preliminary Eng.
- Schmale Road Water Main Replacement Project – Preliminary Eng. & Easement Acquisitions

### CIP Projects Not Initiated

- Southeast Bike Path Project – Final Engineering & Easement Acquisitions
- Water System Studies – Southwest Area & Comprehensive
- Aztec Drive Sanitary Sewer Replacement Project – Final Engineering
- Roadway Drainage Improvements Project – Final Eng.
- Tubeway & Westgate Stormwater Study
- Flood Plain Structure Buyout Program Project – Acquisition Relocation & Demolition
- Kehoe Boulevard Stream Bank Stabilization Project – Concept Design & Grant Application
- Klein Creek Section I Stream Bank Stabilization Project – Concept Design & Watershed Plan Amendment

### Revised Five Year CIP Recommendation

- Southeast Bike Path Project
  - Check for CDBG Funding Eligibility
  - Reprogram to FY17
- Water System Studies
  - Select Consultant & Begin Studies
- Aztec Drive Sanitary Sewer Replacement Project
  - Re-video Sewer
  - Select Consultant & Begin Final Engineering
- Roadway Drainage Improvements Project
  - Enlarge Project Scale (\$200K)
  - Rebid Next March
  - Revise Future Budget Costs
- Tubeway & Westgate Stormwater Study

- Finalize Request For Qualifications (RFQ)
- Postpone 1 Year to FY17
- Roadway Drainage Improvements Project
  - Enlarge Project Scale (\$200K)
  - Rebid Next March
  - Revise Future Budget Costs
- Tubeway & Westgate Stormwater Study
  - Finalize Request For Qualifications (RFQ)
  - Postpone 1 Year to FY17

The Village Board concurred with staff recommendations contained in the CIP Update.

### **Discussion of Village Board Goal - Branding**

Assistant to the Village Manager Chris Oakley provided a brief history of the Carol Stream Brand and requested direction on future branding efforts.

Village Goal #5 – Branding – was presented as follows:

#### **Goal Rankings**

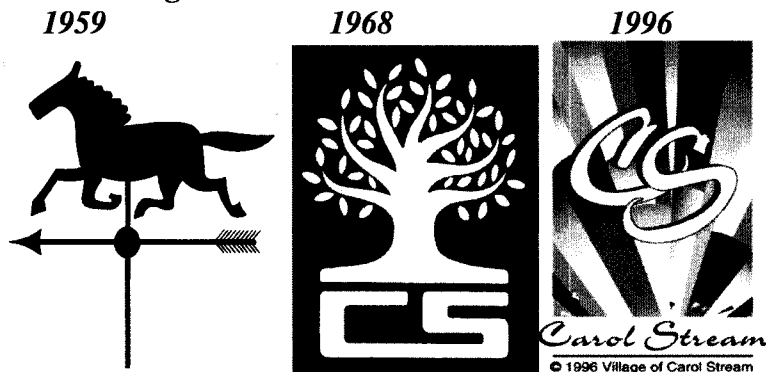
- 1- Adequate Staffing **11**
- 2- New Revenue Sources **9**
- 3- Budget Status **9**
- 4- Economic Development **5**
- 5- Branding/Public Relations **5**
- 6- Technology Improvements **4**
- 7- Infrastructure **2**

#### **Goal Objectives**

- Design New Village Logo;
- Develop Village Slogan;
- Create a central Communications Person/Portal for Social Media;
- Reevaluate entry way Signage.

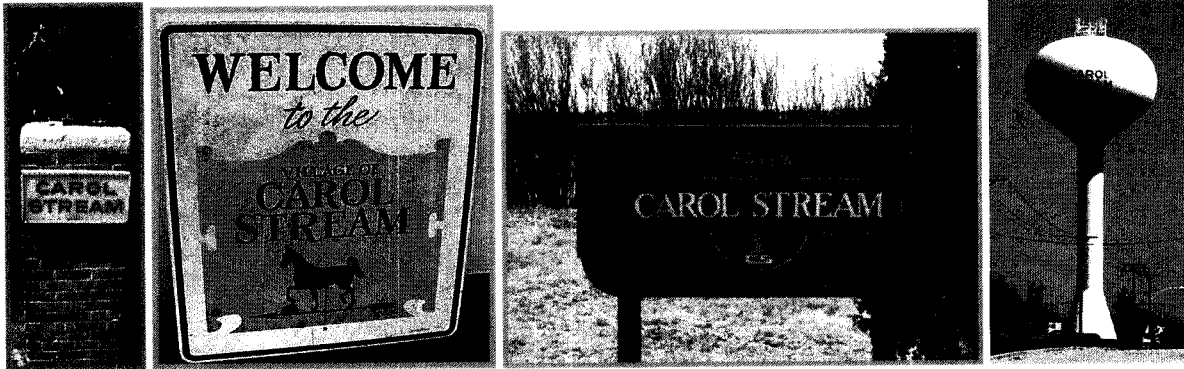
#### **Branding Element: Logo**

- **Village LOGOS thru the Years**

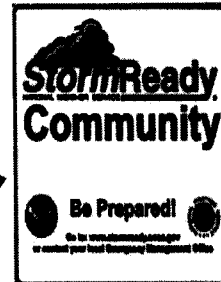
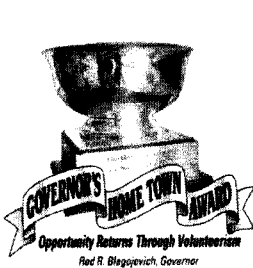


*'Our roots are down & we're branching out'*

## Branding Element: Entry Signs



## Branding Element: Recognition



## Branding: Consensus

- What does branding/rebranding effort entail?
- Are the lanon stone corridor signs along North & Gary Ave. to be considered in a rebranding effort?
- How should Centralized Communications be handled? Staff, contractual or combination?

## Branding Process

- Draft & Solicit RFP/Q, Interview Consultants, Select Firm & Contract w/ Consultant
- Consultant Solicits Community Perception & Feedback Surveys, Interviews, Focus Groups, Contests/Competition
- Consultant Reviews & Presents Research Consultant Presents Branding Concept
- Final Branding Concept Selected
- Develop a Rebranding Implementation Plan
- Rebranding Effort Commences
- Entire Process: 15 – 18 Months on Average

### Branding: Cost & Deliverables

- **COST:** A typical consulting fee for a municipal branding effort ranges from \$80,000 - \$175,000. Some firms charge a flat fee + a not-to-exceed travel allowance. Other firms charge an hourly rate ranging from \$100- \$175/hour.
  
- **PRODUCT DELIVERABLES:**
  - Logo Image
  - Slogan/Tag Line
  - Narrative Statement (Brand Platform)
  - Implementation Plan– Recommended Action Steps

### Rebranding Campaign

#### *Non-Printed Materials*

- Vehicle/Truck Decals
- Uniforms Patches
- Marketing Brochures
- Municipal Flag
- Corporate Seal
- Fold Over Stop Signs
- Pens, Pins & Tokens

#### *Printed Materials*

- Letterhead & Envelopes
- Business Cards
- Desk Notepads
- Formal Permit/Certificates
- Police Reporting Forms
- Employee ID Cards
- Inspection Report Forms
- Village Street Map

### Guidance & Direction

1. Project Timing: If FY16-17 budget resources are insufficient to accomplish top 3- 4 goals, does this goal get pushed back (reprioritized) to future years?
2. Project Cost: Is there an acceptable project cost for completing this goal:  

<b>Consultant Services -</b>	\$ 90,000
<b>Est. Rebranding Campaign -</b>	\$100,000
3. Project Metrics: Are there a success measures you envision for this goal? Qualitative? Quantitative?


Trustee Gieser stated we can gather enough information without a consultant on who we are as a Village at little to no cost, and to design a new logo. Village Board fears spending large sums of consultant dollars and not getting a useful product. Several Village Board members described branding efforts by their employers with varying degrees of success. Not everyone will buy into the slogan. Trustee Hennessey suggested an in-house person would be more invested than a consultant who designs a logo and is gone at the end of the process. Mayor Saverino asked what is the goal of rebranding and designing a new logo? Mayor Saverino stated Carol Stream is a faith based community without a "Hook to draw people to Carol Stream". Each Board member weighed in on why they chose Carol Stream to live.

Mayor Saverino suggested we look at doing a short Economic Development video that can be given to realtors and business prospects. Trustee Hennessey would like to see Carol Stream as a place where young people want to live and raise a family.

Village Manager Breinig stated staff would bring this matter back for discussion on December 7, 2015 as the budget is being prepared at this time and any dollars for branding would need to be considered during the budget cycle.

There being no further business, Trustee McCarthy moved and Trustee Schwarze made the second to adjourn the Special Board meeting. The meeting was adjourned unanimously at 7:25 p.m.

FOR THE BOARD OF TRUSTEES

  
Frank Saverino, Sr., Mayor

ATTEST:

  
Laura Czarnecki, Village Clerk

Minutes approved by the President and Board of Trustees on this  
7<sup>th</sup> day of December 2015.

  
Village Clerk