

**VILLAGE OF LAKE BLUFF
DEVELOPMENT AND DOWNTOWN COMMITTEE
SPECIAL MEETING**

November 29, 2012

DRAFT MEETING MINUTES

The Village of Lake Bluff Development and Downtown Committee (DDC) met on November 29, 2012 in the Village Hall Board Room (40 E. Center Avenue) at 5:32 p.m. and the following members were present:

Present: Kathleen O'Hara, Chair
Deb Dintruff
John Josephitis
Steve Kraus
Paul Lemieux
Stephen Rappin

Absent Rebecca Quackenbush

Also Present: Drew Irvin, Village Administrator
Brandon Stanick, Assistant to the Village Administrator

Non-Agenda Items and Visitors

Chair O'Hara stated the DDC allocates 15 minutes for those individuals who would like the opportunity to address the DDC on any matter not listed on the agenda.

There were no requests to address the DDC.

Consideration of the Minutes from the October 4, 2012 DDC Meeting

Member Lemieux moved to approve the October 4, 2012 DDC Special Meeting Minutes as presented. Member Dintruff seconded the motion. The motion passed on a unanimous voice vote.

A Presentation from North Star Destinations, LLC. Regarding Community Branding

Chair O'Hara introduced North Star Research Manager Adam Winstead.

Mr. Winstead presented the North Star Community Branding Concept *Beyond a Logo and a Line*. He stated community branding is about emotionally connecting with the community and mentioned various reasons why communities should consider branding, such as instill community awareness, distinctive destination of choice for businesses and economic development amongst others.

Mr. Winstead stated every community has a reputation but not every community understands what their reputation is or what to do about it. He stated branding is how communities manage the reputation and explained the following:

- Brand Image: Your reputation – what they say about you when you're not around;
- Brand Identity: The strategy and expression of that strategy. The core concept of the community, clearly and distinctively expressed.
- Brand Behavior: Your 3-dimensional brand. Applied to experiences through policy, actions, initiatives and development.

Mr. Winstead briefly explained the four P's of marketing and noted that communities are only able to control the promotion marketing strategy. Mr. Winstead presented the North Star branding process including the publisher and social media aspects and noted that traditional and social media offers less control. The branding process would also involve research into insights and once an understanding has been reached a brand platform would be presented and a logo and tag line developed. Mr. Winstead stated North Star would advise the Village on ways to use the brand and build upon it, as well as evaluation measures to see how effective it is in and out of the community.

Mr. Winstead stated the research instruments used will be the community, consumers and local competition. He explained that branding serves the community by:

- Gaining a true understanding of the community's reputation in a rigorous and scientific fashion;
- Developing a narrative of who this community is, where it is going and how it will get there, which honestly reflects the skills, the genius and the will of the people;
- Maintaining steady stream of innovative products, services, policies and initiatives in multiple sectors that demonstrates the truth of that narrative; and
- Shining a light on this activity through effective and creative communications.

Mr. Winstead stated that brand platform, brand narrative and brand behavior are the three tools most often missing from a community's marketing tool box. He provided various examples of brand platforms which included the target audience, frame-of-reference, point-of-difference and benefits. He explained the insights used to inspire the State of Mississippi's strategic brand platform and brand action ideas for the 2017 Mississippi bicentennial. Lastly, he explained the actions that often derail community brands.

In conclusion, Mr. Winstead continued with his presentation and conducted a focus group meeting with the DDC and the following information describing the community was gathered:

- **One word to describe Lake Bluff:** friendly, an escape, connectivity, community, volunteerism, Mayberry and American;
- **Describe Lake Bluff to others:** changing, small town, north of North Shore, kids can ride bikes and best kept secret; and
- **Lake Bluff inspires to be:** relevant, thriving, moving forward but value its past, sustainable, maintaining identity, destination, provide growth continuity for generations to stay here and maintaining age diversity.

Adjournment

As no further business came before the DDC, Member Josephitis moved to adjourn the meeting at 6:45 p.m. Member Rappin seconded the motion. The motion passed on a unanimous voice vote.

Respectfully Submitted,

R. Drew Irvin
Village Administrator