

EDGERTON PLANNING COMMISSION AGENDA

January 10, 2012

7:00 PM

1. Call meeting to order (7:00 p.m.)

2. Roll Call:

A. Members:

Phyllis Harris, Chairperson

Present / Absent

Betsy Rhomberg, Co-Chair

Present / Absent

Maria O'Neill, Secretary

Present / Absent

Bob O'Neill

Present / Absent

Chuck Davis

Present / Absent

Missy Drinkard

Present / Absent

Chris Coffman

Present / Absent

Jim Osmun

Present / Absent

Kim Campbell

Present / Absent

4. Review of Minutes:

A. September 1, 2011

5. Guests Present:

A.

B.

6. Communications:

7. Discussion Items:

A. Discussion with representatives from Candid Marketing regarding the City's branding and marketing initiative.

8. Other Items:

9. Future Meeting – Regular meeting – February 14, 2012

10. Adjournment:

EDGERTON COMMUNITY BUILDING
PLANNING COMMISSION SPECIAL MEETING

September 1, 2011

7:00 P.M.

The Edgerton Planning Commission met in special session at 7:05 p.m. with Chair Harris presiding. The Roll Call was made by City Administrator Elizabeth Linn, indicating those present were Commissioners Phyllis Harris, Betsy Rhomberg, Maria O'Neill, Chuck Davis, Missy Drinkard, Jim Osmun, and Kim Campbell. Those with excused absences were Commissioners Bob O'Neill and Chris Coffman. Chairperson Harris declared a quorum was present.

Approval of the minutes of August 9, 2011 meeting was considered. Motion was made by Davis, seconded by Drinkard, to approve the minutes amending Page 2 to read "second noted as M. O'Neill to Drinkard". Passed 7-0.

Temporary construction activities at 32377 W 191st Street for construction of the BNSF Intermodal facility were considered.

Discussion of the matter including the staff recommendations ensued.

Motion by Drinkard, seconded by Davis, to approve the matter with all 18 conditions noted in staff report. Passed 7-0.

No further matters were discussed.

Motion by Rhomberg, seconded by Drinkard, to adjourn. Passed 7-0.

The meeting adjourned at 7:25 p.m.

Elizabeth Linn
City Administrator

STAFF REPORT

TO: The City of Edgerton Planning and Zoning Commission
FROM: Beth Linn, City Administrator
DATE: December 29, 2011
SUBJECT: Agenda Item No. 7.A.: Discussion with representatives from Candid Marketing regarding the City's branding and marketing initiative.

BACKGROUND INFORMATION

The City of Edgerton is anticipated to encounter significant growth in the coming years. One of the components of that growth is in the commercial and industrial sector. Currently, Edgerton does not have strong, cohesive identity to attract business or residents to locate here. On December 8, 2011, the City Council approved a contract with Candid Marketing and Communications for a Branding and Marketing Initiative. The purpose of Marketing and Branding Initiative is to capitalize on the City of Edgerton's assets and unique attributes and leverage those to positively impact all aspects of the local economy.

The branding and marketing project includes three phases: Research and Discovery; Brand Position and Creative Concepts; and Implementation and Integration.

During the first phase of research and discovery, Candid is talking to people about what makes Edgerton unique from other communities. The goal is to collect and gauge real-life experiences with those who live, visit and conduct business in and around Edgerton. The scope of work includes several different methods to reach out to all of the stakeholder groups to find out what they love about Edgerton. One of the groups they would like input from is the Planning Commission. Through this research, the team hopes to gather insights about why a resident or business chose Edgerton. The team will use all of the insights and information gathered from these sessions to look for common themes around what makes Edgerton unique.

After completing Phase I, Candid will begin Phase II Brand Positioning and Creative Concepts. During this phase, the team will use the insights and information gathered in Phase I to develop creative concepts to depict the visual expression of Edgerton. The team will present three to five logos to the council and the public for review and comment. Those concepts will be refined twice until a final logo and tagline is selected. Once the logo and brand is finalized, Candid will develop the creative platform to help the City establish it as a recognizable brand. In addition, Candid will develop a brand standards guide to assist the City in applying this new brand to all marketing and advertising materials.

Finally, Phase III Implementation and Integration includes a comprehensive, strategic marketing and communications plan that will assist the City in unveiling its new brand identity. This includes the marketing tool box with items such as stationary, brochure templates, email graphics, powerpoint templates, advertising, etc. This comprehensive plan is a critical component in the successful application of the brand identity.